

human forward.

 randstad

want to
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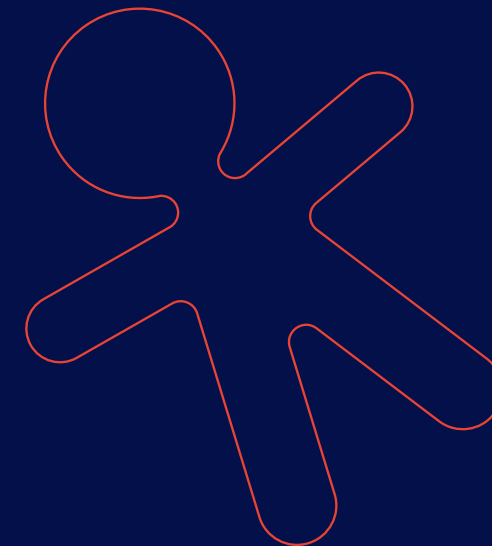
The country report containing the results for each country is available for public consumption. The complete India report can be downloaded from www.randstad.in

Call us today at 1800 267 4050 or send in your request to randstad.award@randstad.in

Randstad
employer brand
research

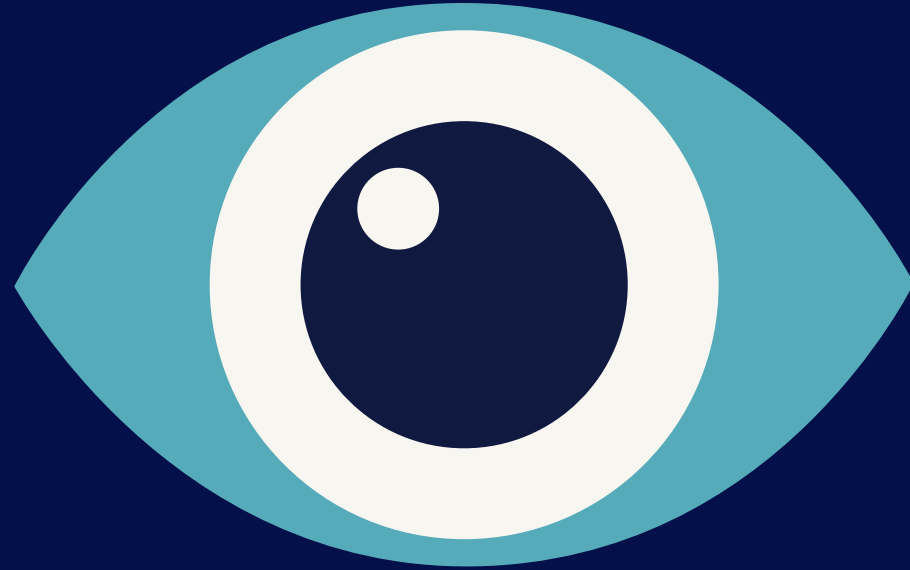
2019

country report India.



 randstad

human forward.



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introduction



why employer branding matters.



Companies with positive brands get twice as many applications as companies with negative brands, and they spend less money on employees.

50%

of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce. As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice, hence your culture should be transparent. Candidates actively research the culture of companies to understand if they'll fit in. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.

62%

of candidates research companies on social media before applying.



Companies with bad reputations pay 10% more per hire.

67%

Companies with a formal employee engagement strategy in place are 67% more likely to improve their revenue per full-time equivalent on a year-over-year basis.

