



Employer Branding Insights 2015



Global
Randstad
Award
2015

unique research: employer brand perceptions of over 225,000 people



- survey in 23 countries
- largest independent employer branding research worldwide
- 15-year track record
- objective selection of companies
- general public perception
- transparent results

Australia	France	Italy	Poland	Sweden
Argentina	Germany	Japan	Russia	UK
Belgium	Hong Kong	Luxembourg	Singapore	USA
Canada	Hungary	Netherlands	Spain	
China	India	New Zealand	Switzerland	

15 years of extensive research

- 1 Global event
- 2 Global Randstad Award winners
- 3 Hall of Fame honorees
- 15 global industries surveyed
- 75% of the global economy in scope
- 110 Randstad Award winners
- 150 companies included per country every year
- 175 guest speakers
- 22,500 companies surveyed
- 23,000 survey reports
- 100,000 event visitors
- 1,000,000 survey respondents



survey design

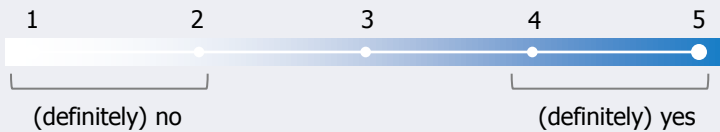
1. what attributes are important to you when choosing to work for a company?

respondents rank their top 5 attributes, in order of most to least important, from a list of 17 choices

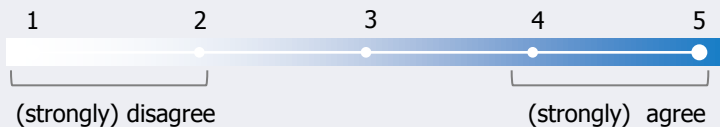
2. which of the following companies do you know?

respondents select companies they know from a random list of 30 companies per respondent

3. based on your perception of this company, would you like to work for it?



4. how do you rate this company on 10 specific attributes?



- salary and employee benefits
- career progression
- work atmosphere
- long-term job security
- work-life balance
- financial health
- job content
- training
- management
- environment and society



discrepancy between what talents are looking for, and how employers are rated on these drivers of choice

most important drivers of choice for potential talent

potential employees seek...

1. salary & employee benefits
2. long-term job security
3. pleasant work atmosphere
4. job content
5. financial health
6. work-life balance
7. career prospects
8. strong management
9. good training
10. corporate social responsibility

drivers attributed to largest employers


employers score best on...

1. financial health
2. strong management
3. good training
4. career prospects
5. salary & employee benefits
6. job content
7. long-term job security
8. pleasant work atmosphere
9. corporate social responsibility
10. work-life balance




reasons to stay or go

29% leaves because they experience a




limited career path

37% is considering to leave as they find










compensation too low

46% stays because of a

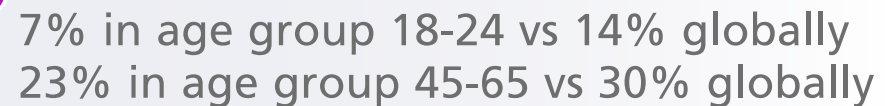
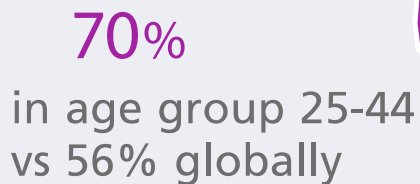
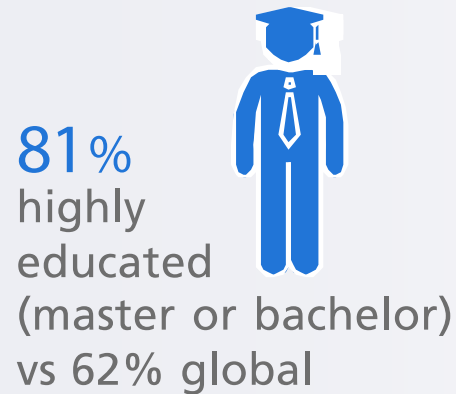
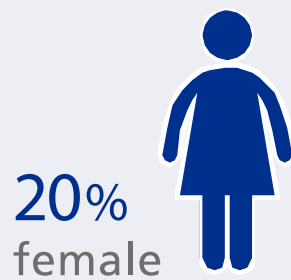
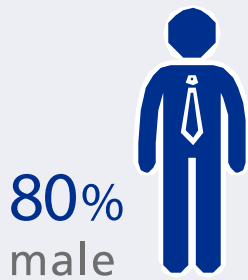


