human forward.

want to know more? write to us.

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

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Randstad employer brand research 2020

human forward.

country report India.

contents

1 introduction

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3 findings by demographic profile

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introduction

why employer branding matters.

Companies are overpaying on salaries by 10% if they don't have a strong brand.[1]

50%

of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.[2]

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfac-tion working there.[3]

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.4 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. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

19%

Only 19% of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.[5]

52%

52% of candidates first seek out the company's website and social media to learn more about an employer.[6]

#1

#1 obstacle to candidates in the application process is not knowing what it's like to work at an organization.[7]

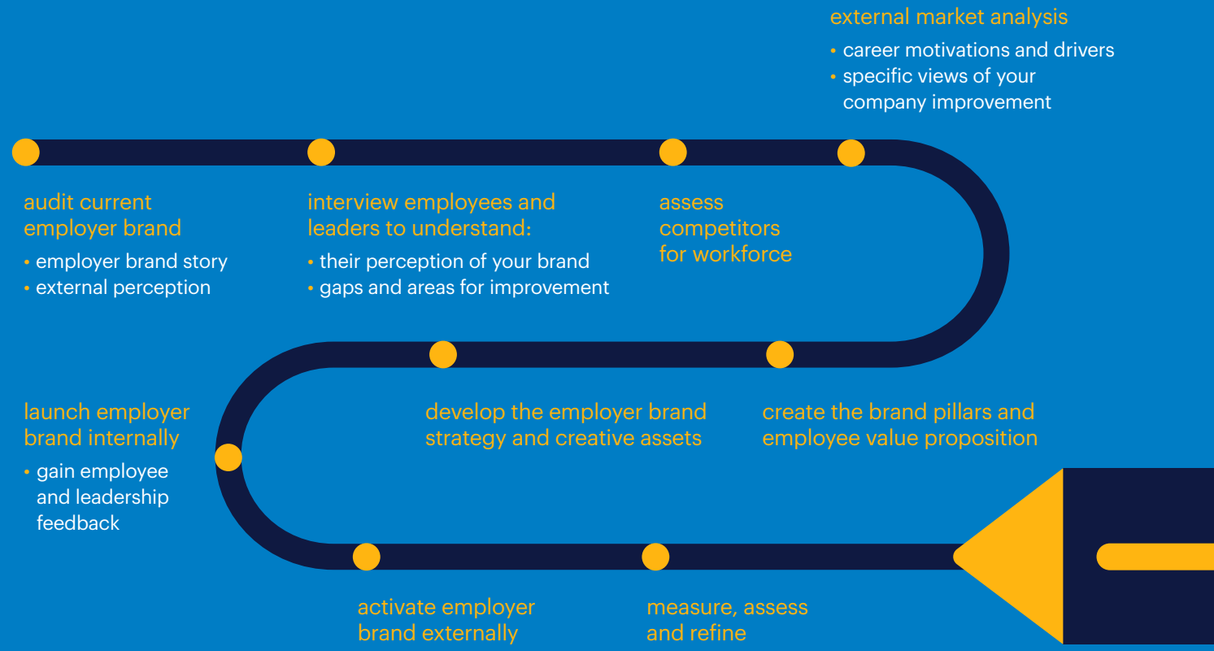
1-2x

Companies with a strong employer brand have a 1- 2 x faster time to hire.[8]

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.[9]

the employer brand roadmap.



what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimizing over 20 years of successful employer branding insights.
- an independent survey with nearly 185,000 respondents in 33 markets worldwide.
- a reflection of employer attractiveness for the market's 150 largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.

33 markets 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 SAR
- Hungary
- Italy
- India
- Japan
- Kazakhstan
- Luxembourg
- Malaysia
- New Zealand
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Singapore
- Spain
- Sweden
- Switzerland
- UK
- Ukraine
- USA

worldwide

- nearly 185,000 respondents
- 6,136 companies surveyed

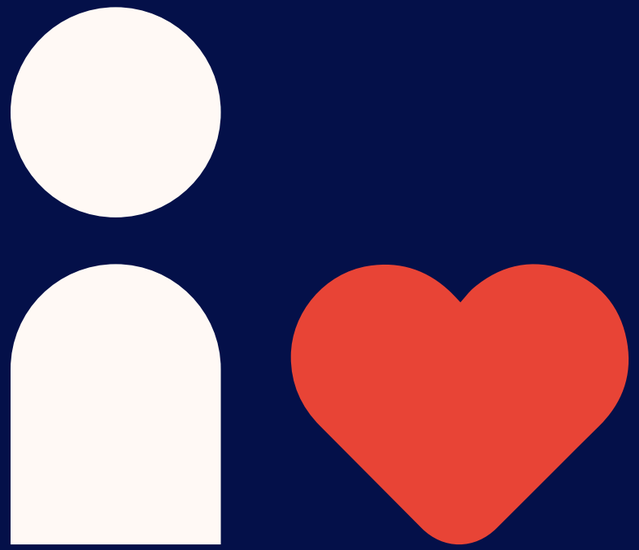
sample

- aged 18 to 64
- representative on gender
- overrepresentation of age 25 – 44
- comprised of students, employed and unemployed workforce

country

- 3,594 respondents

India
EVP drivers.



evaluation of current employer.