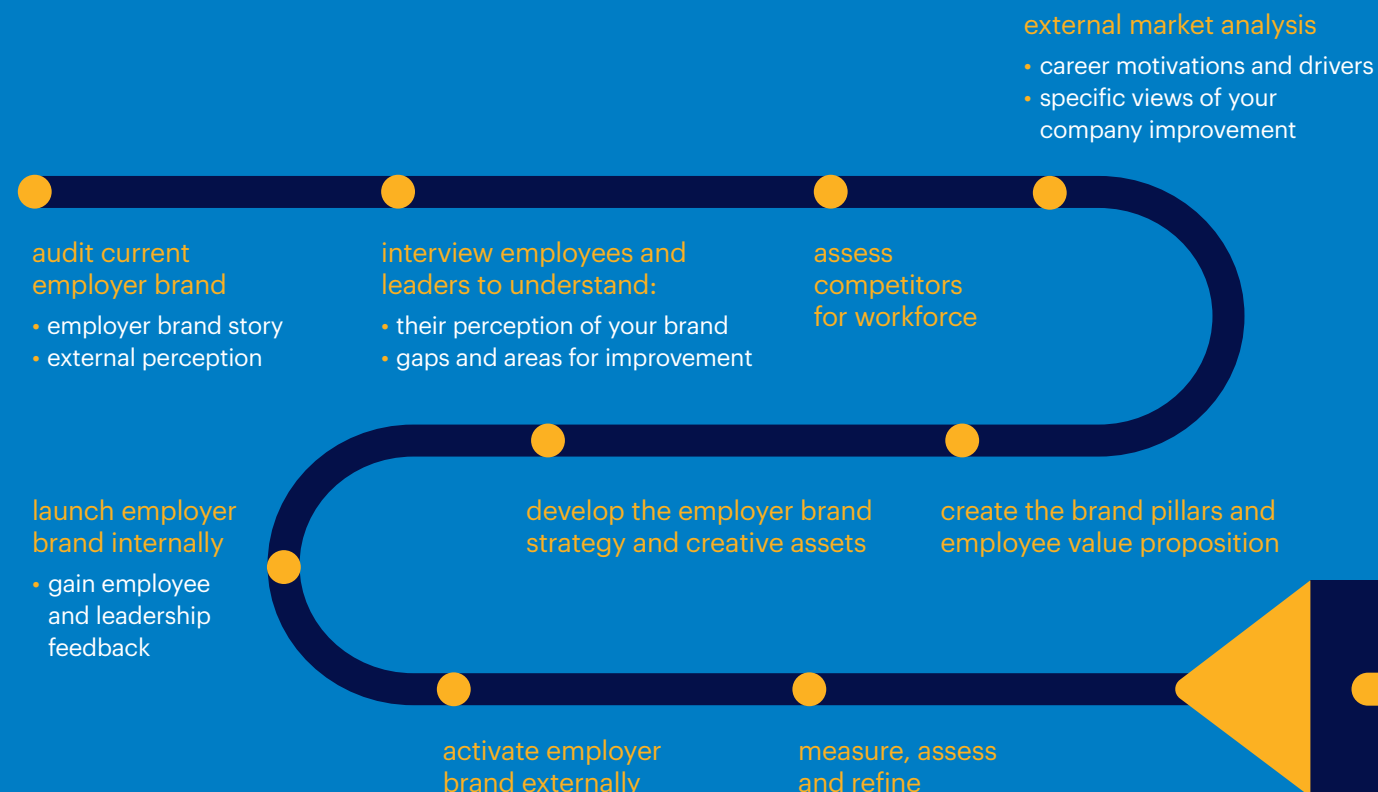
76%

employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.

70%

Organizations that invest in strong candidate experience improve the quality of hire by 70%.

the employer brand roadmap.



what is the randstad employer brand research?

- **representative employer brand research** based on perceptions of the general audience. Optimizing 19 years of successful employer branding insights.
- **independent survey** with over 200,000 respondents in 32 countries worldwide.
- **reflection of employer attractiveness** for the country's 150 largest employers known by at least 10% of the population.
- **valuable insights** to help employers shape their employer brand.



32 countries surveyed
covering more than
75% of the global economy.



● countries surveyed

- Austria
- Australia
- Argentina
- Belgium
- Brazil
- Canada
- China
- Czech Republic
- France
- Germany
- Greece
- Hong Kong
- Hungary
- Italy
- India
- Japan
- Luxembourg
- Malaysia
- New Zealand
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Singapore
- Spain
- Sweden
- Switzerland
- UK
- Ukraine
- USA

worldwide

- over 200,000 respondents
- 6,162 companies surveyed

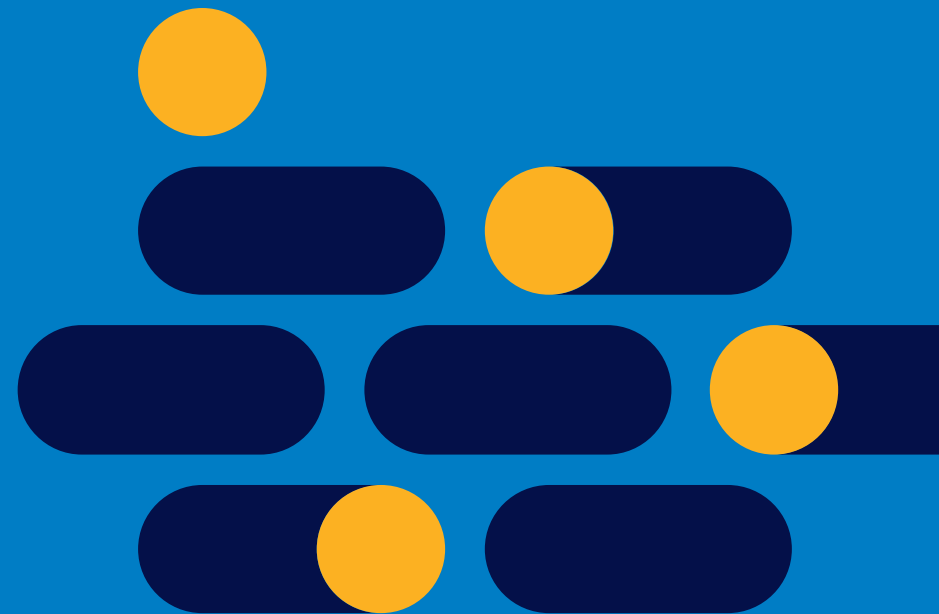
sample

- aged 18 to 65
- representative on gender
- overrepresentation of age 25 – 44
- comprised of students, employed and unemployed workforce

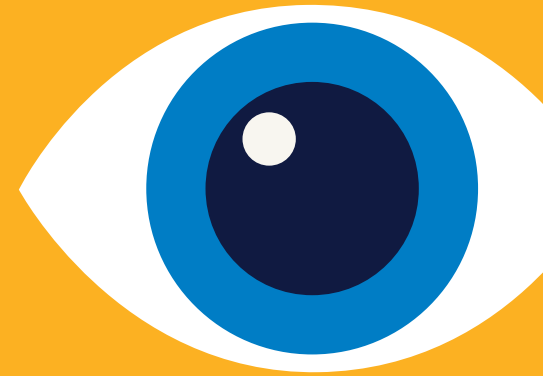
country

- 3,500 respondents

randstad employer brand research 2019 India summary.



employee - employer exchange in India.



what employees in India seek in an employer

1. attractive salary & benefits
2. work-life balance
3. job security
4. career progression
5. strong management
6. financially healthy
7. very good reputation
8. good training
9. uses latest technologies
10. quality products

what employers in India offer

1. financially healthy
2. very good reputation
3. uses latest technologies
4. attractive salary & benefits
5. career progression
6. long-term job security
7. pleasant work atmosphere
8. interesting job content
9. work-life balance
10. gives back to society

