

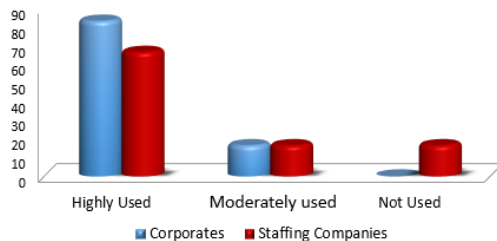
## REPORT MAY 2017

# 83% CORPORATES MAKE BUSINESS PARTNERSHIPS DECISIONS BASIS SOCIAL MEDIA PRESENCE AND NETWORKING

## Report Findings

Over 83% Corporates depend on Social Media presence and relationships to drive their decisions related to Staffing partner.

Surprisingly, only 67% flexi staffing companies, consider Social media as an important tool to engage with their customers for driving business. A little over 17% don't even use social media as an important marketing tool.



## How the Corporate decision making process for business partnerships are changing?

Social media as per most customers have become an impertinent tool not only for managing networking but to improve brand recall. When it comes to business, top of the mind recall is necessary and a continual social presence across platforms, visibility of brands - help to connect faster.

In the business environment decisions are being driven by the presence, popularity, activity and engagement of partners done through Social media. Engagement of partners is also done at various stakeholder levels. In an interesting observation, not a single corporate came out to be negligent to social media, when they evaluated partnerships and sales engagements with their partners. Based on the social media presence, most business decisions have moved outside of meeting rooms and are ripening at these platforms.

How are the flexi staffing companies adopting social media into their marketing plans to enhance their customer relationship?

The survey results showed 67% of staffing companies using social media to create an impact in their customer relationship programs. On the other hand, surprisingly there are 17% who haven't adopted the social media yet to their advantage.

Staffing companies are recognising it gradually, however, not adopting as fast as the corporates have already moved into it. The social media metrics/presence for any company has become one of the critical opportunity bearers of sales and business growth today.

In this survey the result clearly declares, that enhancing the social media mix and making it an integral part of marketing has a strong brand recall. Sales is about the presence at the right time, thus physical meetings are only supplements to the interactions that can be conducted to ensure a connectivity to the relevant stakeholders at regular intervals.

Staffing companies, who have made social media marketing an important activity beyond just networking, have benefitted mostly. The open arena to create high brand value with low investment is resulting in both vertical and horizontal growth into the client business for the top users.

As important as it is to network offline with customers, it is also observed that, social media networking can't be ignored anymore.

## About Indian Staffing Federation (ISF)

Indian Staffing Federation (ISF) has been created with one common goal - Staffing India's Growth.

The purpose of ISF is to enhance long-term growth of the staffing industry and to ensure its continued ability to make positive contributions to the economy and society. The principal focus of the Federation's activities is to strengthen triangular employment relationships, in which the staffing company is the employer of the temporary worker, who works under the supervision of the user company

### **Research Methodology**

Indian Staffing Federation collected data for the survey where respondents of both Corporate and Staffing organisations participated in two separate groups. The surveys were conducted through email, with over 30,000 corporate HR teams and over 250 staffing experts participating. The data has

been evaluated to avoid all/any misrepresentation and avoid manual biases.

### **Disclaimer**

The research is a property of Indian Staffing Federation (ISF). The research report has been produced with no biases towards any person/company/industry, however, has not been conducted in a controlled environment with the respondents. The respondents were free to reply basis their experience to the defined and close-ended questions, executed and collected via a survey. The report published is for the consumption of the federation, its members and respondents only. This may not be used in any part for commercial purposes without prior consent from ISF. Anyone using the report for reproduction will need to seek consent from ISF and attribute the credits accordingly.