



SPARKS MAKES INAVERO'S 2013 BEST OF STAFFING™ LISTS

Winning service quality scores are more than double industry average, indicating widening gap between industry leaders and laggards.

ROCKVILLE, MD – FEBRUARY 8, 2013 – SPARKS announced today it has been named to Inavero's [2013 Best of Staffing™ Client](#) and [2013 Best of Staffing™ Talent](#) lists of award winners. Presented in partnership with CareerBuilder, the fourth annual Best of Staffing lists provide the only statistically valid, objective, service quality benchmarks in the industry and reveal which staffing agencies are delivering exceptional service to their clients and the permanent and temporary employees for whom they find jobs. This year's lists highlight a growing divide among the industry's leaders and laggards, and identifies SPARKS as one of the best staffing agencies for companies and job candidates to call when they are in need.

Less than one percent of all staffing agencies in North America receive the Best of Staffing award for service excellence. Utilizing the Net Promoter® methodology, the 2013 Best of Staffing winners achieved satisfaction scores more than double the industry average. This stark contrast in scores is a clear indication that the firms who have earned their way onto the 2013 Best of Staffing lists truly stand out for their service quality. SPARKS received satisfaction ratings of 9 or 10 out of 10 from 69.4% percent of their permanent and temporary employees, significantly higher than the industry's average of 48 percent. Additionally SPARKS received satisfaction ratings of 9 or 10 out of 10 from 87.9% percent of their clients, significantly higher than the industry's average of 39 percent.

"SPARKS is thrilled to be named to the Best of Staffing Client and Talent Lists for 2013," said SPARKS Chief Executive Officer Steve Sparks. "Ranking among the top 1% of all staffing companies is an honor and a reflection of our team's commitment to providing exceptional service to both our clients and to the talented employees that represent us every day."

"Few things are more important to companies than the employees you hire," said Inavero Founder and CEO, Eric Gregg. "The same holds true for candidates on their quest for employment. Staffing agencies have proven to successfully connect companies with permanent and temporary employees. Since the end of the recession, the staffing and recruiting industry has created more jobs than any other single industry in the country**, yet so many companies and job candidates don't take advantage of this expertise and resource. Our hope is that both companies and talent use the Best of Staffing lists as a benchmark to help select a staffing agency that can either secure the talent or employment opportunity they need."

About SPARKS

Headquartered in the Washington, DC Metro Area, with a client support network throughout the Mid-Atlantic corridor, SPARKS is a leading staffing and recruiting services provider that connects job seekers to the area's leading organizations for temporary/contract, contract-to-hire and direct-hire opportunities. Additionally SPARKS offers a number of customizable workforce and talent management solutions for large



users of staffing. Core areas of staffing expertise include: Office and Administrative Services, Accounting and Finance, Contract and Procurement, Mortgage and Banking and Customer Service/Call Center.

<http://www.sparkshr.com/>

®Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld. Net Promoter Score is calculated by taking the percentage of respondents who, on a scale of 0 to 10, rate their likelihood to recommend the staffing agency with a score of 9 or 10 (promoters) and subtracting the percentage who rate the staffing agency a 6 or lower (detractors).

**Bureau of Labor Statistics

About Inavero

[Inavero](#) administers more staffing agency client and talent satisfaction surveys than any other firm in the world. Inavero's team reports on satisfaction surveys from more than 500,000 staffing agency clients and talent each year and the company serves as the American Staffing Association's exclusive research partner.

Inavero's [Best of Staffing™](#) is the nation's only award that recognizes staffing agencies that receive remarkable reviews from their clients and the people they help find jobs (employed talent). The Best of Staffing winner lists are a central place that businesses and talent go to find the best staffing agencies to call when they are in need.

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