gap top 3

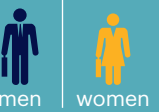
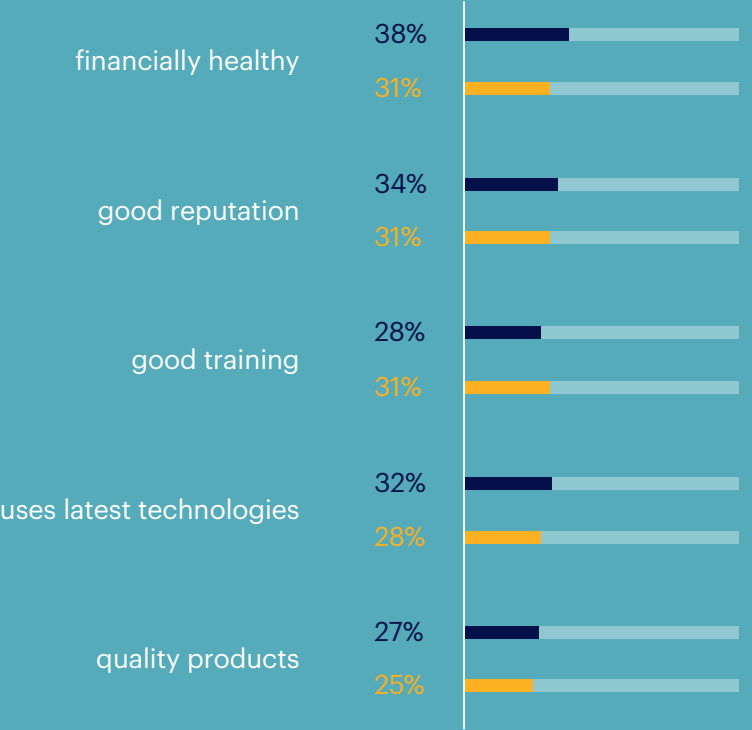
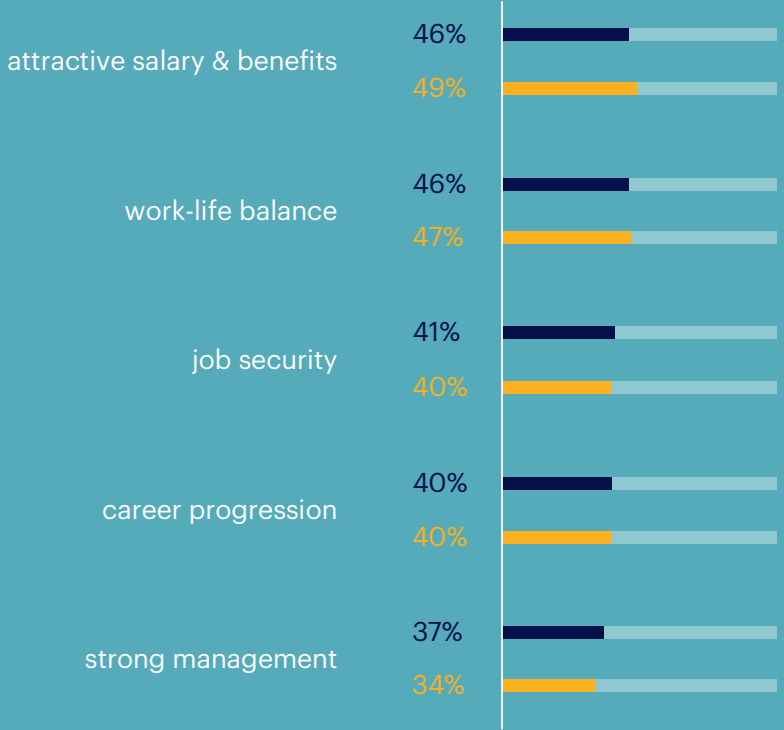
1. attractive salary & benefits
2. work-life balance
3. job security

what potential employees want when choosing an employer.

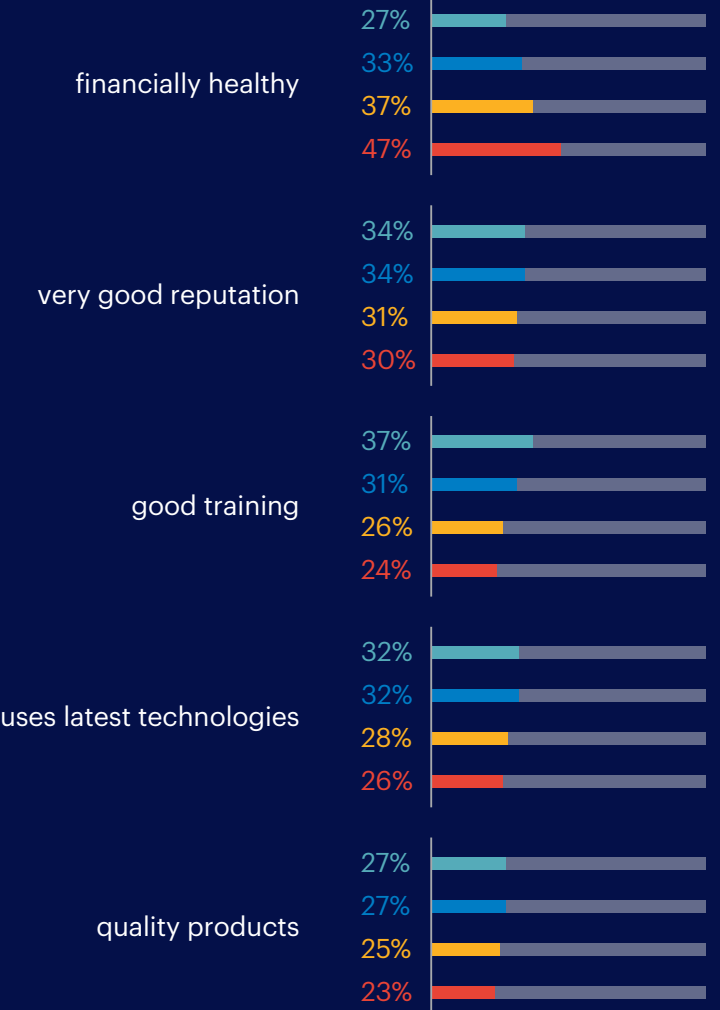
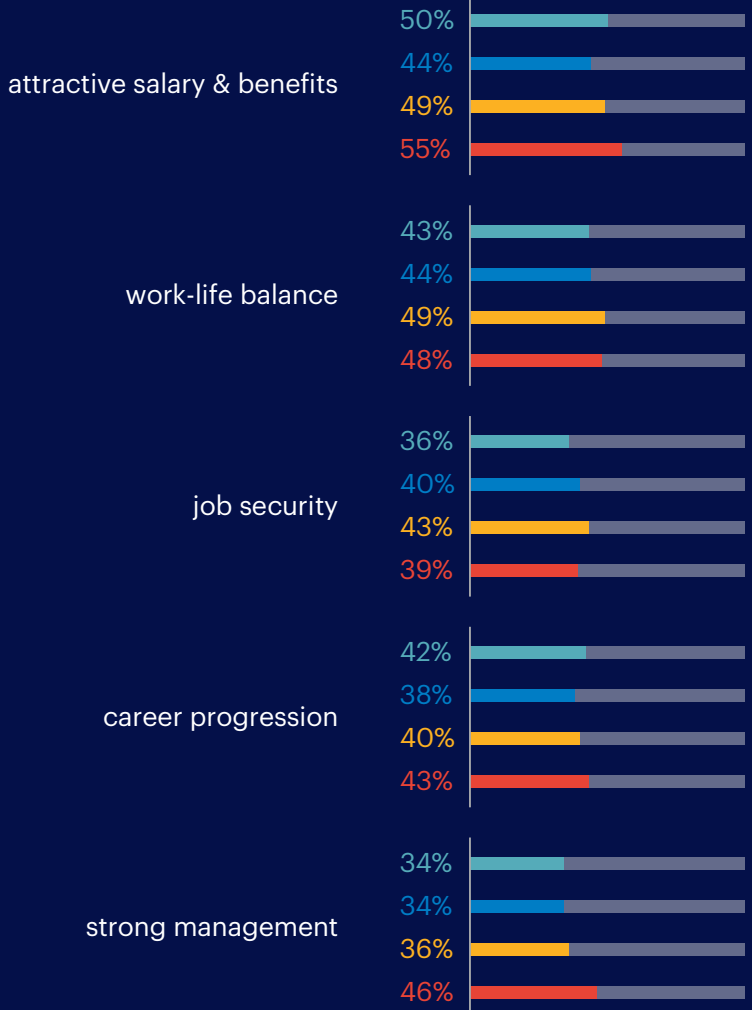
most important criteria