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

perception of employer offer in India

what employees in India seek in an employer

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

what employers offer in India

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

gap top 3

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

what potential employees want when choosing an employer.

most important criteria

	India 2020	India 2019	India 2018	apac 2020
work-life balance	43%	46%	44%	47%
attractive salary & benefits	41%	47%	48%	55%
job security	40%	41%	42%	45%
financially healthy	37%	35%	34%	38%
strong management	36%	36%	39%	31%

what do potential employees want by generational profile.

38% gen z (18-24)

of the gen z's are looking for good training opportunities from their employer. This is higher when compared to older workforce (millennials – 33%, gen x – 26%, boomers – 29%).

34% millennials (25-34)

of the millennials are attracted to forward thinking and tech savvy companies and deem the use of latest technology as a very important attribute. This is less so among gen x (26%).

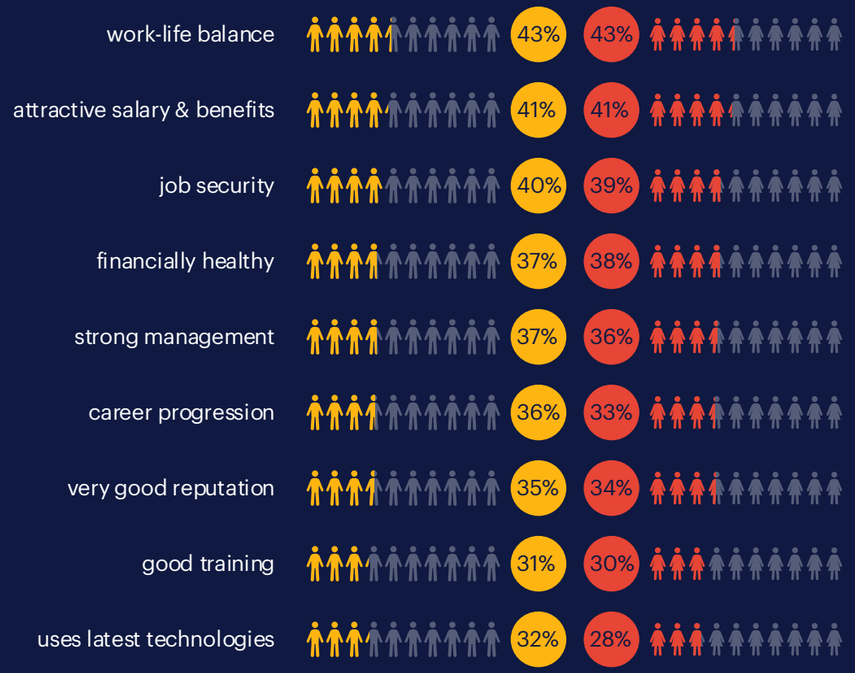
46% gen x (35-54)

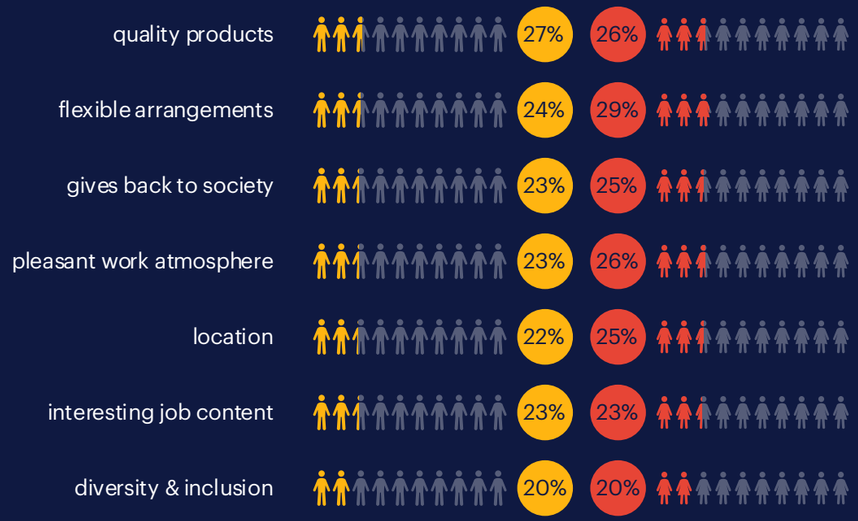
of the gen x's find a good work-life balance a very important pull factor towards an employer. Among younger generations, this factor is deemed less important (gen z – 38%, millennials – 41%).

32% boomers (55-64)

of the boomers find a convenient location a very important pull factor towards an employer. Among other generations, this factor is deemed less important (gen z – 21%, millennials – 24%, boomers -23%).

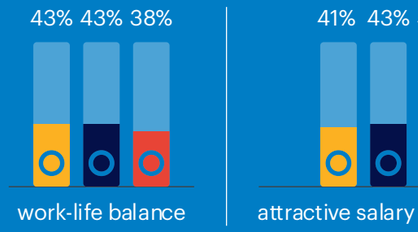
EVP driver importance by gender.

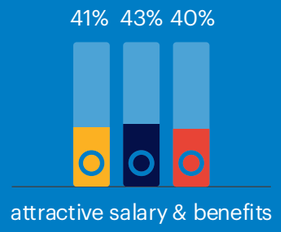


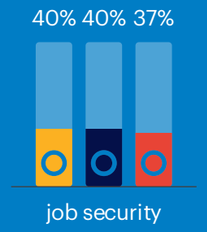


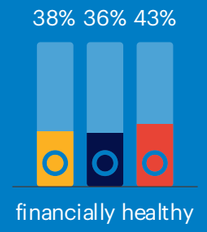
men | women

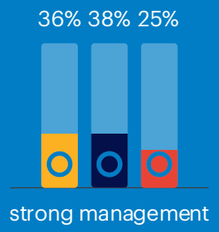
EVP driver importance by education.

