

Rate a Recruiter's 6 Cs & scoring



About Us

RECRUITMENT, REVIEWED

The recruitment industries first platform designed for recruiters, candidates and clients, to **raise standards and celebrate great recruiters.**



Our Vision

We bring together candidates, clients, and recruiters to create a review platform for the recruitment industry, built on **transparency, fairness, inclusivity, and respect** we're here to positively disrupt the recruitment industry.



Our Mission

Rate a Recruiter is an independent, peer-reviewed industry directory of recruiters, building accountability to the hiring process and **peace of mind for candidates and clients.**



Rate a Recruiter's 6 Cs & scoring



The 6 Cs of Great Recruitment

How Rate A Recruiter measures what really matters

Let's be honest, most review platforms tell you what someone scored...but not why, how, or whether you should actually trust it.

A shiny 4.8 stars means very little if you don't know:

- ★ **What's being measured**
- ★ **Who's doing the scoring**
- ★ **How recent the data is**
- ★ **Whether one enthusiastic review skewed the result**
- ★ **Or what behaviours actually sit behind the number**



At Rate A Recruiter, we've deliberately designed a scoring system that **reflects real recruitment behaviour, not vanity metrics.** One that rewards consistency, integrity, and how people actually treat each other.



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That's where the 6 Cs Framework comes in. **It's our fairness lens.** The DNA of great recruitment, and the backbone of every score on the platform.

Why the 6 Cs exist

Recruitment isn't a transaction. It's a relationship business built on **trust, judgement, communication, and accountability.**

You can't capture that with a single star rating and a shrug emoji.



So instead of asking “*Did you like your recruiter?*”, we measure **six behavioural pillars** that consistently show up in great recruitment experiences.

The 6 Cs framework

Every review on Rate A Recruiter scores performance across six dimensions. Together, they paint a far **richer, fairer picture than any single headline score.**



**Not perfection. Not popularity.
Just professional excellence done
properly.**

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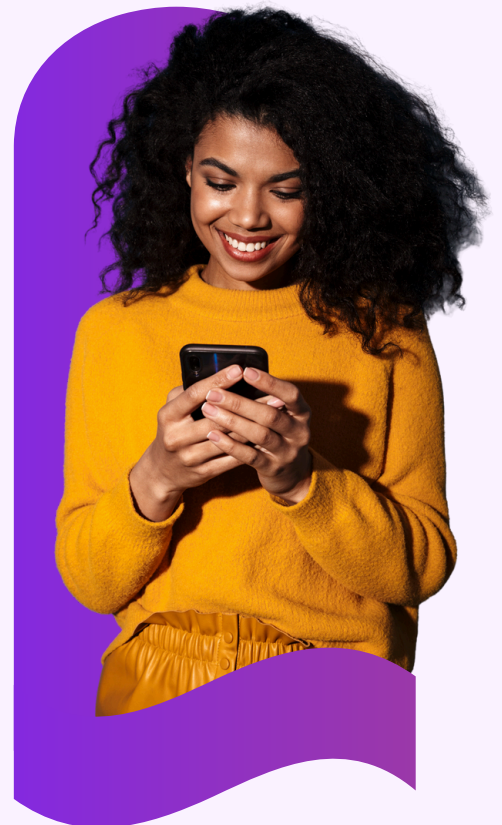
Candidate First

Great recruiters **balance care for the candidate with loyalty to the client.** They listen, guide, and aim for long-term fit, not just fast placements. It's about doing right by people on both sides of the table.



Communication

Clear, honest, timely communication. Updates, feedback, difficult conversations delivered respectfully. **No chasing. No silence. Definitely no ghosting.**



Connectedness



Understanding the sector, the role, the culture, and the people. For candidates, this means relevant opportunities. For clients, it means quality shortlists, not CV volume.

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Commitment

Consistency from brief, to offer, to onboarding, and beyond. They don't disappear when it gets hard. **They invest in long-term relationships, not short-term wins.**

Compliance

Professional, ethical, and fair. Strong data handling, responsible representation, sound judgement, and integrity under pressure.
Not just following the rules, but setting the standard.



Candidness

Saying what needs to be said, kindly and constructively.

Honest feedback, realistic expectations, meaningful challenge, always with positive intent.

Each category is scored from **1 to 5 stars** by the reviewer.

Simple to use.
Powerful in insight.



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Why simple ratings alone can mislead (and what research tells us)

You've probably seen review systems where a handful of reviews balloon a recruiter's score to "5 stars!"... or where just a couple of disgruntled voices drag a score down unfairly. That's not unique to recruitment, it's a well-documented issue in online feedback systems more broadly.

Academic research shows that **unsolicited online reviews tend to cluster at the extremes**, people with very strong positive or very negative experiences are far more likely to post feedback than those with moderate, everyday experiences. **That pattern creates what researchers call extremity bias, where the overall distribution of reviews doesn't fully represent the true range of customer or candidate experiences.** At the same time, the average score alone may look reasonable even when the underlying review distribution is skewed.