EVP driver importance by gender.

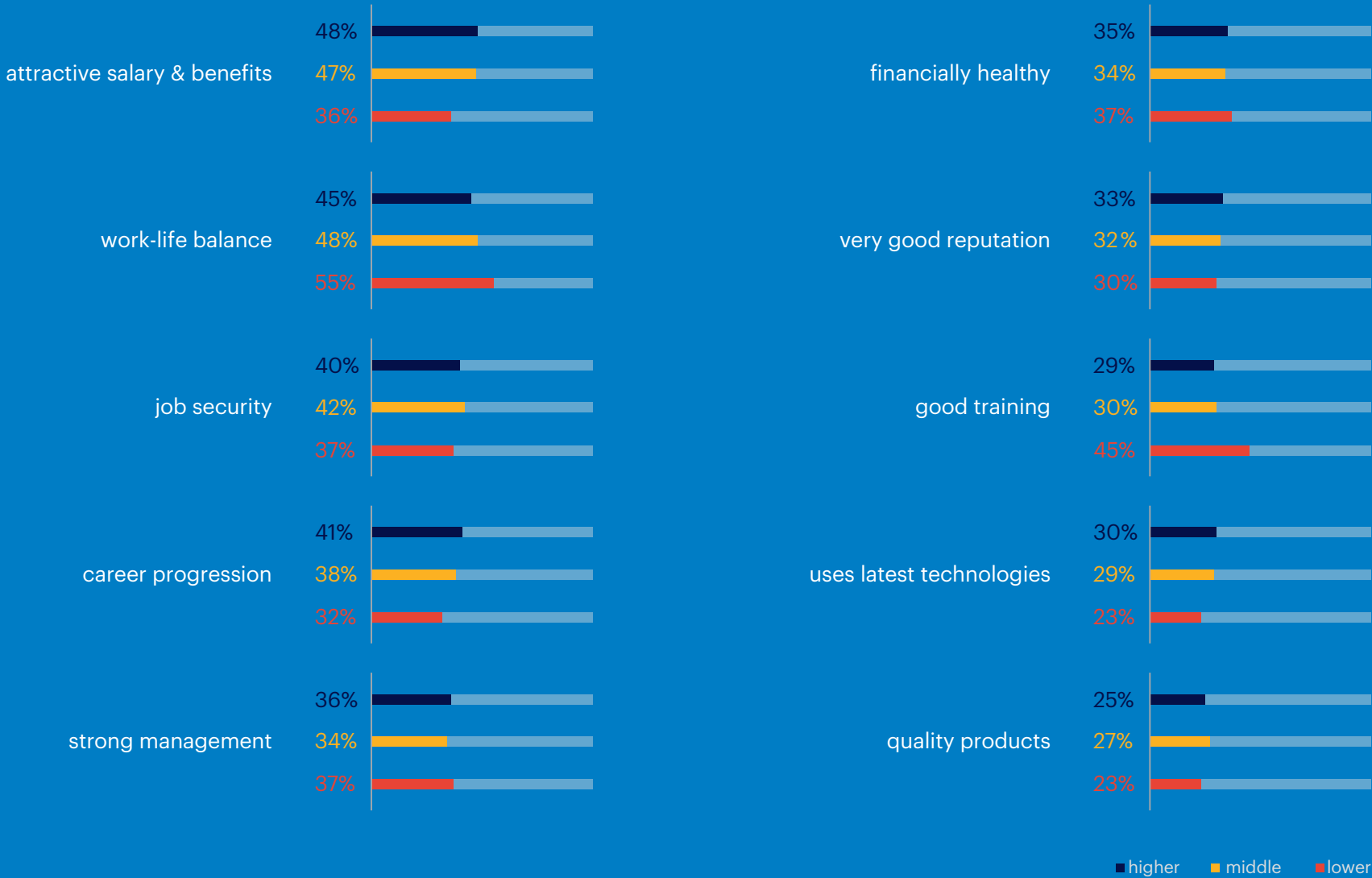


EVP driver importance by age.



