

employer branding  
during and after  
COVID-19.





mark li  
head of client solutions  
singapore



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# what we'll cover **today.**

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what is employer branding and why does it matter?

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randstad employer brand research and our insights.

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protecting and enhancing your employer brand during a pandemic.

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what is employer branding



and why does it matter?

# what is employer brand?

- your **organisation's reputation as a place of work**, for current employees, active and passive candidates and other stakeholders.
- embodies your values, culture and workplace environment.
- offers a promise, which, if fulfilled, can bring high returns on investment.



# why employer branding matters?



companies that don't have a strong employer brand are **overpaying on salaries by 10%**.



80% of business leaders agree that a strong employer brand has **a significant impact on their ability to hire good talent.**



**71%** of millennials would consider taking a pay cut to work at a company whose mission and values are aligned with their own.



companies with a strong employer brand are able to **speed up its hiring process by 1- 2x.**

## case studies: what makes an employer brand stand out.



**changi airport group** puts people first.

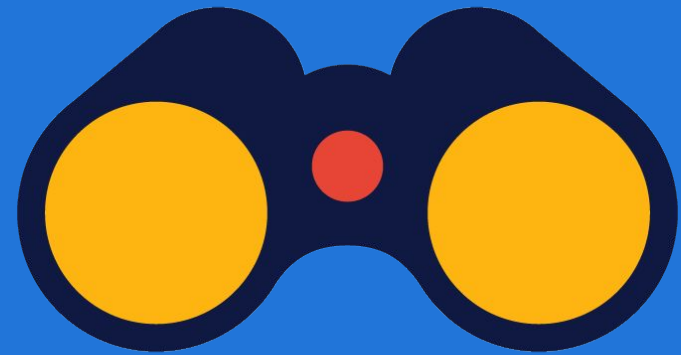
1. passion for service
2. having their people advertise their employer brand
3. on the lookout for new ways to connect with talent



seeing the real and innovative **siemens**.

1. having transformations come from the inside
2. invest in 360 engagement
3. sharing compelling stories

# randstad employer brand research



and our insights.



# what is the randstad employer brand research?

- **a representative research** based on perceptions of the general audience, optimising more than 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 75 largest employers known by at least 10% of the population.
- **provides valuable insights** to help employers shape their employer brand.



# we surveyed 33 markets covering more than 75% of the global economy.

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



● markets surveyed

## sample

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

## country

- 3,028 respondents (SG)
- 2532 respondents (MY)

