# "Employer Branding: Plugging into the Digital Candidate Experience".

## topics & presenters:

- 2017 **REBR recap** - formulating your EVP based on what Malaysians really want
- Understanding '**The candidate's digital journey'**
- Randstad SEA - improving our own candidates digital journey
- World of work - global trends including **HR tech**

# what is the **R**andstad **E**mployer **B**randing **R**esearch?

**160,000**
respondents worldwide

**5,495**
companies worldwide

**4,527**
respondents in Malaysia

**What can you expect from the report:**

1. What's most important to Malaysians when selecting their next employer
2. Who has the most attractive employer brand 2017
3. Deep dive into the employer brand perception for 75 companies

26 countries surveyed covering 75% of the global economy

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# survey design

**Part 1 - what is *really* important to employees when selecting a company**

what factors are important to you when choosing to work for a company?
respondents rank their top **5 factors**, in order of most to least important, from a list of 18 choices

**Part 2 - deeper dive into the perception of each company's EVP**

do you think this company performs well on these EVP drivers*?

1. Financially health
2. Uses latest technology
3. Good reputation
4. Job security
5. Career progression
6. Gives back to society
7. Stimulating work
8. Pleasant work atmosphere
9. Work-life balance

| 1 | 2 | 3 | 4 | 5 |

(strongly) disagree            (strongly) agree

Finally, respondents are asked to rate each company on 9 EVP drivers - which become the reasons for a company's attractiveness

# top employers in **Malaysia**

who are the top 10 most attractive employers in Malaysia?

1. Shell
2. PETRONAS
3. Nestlé
4. AirAsia
5. IBM
6. Hewlett Packard Enterprise
7. Sime Darby
8. SUNWAY
9. Infineon technologies
10. IJM

The ranking of top 10 employers is calculated based on the percentage of respondents who would (very much) like to work for a company, and includes only companies with an awareness or 10% or higher.

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what do Malaysians want

# what do Malaysians want?
## most important factors looked for in an employer

**63%**
chose salary as one of their top 5 most important factors
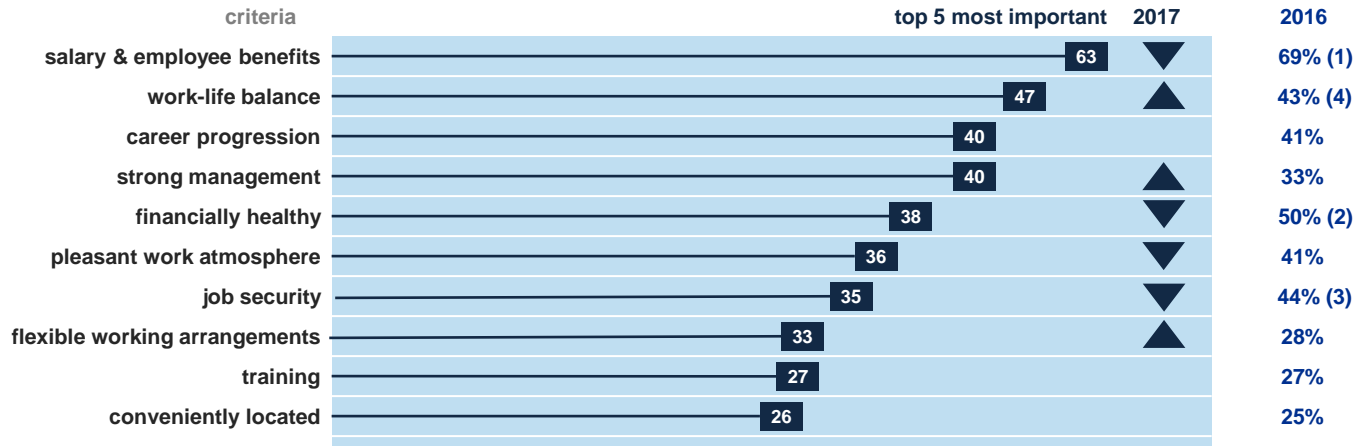
**47%**
look for good work-life balance

**40%**
look for career progression & strong management

**38%**
favour employers that are financially healthy

what are the most important criteria to potential employees when choosing an employer?

| criteria | top 5 most important | 2017 | 2016 |
|---|---|---|---|
| salary & employee benefits | 63 | ▼ | 69% (1) |
| work-life balance | 47 | ▲ | 43% (4) |
| career progression | 40 | | 41% |
| strong management | 40 | ▲ | 33% |
| financially healthy | 38 | ▼ | 50% (2) |
| pleasant work atmosphere | 36 | ▼ | 41% |
| job security | 35 | ▼ | 44% (3) |
| flexible working arrangements | 33 | ▲ | 28% |
| training | 27 | | 27% |
| conveniently located | 26 | | 25% |

# how do employers perform on important attributes?
## currently unmet expectations are valuable opportunities for your EVP

### what employees in MY seek

**1. salary & benefits**

**2. good work-life balance**

**3. career progression**

**4. financially healthy**

**5. pleasant work atmosphere**

6. job security

7. good reputation

8. stimulating work

9. latest technologies

10. gives back to society

### what employers in MY offer

**1. financially healthy**

2. good reputation

3. latest technologies

**4. salary & benefits**

5. job security

**6. career progression**

7. stimulating work

**8. pleasant work atmosphere**

**9. good work-life balance**

10. gives back to society

Gap #1
**Work-life balance**
Employees are attracted by companies that encourage employee work-life balance. This item is rated as highly important, yet companies fall short of delivering it.