■ gen z (18-24) ■ millennials (25-34) ■ gen x (35-54) ■ boomers (55-64)

EVP driver importance by education.



important attributes by type of contract.

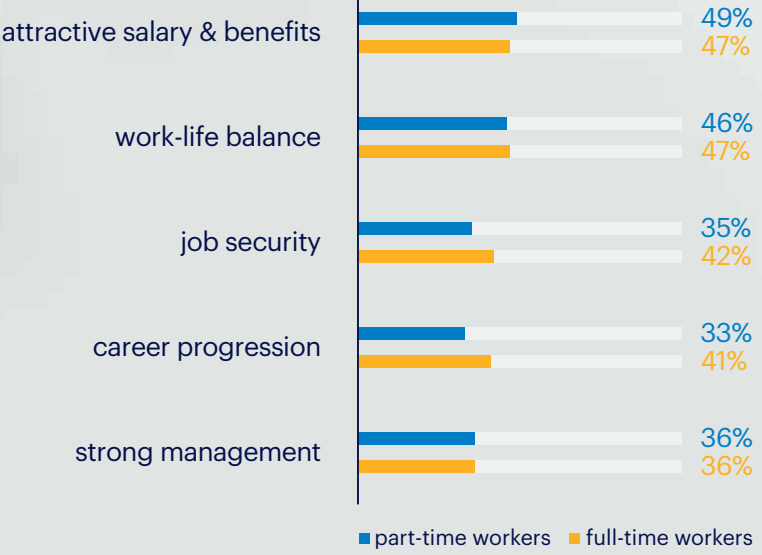


10%

of today's workforce
works part-time.



most important attributes



what do potential employees want by generational profile.



of the gen z's are looking for an employer who offers good training. This is higher when compared to the older workforce.



of the gen x's are looking for good work-life balance. Among younger generations, this factor is deemed less important.



of the millennials seek an employer who offers interesting job content. Older generations are less interested in this offering from their employer.



of the boomers are attracted to employers who have a strong management. This is less so among the younger generations.



switchers and stayers
in focus.

changing employer India vs APAC.

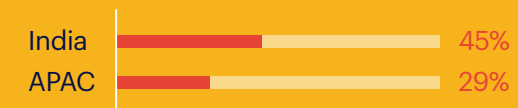
switchers
changed employer in the past year.



stayers
stayed with their employer in the past year.

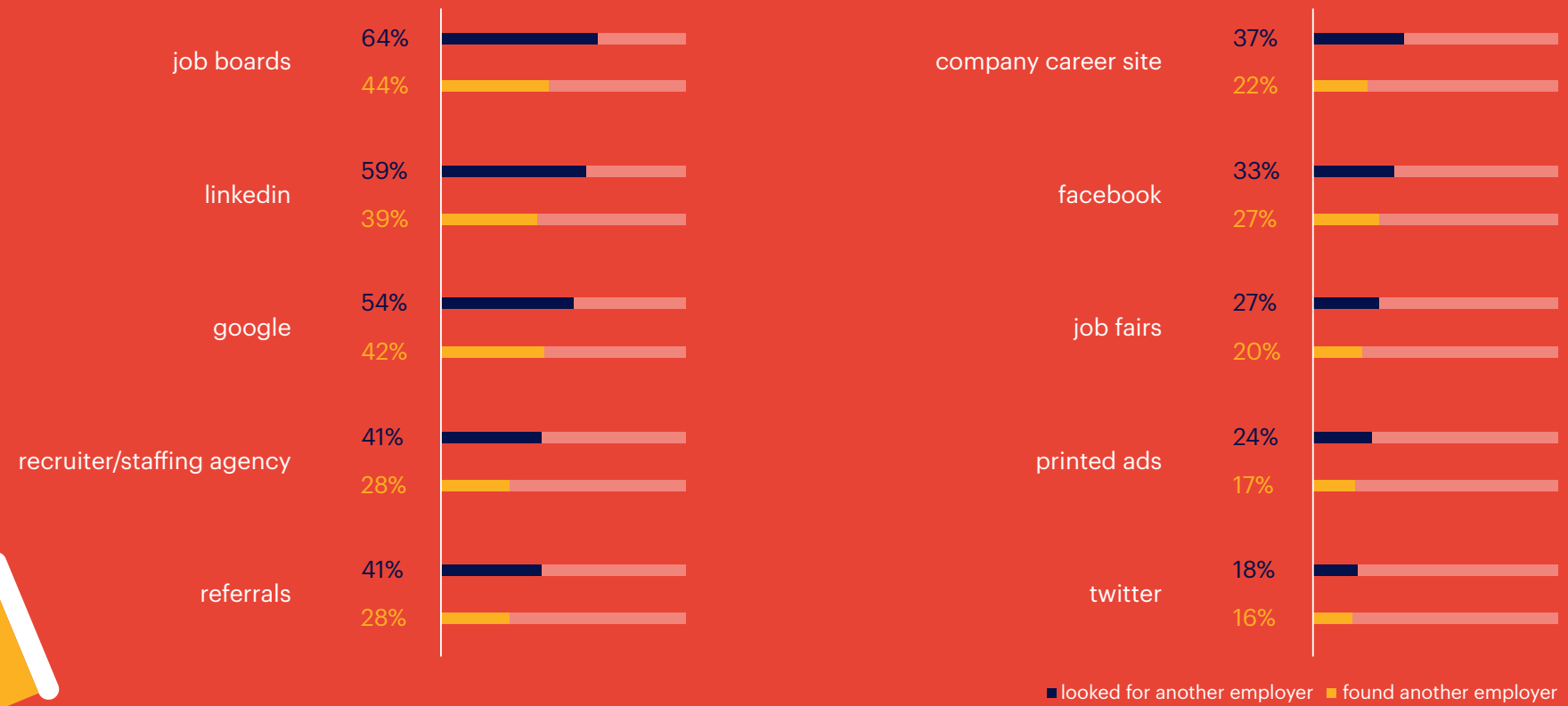


intenders
plan to change employer within the next year.



how do Indians look for and find employers.

channels used to look for and find employers



most important attributes switchers vs stayers.



