



### **For Immediate Release**

## **Staffing Industry Analysts' Customer Loyalty Survey Proclaims WorkforceLogic Top VMS and Overall VMS/MSP Performer 2010**

SAN FRANCISCO, California, January 10, 2011 – WorkforceLogic is pleased to announce its top ranking as a VMS and MSP performer in one of the largest single customer experience surveys ever conducted by Staffing Industry Analysts (SIA). In one category, WorkforceLogic was ranked as a top managed services provider (MSP) overall performer, based on both buyer and supplier experience. In another category, the staffing suppliers surveyed rated WorkforceLogic a top performer of vendor management software (VMS).

Most gratifying about such an award is it's coming directly from customer feedback. SIA states in its report, "While VMS technology features and MSP services are together two of the key elements one needs to consider when evaluating prospective providers, undoubtedly the most important criterion is the level of customer satisfaction with their existing client base." WorkforceLogic is especially proud of the candid and supportive input received. One comment stated, "Hands down, the best solution and program in the market."

"This is a great win for WorkforceLogic," says Catherine Candland, CEO. "Even more important is that we are rated a top performer by our clients and the users of our software and services. Supporting and driving our clients' abilities to better manage their contingent workforce is the highest priority at WorkforceLogic."

According to SIA, a large portion of the VMS/MSP market weighed in. The top performer rankings resulted from a survey of 33,000 contacts from almost 10,000 companies. With 38 major industry players under consideration, WorkforceLogic was one of only five companies ranked a top performer in each of the categories.

Founder and Chairman of the Board, Gary D. Nelson, attributes WorkforceLogic's success to the quality work ethic and reputation of the staff. "I always knew our team was the best, but these awards validate the hard work of each and every employee. A win like this is the perfect way to kick off the new year," says Nelson.

An increasing number of buyers of contingent labor are using VMS and MSP, evidenced by the estimated \$66 billion spent in 2009. To be successful, vendors must differentiate themselves from the crowd. WorkforceLogic's score in the upper 25<sup>th</sup> percentile on customer satisfaction and loyalty for its VMS software indicates we do just that. Stuart Thompto, Senior VP for Product Development points out, "When all is said and done, what matters is that you deliver the best product and the best service. If you do that consistently, your customers reward you with their business and even, as in this case, indicate their willingness to recommend you to a friend or colleague. That kind of promotion can't be bought; it has to be earned."

**About WorkforceLogic**

WorkforceLogic delivers workforce management and risk mitigation solutions that give businesses of all sizes improved control over their contingent workforce programs. We keep each client's budget and specific business goals in focus while helping them develop and execute creative strategies. WorkforceLogic has the experience, talent and track record to provide a variety of critical products and services, including reporting and analytics, VMS, MSP, compliance, and payroll. To learn more about WorkforceLogic, visit [www.workforcelogic.com](http://www.workforcelogic.com).

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