

# HOW TO PROTECT CLIENT SATISFACTION WHILE SCALING YOUR AGENCY

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TRN



IN THIS WEBINAR

# SCALING WITH QUALITY

We'll discuss how to grow revenue without compromising client satisfaction.

## THE GROWTH FRICTION

Why client satisfaction stumbles during rapid growth

## THE HIDDEN COST

How your Agency pays for the decline in service quality

## SCALABLE FRAMEWORK

Best practice for protecting your client satisfaction



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## THE GROWTH FRICTION

# HOW CLIENT EXPECTATIONS GETS SIDELINED



### Lack of Structure

As the founder steps away from day-to-day delivery



### Unsustainable Priorities

Short-term billing valued over long-term relationships



### HR Inconsistencies

Onboarding & training standards can't keep up with hiring



### Complexity of Growth

Systems can't support a growing contract desk

## THE HIDDEN COST

# THE SLOW DECLINE

When client satisfaction dips, it doesn't show up immediately in revenue. **There are some warning signs:**



Fewer Repeat  
Placements



Less Role  
Exclusivity



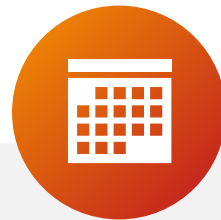
Vacancies sent to  
Multiple Agencies



Increased Fee  
Negotiations



Slower Client  
Decision Making



Longer Payment  
Cycles



Framework or PSL  
Renewals at Risk

Small shifts that add up quickly!

# THE COST OF INCONSISTENCY

YOUR TEAM HAS TO WORK  
TWICE AS HARD TO WIN  
HALF THE TRUST



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SCALABLE FRAMEWORK

# GROWTH INFRASTRUCTURE

Protect client satisfaction by embedding it into your systems and technology.



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## STRUCTURED OPERATING SYSTEMS FOR SEAMLESS DELIVERY

Standardise your systems and procedures through:

- ▶ Documenting Workflows
- ▶ Checklist Systems
- ▶ Training Simulation
- ▶ Assigning Processes
- ▶ Auditing Processes

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## TECHNOLOGY THAT ENABLE VISIBILITY & ACCOUNTABILITY

Make client satisfaction measurable with:

- ▶ Integrated Systems
- ▶ Feedback Loops
- ▶ Automated Alerts
- ▶ Engagement Heatmaps
- ▶ Weekly Dashboards

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## ALIGNING KPIs WITH **RETENTION**, NOT JUST REVENUE

Alongside revenue KPIs, include client-focused metrics like:

- ▶ Client-focused KPIs
- ▶ Retention & Repeat
- ▶ Time-bound Service Standards
- ▶ Benchmark NPS
- ▶ Monthly Account Reviews

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## PROTECTING **CULTURE** AS YOU SCALE

Keep service standards as you grow through:

- ▶ Clearly Communicating your Values
- ▶ Leadership Succession Planning
- ▶ Leadership Training
- ▶ Recognition Systems



SCALABLE FRAMEWORK

# GROWTH MINDSET

Lead with retention. Align your metrics and your culture to safeguard client satisfaction as you scale.



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Thanks for listening!

# Do You Have Any Questions?



## 20-min **GROWTH CLINICS** with **Kim De-ath**

Designed for STEM and professional sector contract recruitment agencies scaling for growth. We'll review your setup, explore funding or outsourcing options, and weigh the pros and cons of different models - clearly, honestly, and tailored to your business.

*Limited Slots Available*


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