29% (28%)*

switchers changed employer in the past year.



71% (72%)*

stayers stayed with their employer in the past year.

*in 2018



most important attributes



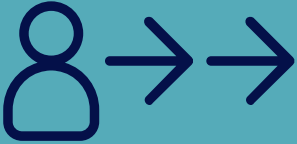
most important attributes intenders.



45% (46%)*

intenders plan to change employer within the next year.

*in 2018



69% (66%)*

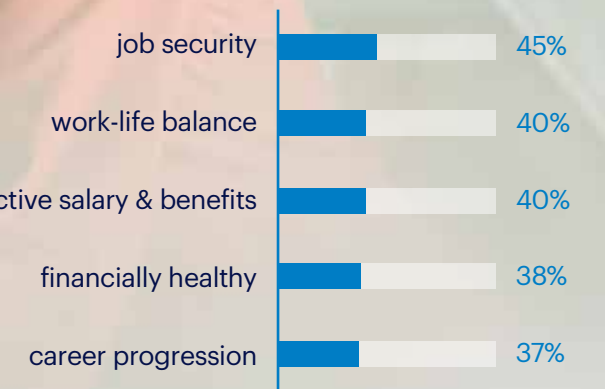
of last year's switchers intend to switch again next year.

most important attributes



why do Indians stay or leave.

main reasons to stay



main reasons to leave



factors Indian employees stay by profile.



of the gen z's stay with their employer if they offer good training. This is higher when compared to gen x.



of the millennials stay if their employer is conveniently located.



of the gen x's stay with their employer if they have a good work-life balance.



of the boomers are more likely to stay with their employer if they have a sense of job security. This is less so among the gen z's.

factors Indian employees leave by profile.



of the gen z's leave if their employer is not financially stable.



of the millennials leave their employer if they offer little or no advantages (e.g. company phone etc.). Gen x's are less interested in this offering by their employer.



of the gen x's leave if they lack career opportunities.



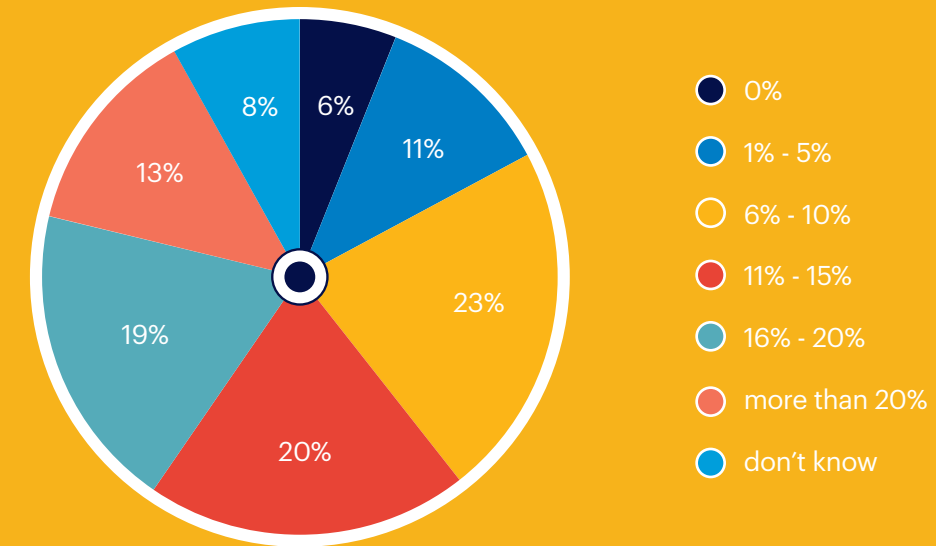
of the boomers leave their employers if they have work-life issues.

the security
compensation trade-off.



willingness to forfeit salary for
more job security.

amount of salary employees are willing to forfeit



India

52%

is willing to forfeit more than 10% of their salary in this exchange

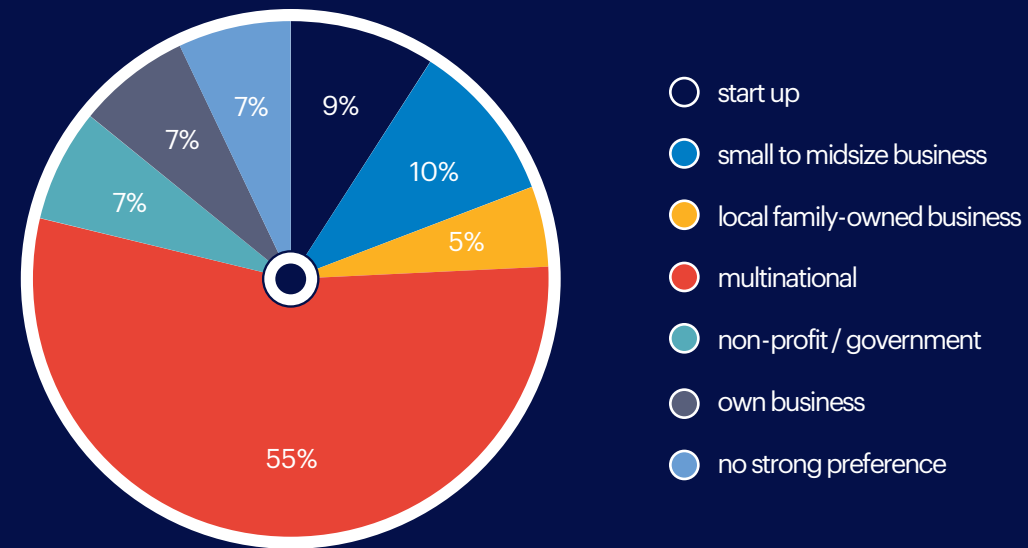
APAC

29%

is willing to forfeit more than 10% of their salary in this exchange

ideal employer in focus.