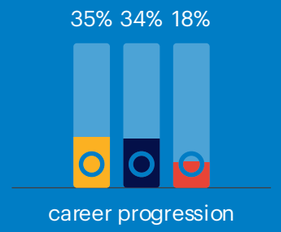


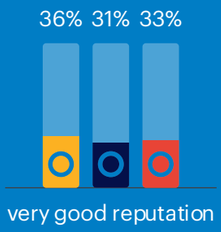


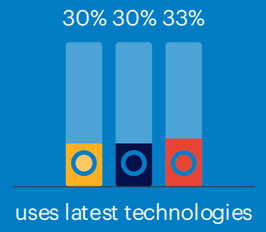


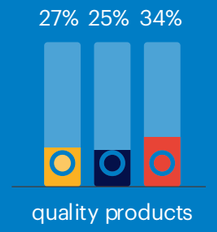


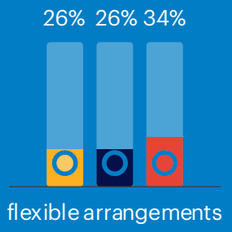


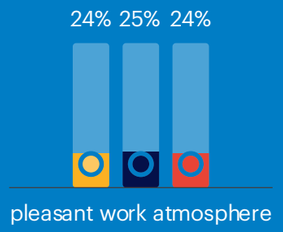


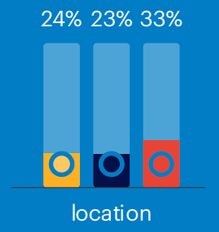


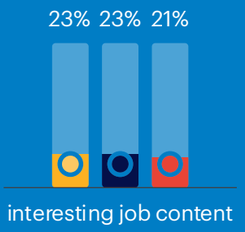


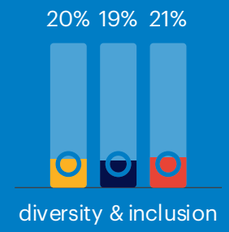




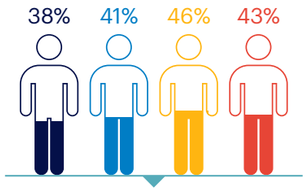




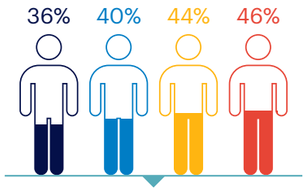




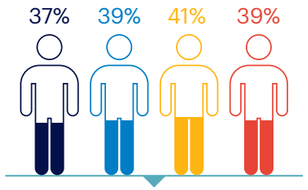
EVP driver importance by age.