Gap #2
**Career progression**
Employees are attracted to companies that provide them with opportunities for career advancement. This item is rated as highly important, yet companies fall short of
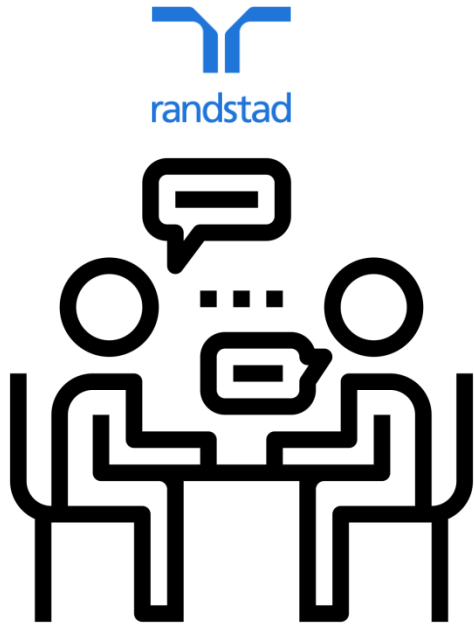
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"forget the words 'talent acquisition', forget employer branding & forget employee engagement".

We need to talk about EXPERIENCES."

Zvi Goldfarb, Head of the Talent Acquisition Digital Lab at L'oréal

# 30%

of organisations would invest in improving the candidate experience if budgets were unlimited

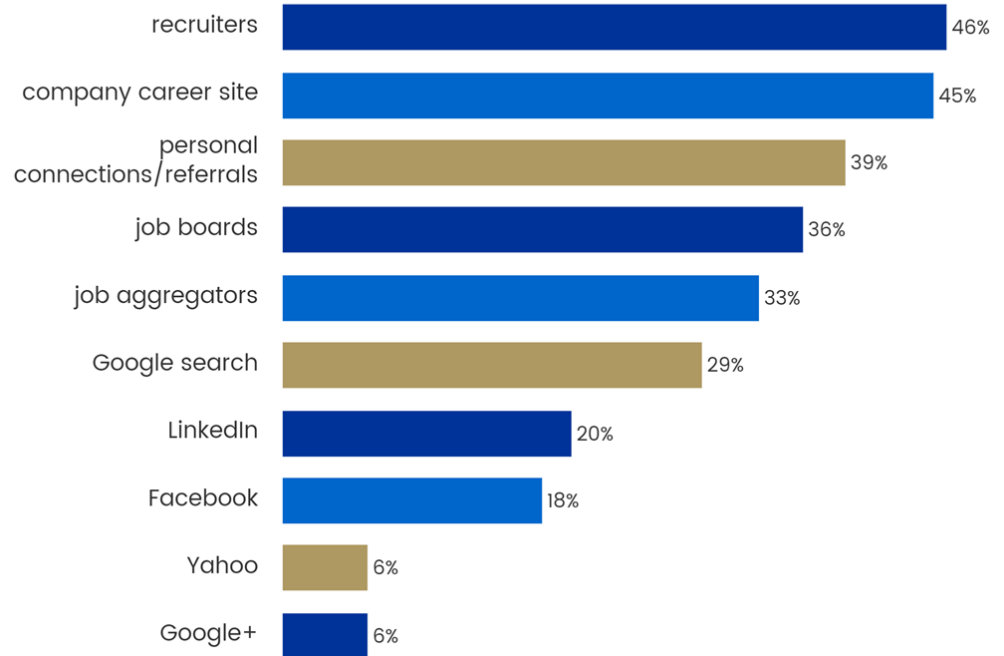randstad

# The experience starts with searching for a job
## what channels do job seekers use in their job search?

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**46%**

of job seekers in MY prefer to use recruiters when looking for a job

**Top 10 channels used to find jobs**

| channel | % |
|---|---|
| recruiters | 46% |
| company career site | 45% |
| personal connections/referrals | 39% |
| job boards | 36% |
| job aggregators | 33% |
| Google search | 29% |
| LinkedIn | 20% |
| Facebook | 18% |
| Yahoo | 6% |
| Google+ | 6% |

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Where do candidates research a company ?

glassdoor™

JobStreet.com

Blog

twitter

# where do candidates research a company?

## channels used to evaluate reputation of potential employer

**Top channels used to evaluate reputation of potential employer**

| Channel | Percentage |
|---------|-----------|
| company website | 64% |
| opinions of friends & family | 52% |
| general articles on the Internet (excl. company website) | 46% |
| general articles in the press (excl. the Internet) | 40% |
| Facebook | 36% |
| job boards | 34% |
| advertising (television, posters, radio ads, online banners, excl. press) | 32% |
| physical presence (e. shops, stores, restaurants) | 31% |
| Linkedin | 24% |
| blogs | 23% |
| Twitter | 9% |
| Glassdoor | 7% |
| other | 6% |
| I don't check employers' reputattion | 6% |

**Tip #1: Website**

Set up a dedicated page or microsite to showcase your culture and tell your brand story. Use more visuals and videos to grab interest.

**Tip #2: Referrals**

Promote company activities by mobilising your staff to reach out to their networks through social posts.

# the mobile era : malaysia

**71%**

internet penetration

**75%**

use mobile for internet

**3hrs**

time spent on mobile internet.. per day

source: We are Social: Digital in 2017 Global Overview

# Digital experience for the REBR top 10

**100%**

clear EVP message on website

**100%**

updated jobs on website

**90%**
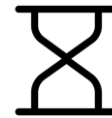
use of videos & case studies on website

**80%**

mobile friendly websites

**50%**

strong following on social media channels

**3 - 20 mins**

time to apply

**8 - 60 Qs.**

application questions

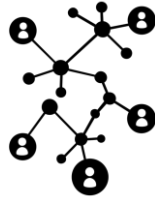randstad

# first 5 steps to engage the digital candidate

**partner with recruiter**

**go mobile**

**up to date and compelling adverts**

**engaging content**

**simple and quick to apply**

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Questions