preferred company type



55% Indians prefer to work for a large (multinational) corporation.

gen z (18-24)

19%

would prefer to work for
a start-up

gen x (35-54)

10%

would rather have their
own business

millennials (25-34)

60%

would prefer to work
for a large (multinational)
corporation

boomers (55-64)

17%

have no strong
preference

company type preference reasons why.

multinational (55%)

job security
financial health
career progression

small to midsize business (10%)

work-life balance
job security
pleasant work atmosphere

start-up (9%)

career progression
work-life balance
interesting job content



company type preference switchers vs stayers.



13%

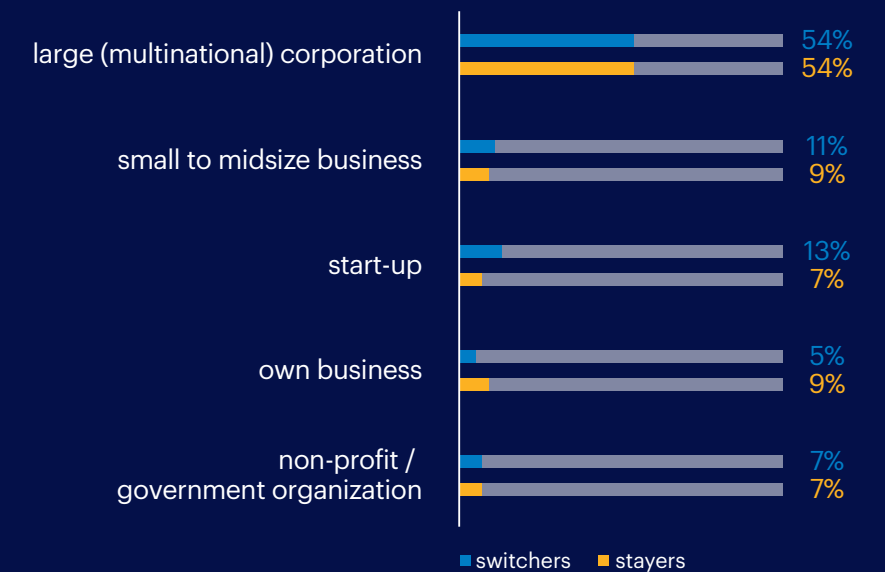
of the switchers prefer to work for a start-up vs 7% for stayers



54%

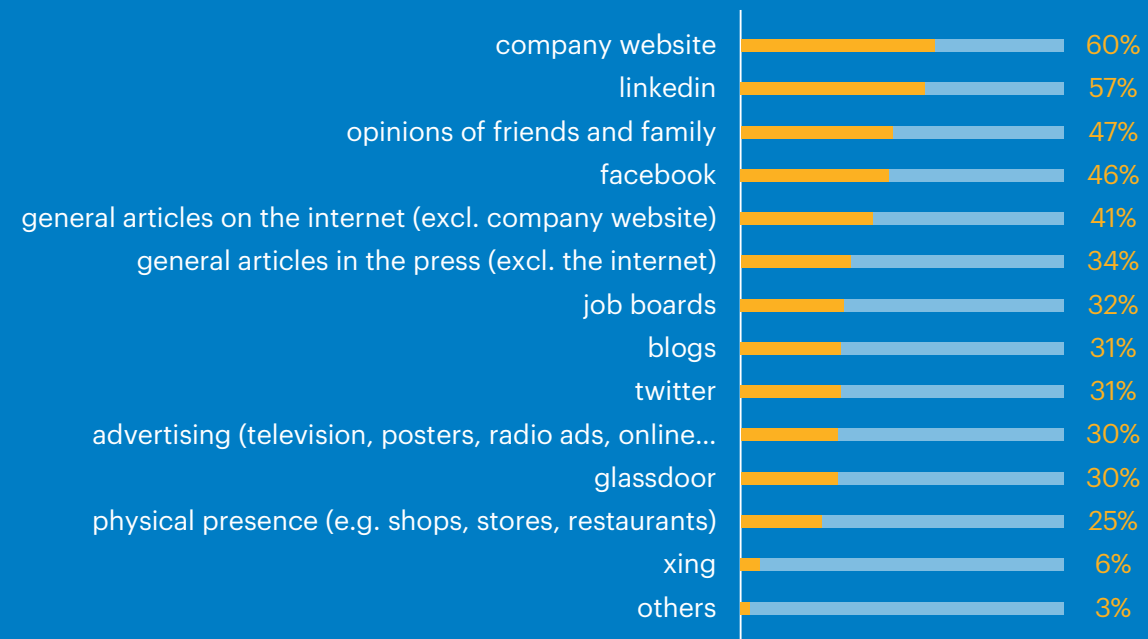
of switchers and stayers would prefer to work for a large (multinational) corporation

company type preference



97% Indians check their potential employer's reputation.

channels for reputation check



most often used

gen z (18-24)

61%

linkedin

gen x (35-54)

63%

company website

millennials (25-34)