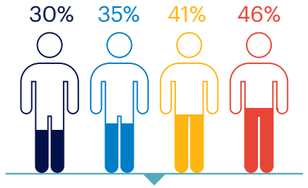
work-life balance



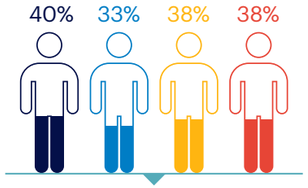
attractive salary & benefits



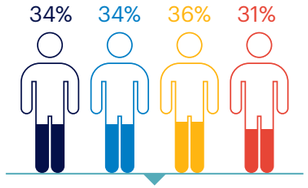
job security



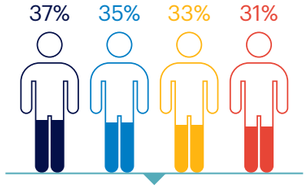
financially healthy



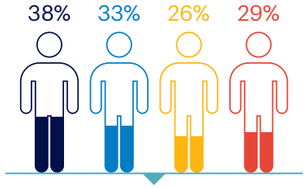
strong management



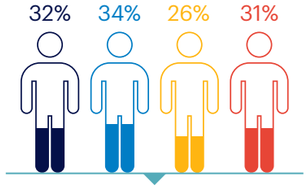
career progression



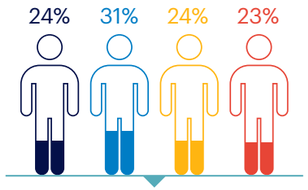
very good reputation



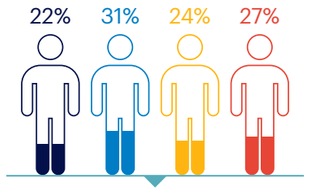
good training



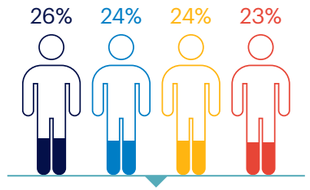
uses latest technologies



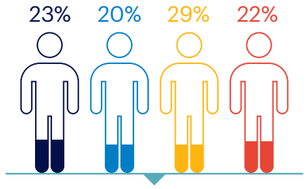
quality products



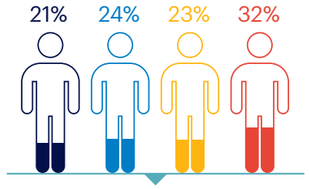
flexible arrangements



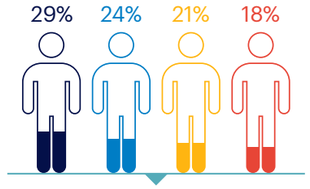
gives back to society



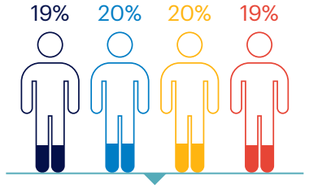
pleasant work atmosphere



location

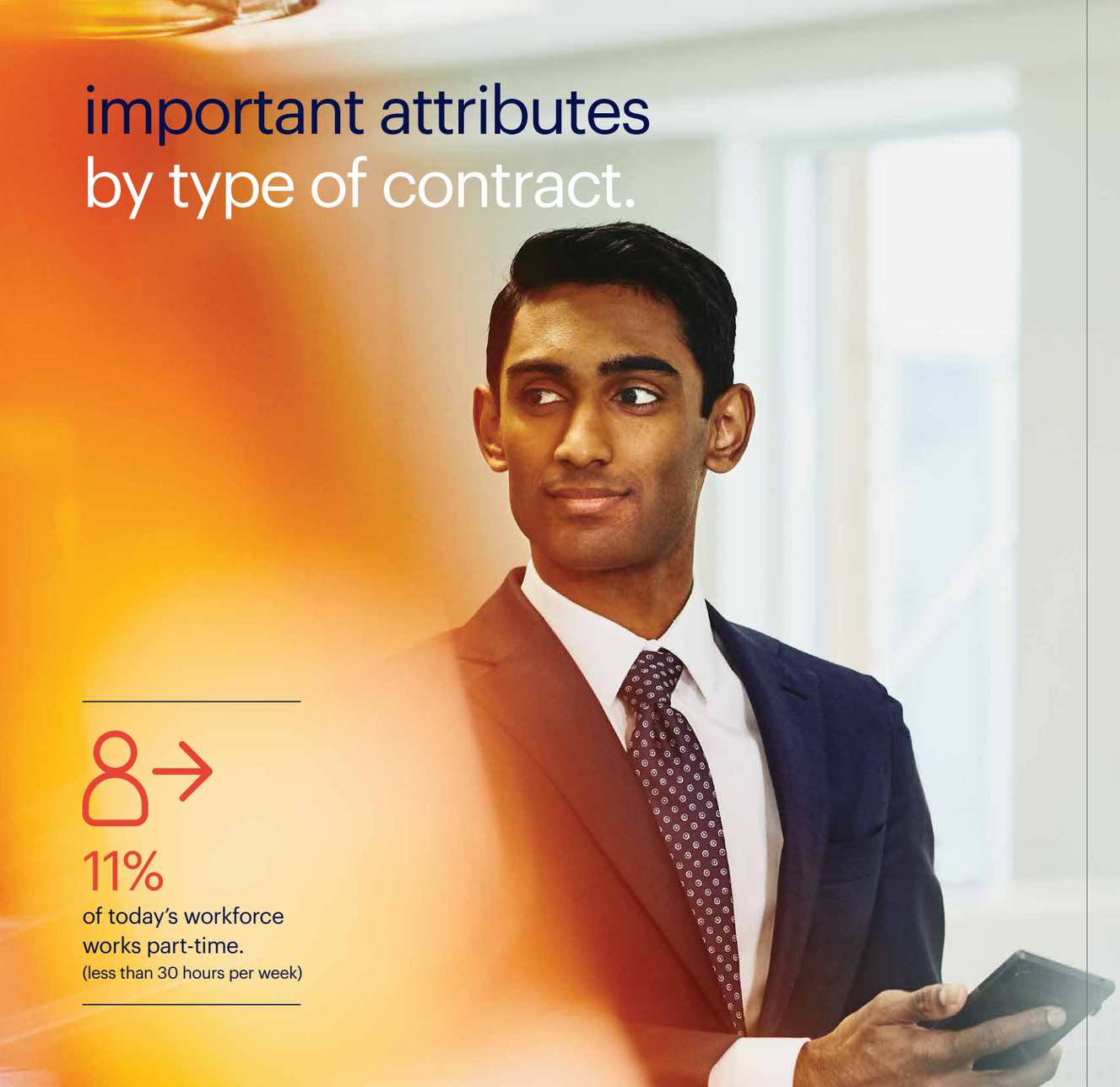


interesting job content



diversity & inclusion

important attributes by type of contract.



11%

of today's workforce works part-time.
(less than 30 hours per week)

most important attributes

switchers and stayers in focus.

changing employer
India vs apac.

switchers: changed employer in the past year.