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Specifically:

Unsolicited reviews tend toward extremes.



People with moderate or mixed experiences are less likely to take the time to submit a review, which can distort what the average star tells you.

Actively soliciting reviews improves representativeness.



When platforms prompt a broader set of people to give feedback, including those with middling experiences, the result more closely reflects the true spread of outcomes.

Visible averages can temper extremes.



Ironically, when reviewers see an existing average score, they tend to align their own ratings toward the centre, which reduces bias and produces a more balanced distribution.

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Together, these findings expose the limitations of a headline star rating without structure, context, or invited participation, precisely the problem the 6 Cs, recency weighting, and Bayesian averaging are designed to solve at Rate A Recruiter.

That's why we don't just display a simple average. We:



Prompt reviews in a structured way that reduces extreme skews.

Break feedback into meaningful behavioural categories.

Use statistical methods that stabilise scores when review counts are low.

The result isn't perfect (no system ever is), but it's far closer to what **real, representative performance looks like on the ground, for candidates, clients, and recruiters alike.**

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Step 1: How reviews are submitted

When a candidate or client leaves a review, they score each of the six Cs individually.

That review is linked to:

The individual recruiter.

The organisation they represented at the time.

This creates accountability at both personal and company level, while preserving the context of when and where the experience happened.

Every review is timestamped the moment it's submitted. No retro-editing. No quiet rewrites. **Just honest snapshots in time.**



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Step 2: Why recency matters

People grow. Markets change. Teams evolve. A brilliant recruiter three years ago may not be delivering the same experience today, and vice versa. So we weight recent feedback more heavily.

When a profile is viewed, each review is dynamically weighted based on its age:

0–3 months: full weight

4–6 months: moderate weight

7–12 months: reduced weight

12+ months: light historical weight

This ensures:

- Recent behaviour has the strongest influence
- Past performance still contributes context
- Scores stay relevant, fair, and current

Every time a profile loads, the maths refreshes in real time. No fossilised reputations. No hiding behind old trophies.

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Step 3: Building the category scores

Each of the six Cs is calculated as a weighted average using the recency model above.

That means every recruiter has:

Six live behavioural scores

Reflecting both quality and freshness of feedback

This allows candidates and clients to see where someone genuinely excels, not just whether they're "generally alright".



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Step 4: Keeping scores fair with Bayesian Averaging

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Here's where the grown-up maths earns its keep.
If someone gets one five-star review on day one, should they instantly rank above a recruiter with 200 consistent reviews? Probably not. Equally, huge agencies shouldn't dominate purely through volume.

We use a Bayesian averaging model to stabilise scores fairly.
In plain English, it:

**Prevents early score
inflation**

**Reduces volatility from
small sample sizes**

**Rewards consistency over
hype**

**Keeps comparisons
meaningful**

Trust is built over time, not overnight.



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Step 5: What You See on a Profile

Every recruiter profile shows:



Overall Score



Candidate Score (candidate reviews only)



Client Score (client reviews only)



Scores for each of the 6 Cs



Total number of reviews



Trend indicator (last six months)

No smoke. No mystery weighting hidden behind a curtain.
Just transparent, comparable insight.

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Reputation that travels with you

Recruiters are mobile. **Careers evolve. Independence happens.** Your reputation shouldn't disappear when you change business cards.

Every recruiter has a **persistent Rate A Recruiter profile** tied to:

- A verified professional email
- Optional LinkedIn integration
- An immutable historical review record

When someone moves company:

Their personal score stays with them

Past reviews remain visible with employer context

**Their performance contributes proportionally to
company-level scores**

This builds career-long credibility
and genuine accountability.

**Not borrowed brand reputation.
Earned reputation.**



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Enterprise Transparency and Internal Insight

For enterprise accounts, each recruiter maintains their own profile and score alongside the company score.

This enables:

Internal benchmarking

Recognition of great performance

Fair accountability

Targeted development

Stronger transparency for candidates and clients

Culture shows up in data.



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Benchmarking and Development (Premium)

Premium users can benchmark performance:

Against company averages

Against industry benchmarks

Across time trends

Via exportable CSV datasets



We also provide insight tools that help recruiters identify development themes and strengths.

**Because great recruiters don't just get rated.
They get better.**

Governance, Integrity and Trust

Recruiters are responsible for keeping their employment status updated on the platform. Full technical governance is set out in the platform Terms & Conditions.

Clear rules protect everyone.

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Why this matters

The 6 Cs aren't just a scoring framework.
They're a statement of **what good recruitment looks like when nobody's cutting corners:**

People first

Honest conversations

Strong relationships

Professional integrity

Long-term thinking

Accountability that sticks

If we want to raise standards
across the industry, we have to
measure the right things.

Not just speed. Not just fees.
Not just volume.

Behaviour. Trust. Impact.

**Recruitment, reviewed
properly.**