53%

facebook

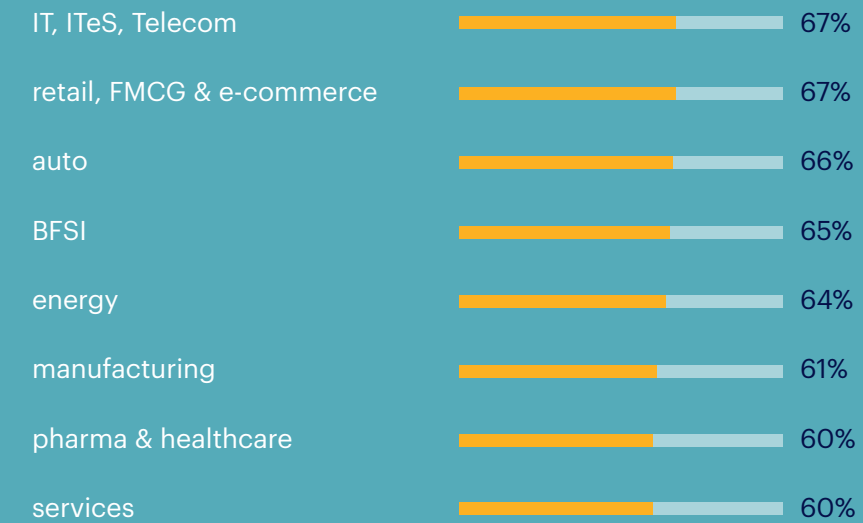
boomers (55-64)

56%

opinions of friends and family



top performing sectors in India by awareness and attractiveness.



high awareness

Having high awareness means that employers in the sector are widely known.

high attractiveness

A sector with high attractiveness contains more highly attractive companies than other sectors.

India's sectors score best on these 3 EVP drivers.



sector	top 3 EVP drivers	top 3 EVP drivers	top 3 EVP drivers
IT, ITeS, Telecom	1 uses latest technologies	2 financially healthy	3 very good reputation
retail, FMCG & e-commerce	financially healthy	very good reputation	uses latest technologies
auto	financially healthy	very good reputation	uses latest technologies
BFSI	financially healthy	very good reputation	uses latest technologies
energy	financially healthy	very good reputation	uses latest technologies
manufacturing	financially healthy	very good reputation	uses latest technologies
pharma & healthcare	financially healthy	very good reputation	uses latest technologies
services	uses latest technologies	very good reputation	financially healthy

top employers in India.



top 10 employers 2019

- 01 Amazon
- 02 Microsoft
- 03 Sony
- 04 Mercedes-Benz
- 05 IBM
- 06 Larsen & Toubro
- 07 Nestle
- 08 Infosys
- 09 Samsung
- 10 Dell

top 3 EVP drivers of the top 5 companies.



top 5 companies

Amazon
Microsoft
Sony
Mercedes-Benz
IBM

1

financially healthy

financially healthy

financially healthy

financially healthy

uses latest technologies

2

uses latest technologies

very good reputation

uses latest technologies

very good reputation

financially healthy

3

very good reputation

uses latest technologies

very good reputation

uses latest technologies

very good reputation

about the research

The Randstad Employer Brand Research is the most comprehensive, independent and in-depth employer brand research in the world, identifying the most attractive employers among thousands of companies. The research captures the views of over 200,000 respondents (general public, aged 18-65) on 6,162 companies in 32 countries. It provides insights into the perceptions and drivers of choice of potential employees. Why do people prefer one company, or a specific industry, over another? What motivates them to stay with an employer or start looking elsewhere? The research, conducted since 2000, was done by Randstad's international research partner Kantar.

the approach

In each country, 150+ large companies are chosen for the survey. This company list is presented to a representative cross-section of relevant respondents: around 3,500 potential and employed workforce between the age group of 18-65. There is more emphasis on people aged between 25-44. Unlike similar surveys, HR officers, staff or experts are not invited to take part in the survey, which guarantees maximum objectivity. The respondents are asked to identify the companies they recognize and then indicate whether or not they would like to work for them. In the next step, they evaluate the relative attractiveness of each of the selected companies based on several key factors.

relative vs. absolute attractiveness

The survey makes a clear distinction between 'absolute attractiveness' and 'relative attractiveness'. A smaller, lesser-known company may actually be a more appealing potential employer than a larger, well-known company. However, based on absolute attractiveness, the high profile organization would rank better in the ratings due to greater public awareness. To make sure that a small company's ranking is not impacted adversely by its brand awareness, the Randstad Employer Branding Research distinguishes between absolute attractiveness (among all respondents) and relative attractiveness (among respondents who know the company).

key factors for success

The winner of the Randstad Award in each country is based on how appealing the selected company is as a potential employer to the respondents. To determine this, we ask one simple question: Would you like to work for this company? The companies are also evaluated on key factors that have been derived from our 19 years of experience with the Randstad Award. These factors determine the perception of the employer brand.

unique methodology, unique results

We apply this methodology because a uniform approach makes it easier to draw useful comparisons between countries. This is also why the research is conducted almost simultaneously across all regions. The method is very useful because it significantly contributes to our knowledge about employer branding, and about why people select certain jobs and employers.

The company reports detail the strengths and weaknesses of their external employer brand and provide each company with an excellent industry benchmark. These reports are confidential. The general report (containing the main results per country, including the Randstad Award winner) is made available to the public.

about Randstad India

Randstad India offers the broadest HR services portfolio ranging from Staffing, Search & Selection to Recruitment Process Outsourcing (RPO). The organization has a vast network of offices across the country to be within the reach of clients, candidates and flexi workers. The company, previously called Ma Foi is a leader in the HR services industry in India for more than 25 years and became part of Randstad through its global acquisition of Vedior in 2008. The Randstad Group is the global leader in the HR services industry, active in 38 countries across the globe. Randstad India continues to focus on developing customized and innovative HR services, leveraging on its unique strengths of geographical presence and end-to-end capability across all HR service functions.

For more information: www.randstad.in

about Randstad

Randstad is the global leader in the HR services industry. We support people and organizations in realizing their true potential by combining the power of today's technology with our passion for people. We call it Human Forward. In 2018, we helped more than 2.5 million candidates find a meaningful job with our almost 250,000 clients. Furthermore, we trained over 300,000 people. Randstad is active in 38 countries around the world and has top-three positions in almost half of these. In 2018, Randstad had on average 38,820 corporate employees and generated revenue of €23.8 billion. Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands. Randstad N.V. is listed on the NYSE Euronext Amsterdam (symbol: RAND.AS).

For more information: www.randstad.com