India	31%
apac	15%

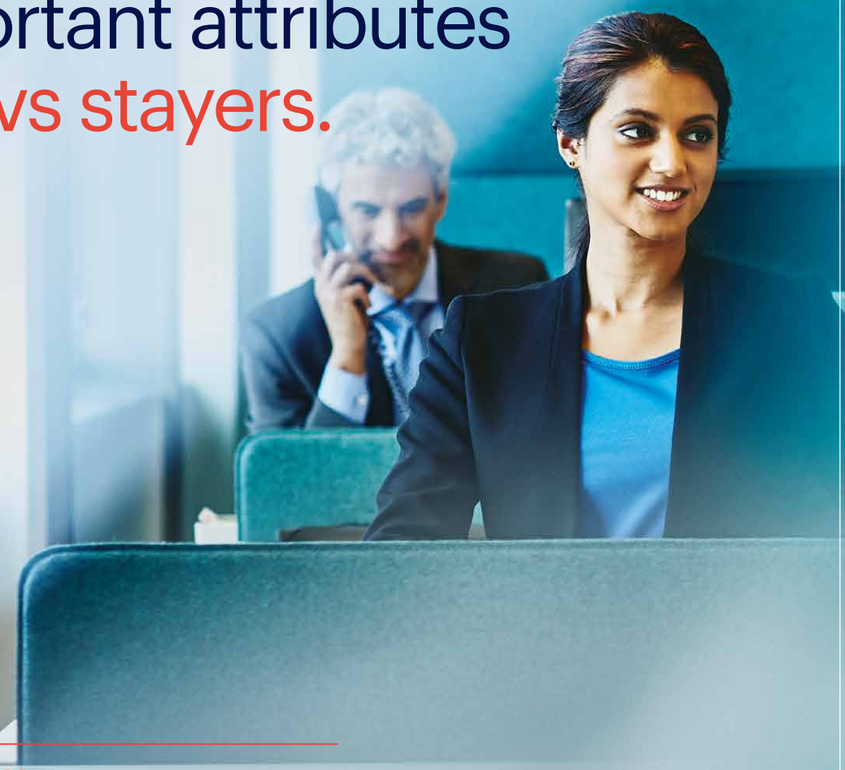
stayers: stayed with their employer in the past year.

India	69%
apac	86%

intenders: plan to change employer within the next year.

India	43%
apac	24%

most important attributes switchers vs stayers.



switchers

2019 **29%** → 2020 **31%** changed employer in the past year.

stayers

2019 **71%** 2020 **69%** stayed with their employer in the past year.

most important attributes

most important attributes intenders.