good work-life balance

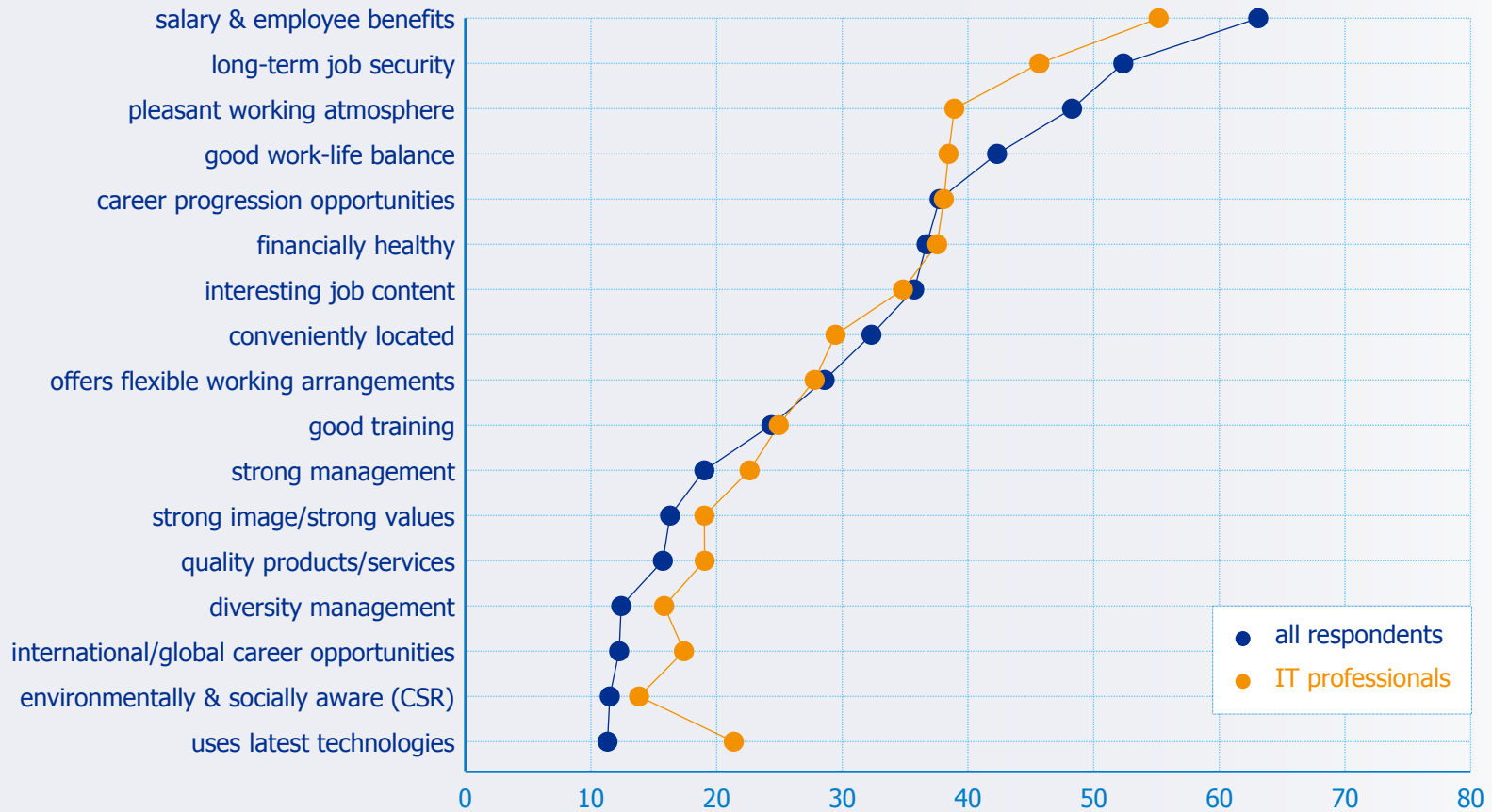
IT most attractive sector worldwide

	2015	2014	
1. IT	56.3%	55.5%	(1)
2. technology	51.6% 	46.5%	(5)
3. life sciences	51.3% 	48.5%	(2)
4. automotive	50.0% 	47.3%	(4)
5. industrial	49.9% 	45.5%	(6)
6. consulting	49.4%	47.6%	(3)
7. FMCG	46.7% 	43.9%	(7)
8. financial services	42.8% 	40.1%	(9)
9. chemical	42.0% 	38.9%	(12)
10. construction	42.0%	40.1%	(10)