## fieldwork

- online interviews
- between 18 december 2019 and 31 january 2020

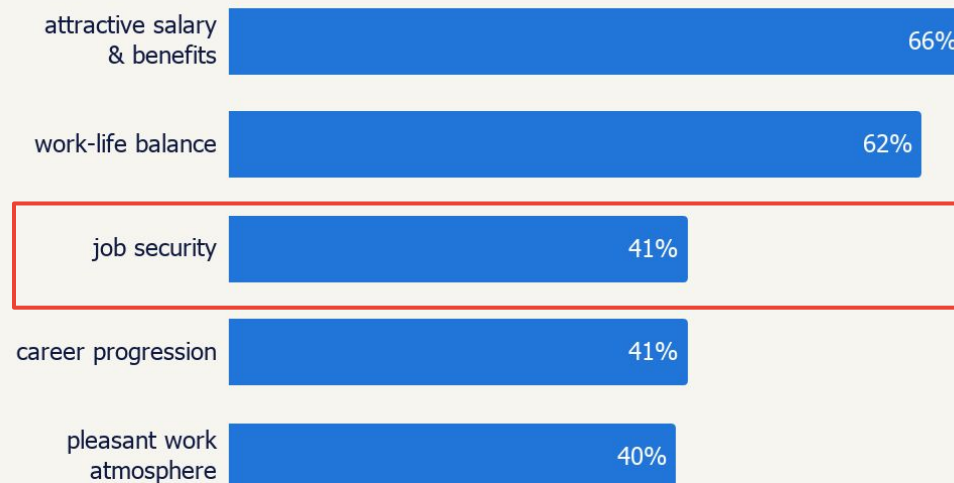
## length of interview

- 16 minutes

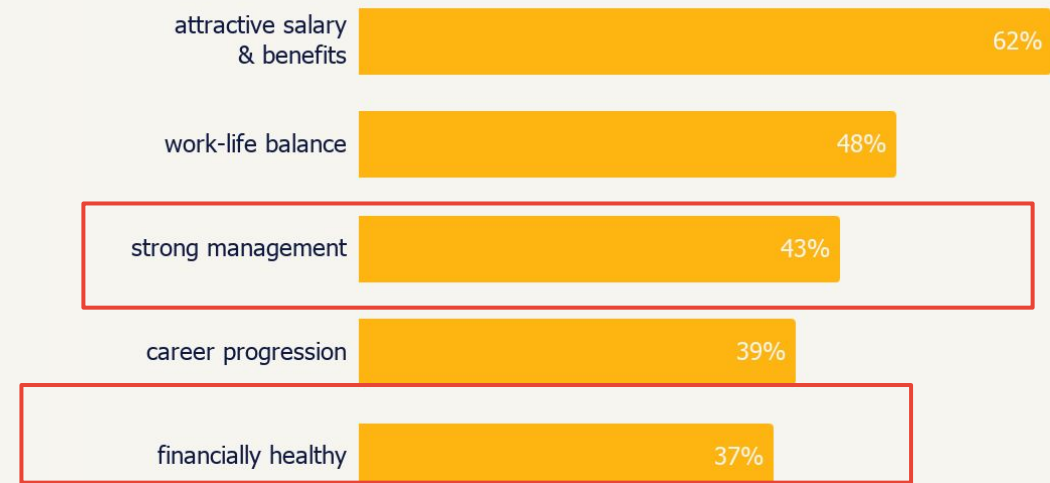


# salary, benefits and work-life balance top-of-mind for employees, and underlying it all, good corporate financial health.

## singapore

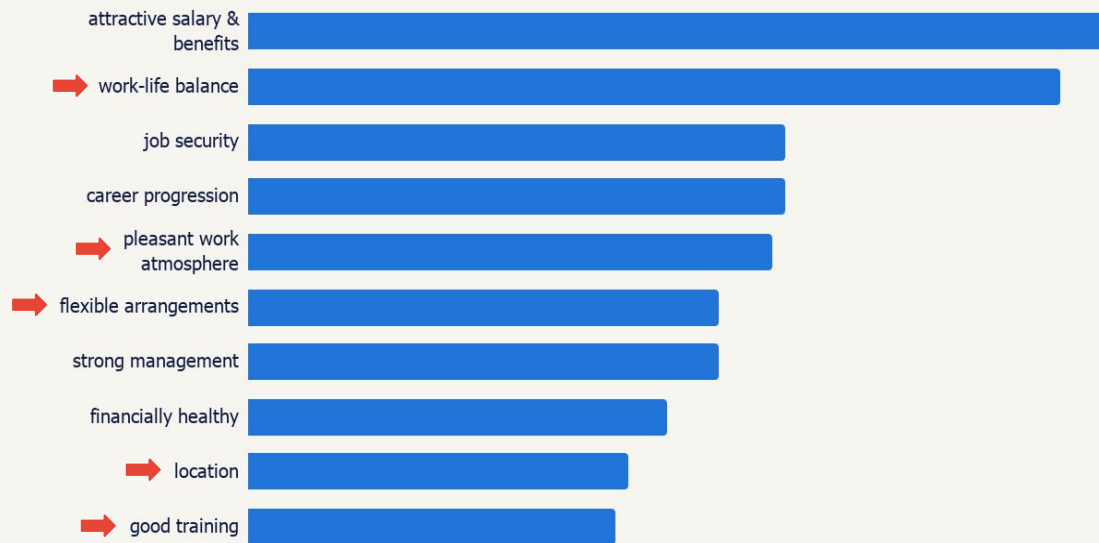


## malaysia

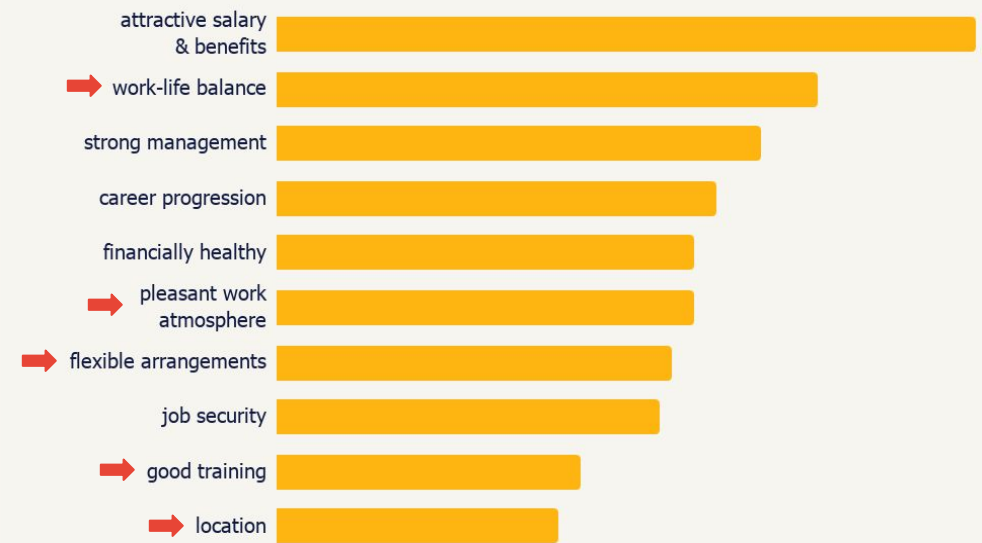


# 'soft benefits' contribute greatly to creating a positive employee experience.

ranking of EVP factors in singapore



ranking of EVP factors in malaysia



in **singapore and malaysia**, work-life balance is the **biggest** gap that employers need to address.