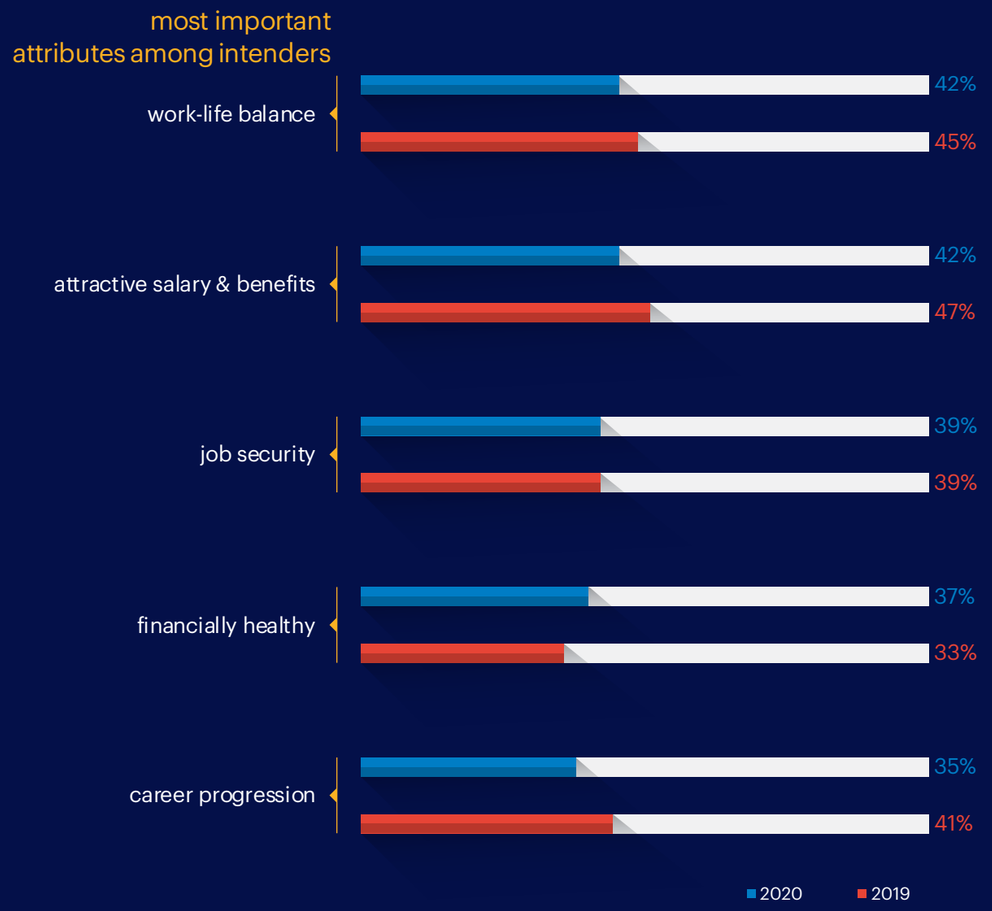
intenders

2019
45%

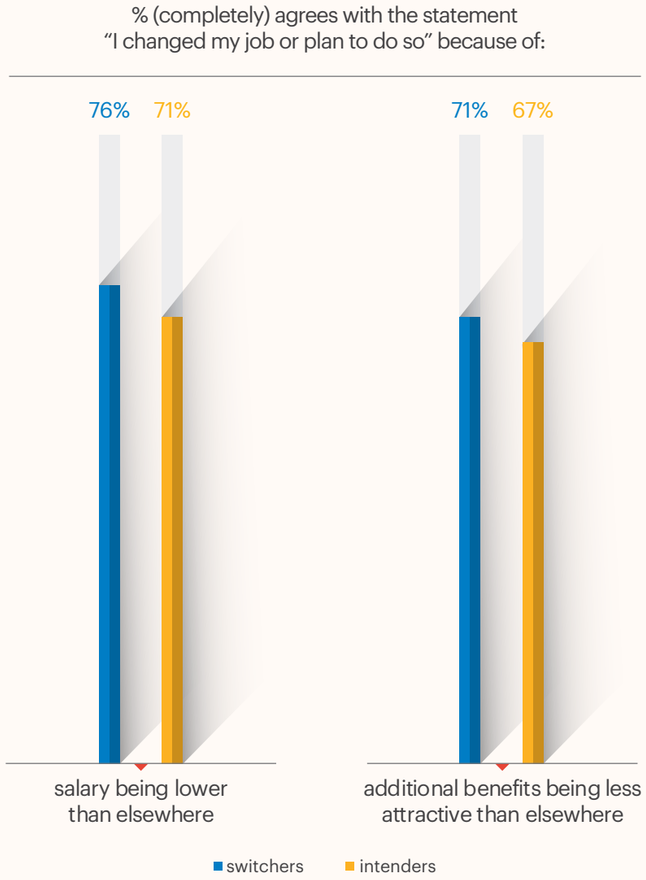
2020
43%

plan to change employer within the next year.

most important attributes among intenders



switchers vs intenders
financial reasons.



India

71%

is leaving or planning to do so because of a lower salary compared to elsewhere.

67%

is leaving or planning to do so because of less attractive additional benefits compared to elsewhere.

apac

64%

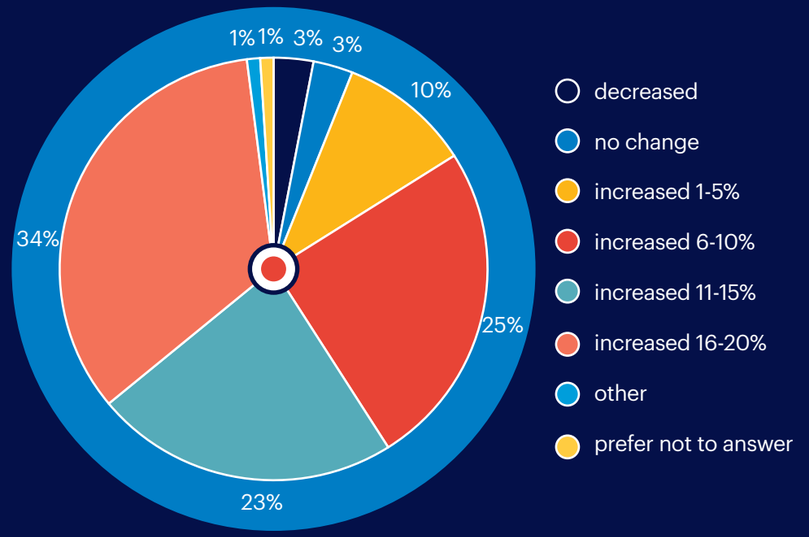
is leaving or planning to do so because of a lower salary compared to elsewhere.

64%

is leaving or planning to do so because of less attractive additional benefits compared to elsewhere.

switching for higher salary about 1 in 3 switchers gets a 1 to 10% pay increase.

salary change after switch



India

35%

employees who left previous employer for a higher salary elsewhere saw a salary increase between 1% and 10%.

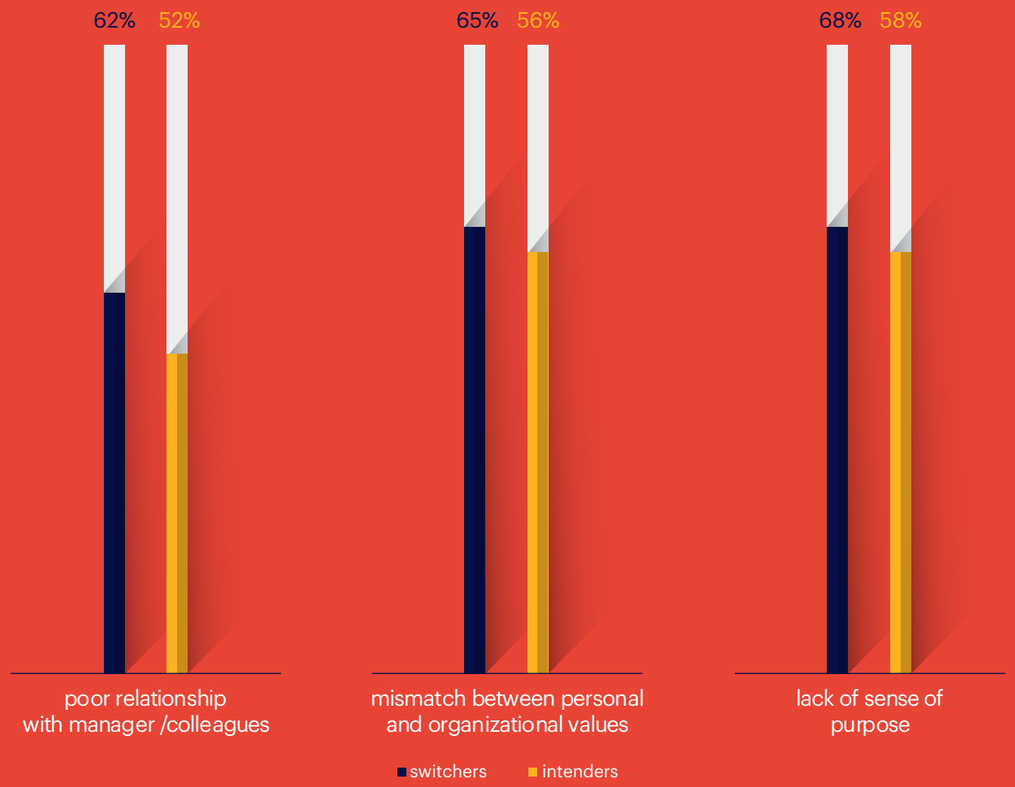
apac

47%

employees who left previous employer for a higher salary else where saw a salary increase between 1% and 10%.

switchers vs intenders
emotional reasons.