IT persona: male, highly educated, age 25-44



IT professionals value international career opportunities & use of latest technologies



hard to retain IT professionals

highest turnover rate

- highest turnover rate worldwide among IT professionals vs. other functional profiles: 18% changed employers in the past 12 months vs. 13% globally
- another 20% IT professionals consider changing employers in the next 12 months vs. 21% on a global scale

retention rate slightly below global average

- 57% of IT professionals worldwide are willing to stay with their current employer vs. 61% on a global scale

leavers' top 3 drivers for IT

- lack of career prospects: 24%
- low compensation: 18%
- lack of recognition: 18%

stayers' top 3 drivers for IT

- good work-life balance: 43%
- high salary: 33%
- flexible work options: 27%

Global Randstad Award top 50

winner is elected from a list of top 50 largest companies

- based on a set of objective criteria:
 - ✓ largest number of employees
 - ✓ corporate (no public organizations)
 - ✓ operating in at least 25 countries
 - ✓ same company name in all countries
 - ✓ min. 30% of employees outside the base country

Accenture	Ernst & Young	McDonalds	Toshiba
Allianz	FedEx	Microsoft	Toyota
ArcelorMittal	Ford	Nestlé	Unilever
AT&T	GDF Suez	Novartis	UPS
AXA	General Electric	Panasonic Corp.	Volkswagen Group
BASF	General Motors	PepsiCo	
Bayer	Hitachi	Philips	BMW Group (*)
Bosch Group	Honda	Procter & Gamble	
Cargill	Honeywell	PwC	
Carrefour	HP	Samsung	
Citigroup	HSBC Holdings	Siemens	
Coca-Cola	IBM	Sodexo	
Compass Group	Ikea	Sony	
Dell	Johnson & Johnson	Tata Consultancy	
Deutsche Post DHL	KMPG	ThyssenKrupp	

(*) Global Randstad Award 2014 winner but not one of the 50 largest employers worldwide in 2015

top 10 best known global companies

1.	Coca-Cola	89.10%
2.	McDonalds	88.48%
3.	Samsung	86.58%
4.	Sony	85.55%
5.	Nestlé	84.33%
6.	Microsoft	83.78%
7.	Honda	82.76%
8.	Toyota	79.51%
9.	Toshiba	79.44%
10.	Ford	77.34%



and the most attractive global employer is: Microsoft

1.	Microsoft	67.79%
2.	Sony	61.77%
3.	Samsung	60.83%
4.	General Electric	59.25%
5.	Philips	57.74%
6.	HP	57.69%
7.	Siemens	57.56%
8.	IBM	57.10%
9.	Coca-Cola	56.37%
10.	Tata Consultancy Services	56.23%



Microsoft wins Global Randstad Award 2015

Microsoft

Global Randstad Award 2015

- most attractive employer brand worldwide: 67.8% would like to work for Microsoft
- #1 in 10 out of the 22 countries
- appeals to all demographic groups: most attractive to men, <45, bachelor degree

Microsoft's strengths

- most attractive employer within the IT industry
- highly educated potential workforce (master and higher) prefer to work for Microsoft
- ranked #1 global employer brand for women
- ranked #1 for ALL drivers of choice, including 'salary', 'career progression', 'pleasant working atmosphere', 'interesting job content' and 'strong leadership'

first runner-up: Sony (silver award)

Sony

Global Randstad Award 2015

- 2nd most attractive employer brand worldwide: 61.8% would like to work for Sony
- #1 in 5 out of the 22 countries
- #2 in 7 countries
- appeals to most demographic groups: most attractive to men, <45, bachelor degree

Sony's strengths

- most attractive employer within the Technology sector (#1 in 12 countries)
- most attractive employer in Europe
- Sony scores highest on the driver 'interesting job content' (#3 worldwide)
- 4th best known employer brand out of the 50 largest employers worldwide

second runner-up: Samsung (bronze award)

Samsung

Global Randstad Award 2015

- 3rd most attractive employer brand worldwide: 60.8% would like to work for Samsung
- top 3 position in 12 out of the 22 countries
- appeals to most demographic groups: most attractive to men, <45, bachelor degree

Samsung's strengths

- 2nd most attractive employer within the Technology sector (top 3 in 19 countries)
- most attractive global employer in Russia
- Samsung scores highest on the driver 'strong management' (#3 worldwide)
- 3rd best known employer brand out of the 50 largest employers worldwide

good
to know
you