% (completely) agrees with the statement
"I changed my job or plan to do so" because of:



India

81%

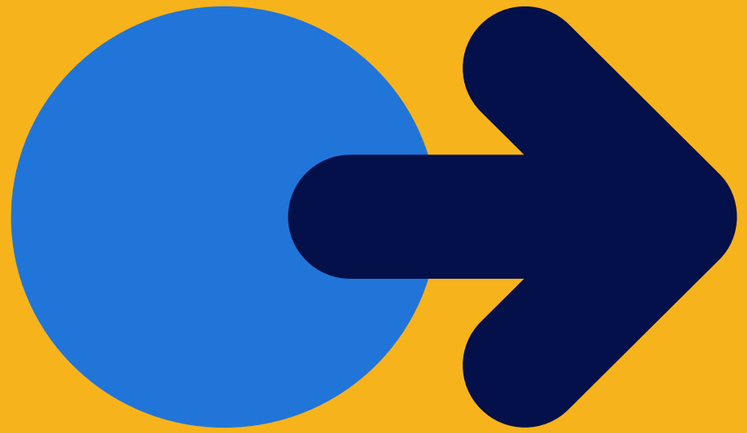
find non-monetary benefits important.

apac

76%

find non-monetary benefits important.

reasons to leave by profile.



salary being lower than elsewhere

74%

of the millenials are likely to leave an employer if they receive a higher salary elsewhere. This is higher when compared to gen z (61%).

additional benefits being less attractive

73%

of the boomers are likely to leave their employer if additional benefits offered by other employers are more attractive. This is higher when compared to gen z (60%).

poor relationship with manager

68%

of the boomers agree that a poor relationship with their manager is a serious reason to consider working elsewhere. This is higher when compared to gen z (40%), millennials (56%) and gen x (49%).

mismatch between personal and organizational values

68%

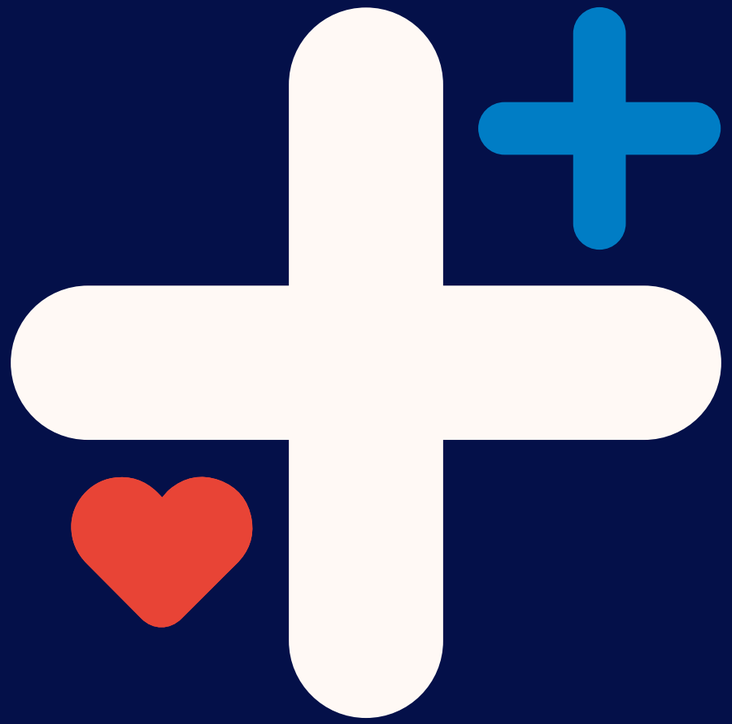
of the boomers would leave their employer if the organizational values do not match their personal values. This is higher when compared to gen z (49%), millennials (57%) and gen x (57%).

lack of sense of purpose

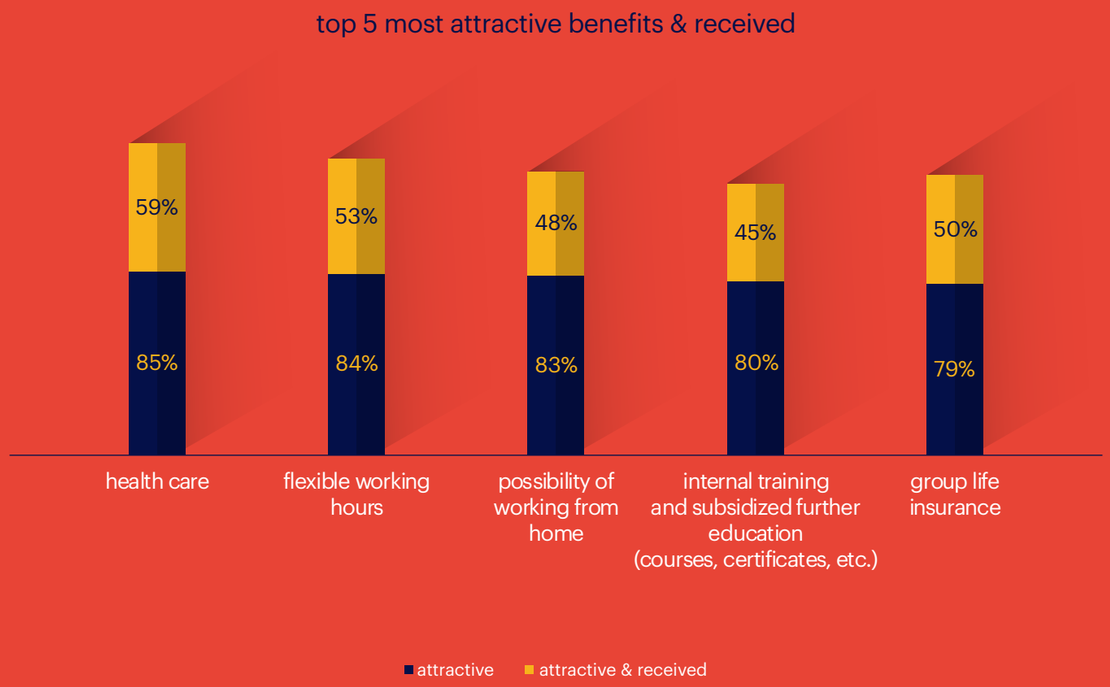
67%

of the boomers may leave or have left their employer if they lack a sense of purpose in their job. This is higher when compared to gen z (53%).

additional benefits in focus.

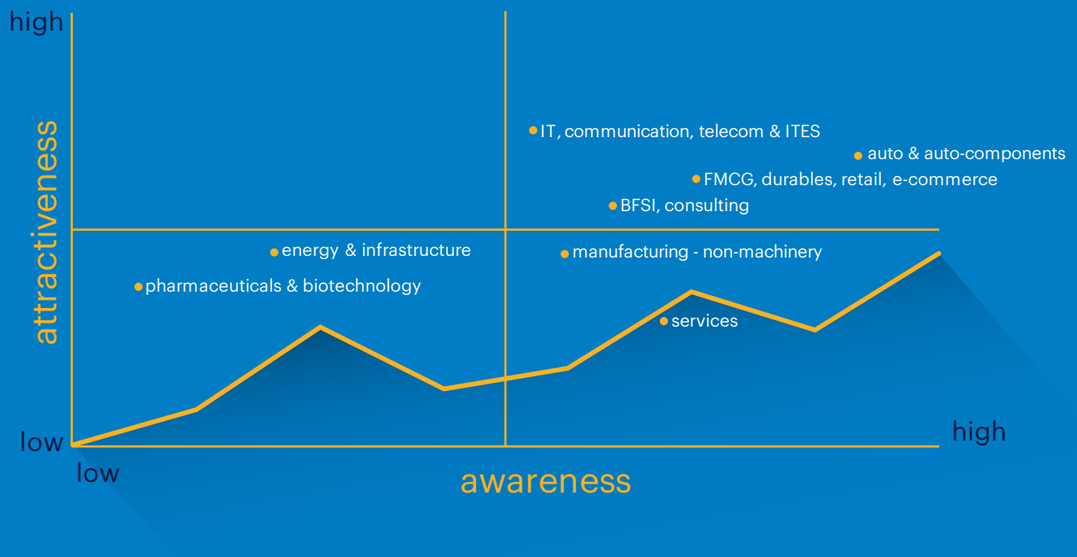


employee benefits that workforce in india finds attractive and are received.



sector insights.

top performing sectors in india by awareness and attractiveness.



high awareness

Having a 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.

top
employers.

top employers to work for in india.

top 10 employers 2020

01 Microsoft

02 Samsung India

03 Amazon

04 Infosys Technologies

05 Mercedes-Benz

06 Sony

07 IBM

08 Dell Technologies Ltd

09 ITC Group

10 Tata Consultancy Services

india's top 3 EVP drivers of the top 5 companies.

top 5 companies	1	2	3
Microsoft	financially healthy	very good reputation	uses latest technologies
Samsung India	financially healthy	uses latest technologies	very good reputation
Amazon	financially healthy	uses latest technologies	very good reputation
Infosys Technologies	uses latest technologies	very good reputation	financially healthy
Mercedes-Benz	financially healthy	very good reputation	uses latest technologies

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 20 years of experience with the Randstad Award. These factors determine the perception of the employer brand.

the key factors (in random order)

- financially healthy
- uses latest technology
- very good reputation
- job security
- career progression
- gives back to society
- interesting job content
- pleasant work atmosphere
- work-life balance
- attractive salary & benefits

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

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 2019, we helped more than two million candidates find a meaningful job with our 280,000 clients. Furthermore, we trained more than 350,000 people. Randstad is active in 38 markets around the world and has top-three positions in almost half of these. In 2019, Randstad had on average 38,280 corporate employees and generated revenue of € 23.7 billion. Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands. Randstad N.V. is listed on the NYSE Euronext (symbol: RAND.AS).

For more information, see www.randstad.com

about Randstad India

Randstad India others 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, see www.randstad.in

Disclaimer: This study contains information in summary from data based on primary research and is intended for general guidance only. It is not intended to be a substitute for detailed research or exercise of professional judgment. Neither Randstad India Pvt. Limited nor any other member of the global Randstad organization accepts any responsibility for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.