singapore	
EVP factors that employees seek in an ideal employer	EVP factors that employers are perceived to offer
1 attractive salary & benefits	1 financially healthy
2 work-life balance	2 very good reputation
3 job security	3 uses latest technologies
4 career progression	4 job security
5 pleasant work atmosphere	5 career progression
6 financially healthy	6 attractive salary & benefits
7 interesting job content	7 pleasant work atmosphere
8 very good reputation	8 interesting job content
9 gives back to society	9 work-life balance
10 uses latest technology	10 gives back to society

malaysia	
EVP factors that employees seek in an ideal employer	EVP factors that employers are perceived to offer
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6 job security	6 attractive salary & benefits
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8 gives back to society	8 interesting job content
9 interesting job content	9 gives back to society
10 uses latest technologies	10 work-life balance





Even before the pandemic, employees have voiced their concerns on flexible working and healthcare.

More than ever before, workers are relying on their employers to provide them with a safe environment and good healthcare support.

# out with work-life balance; in with work-life integration.

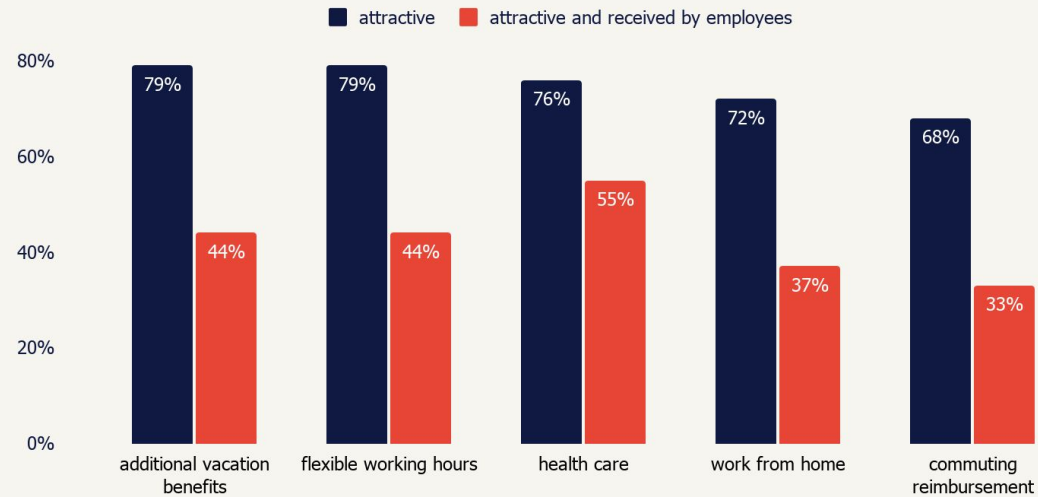
68%

find additional benefits to be important.

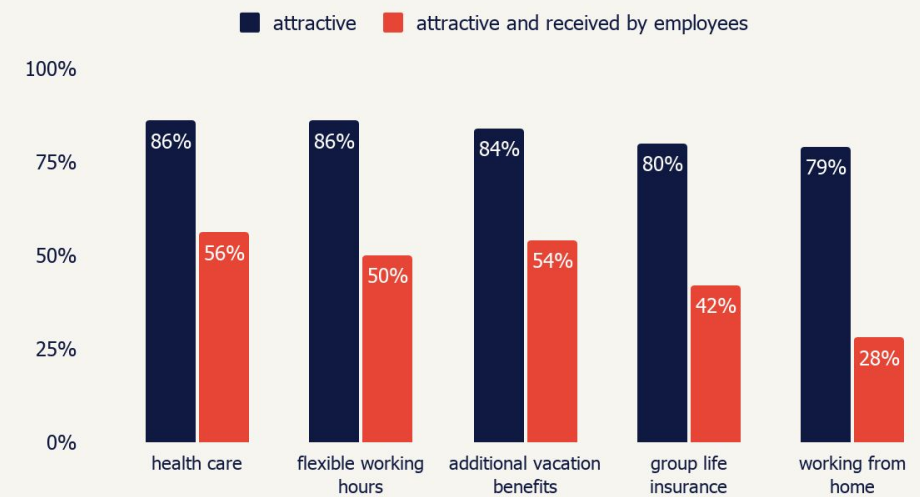
76%

find additional benefits to be important.

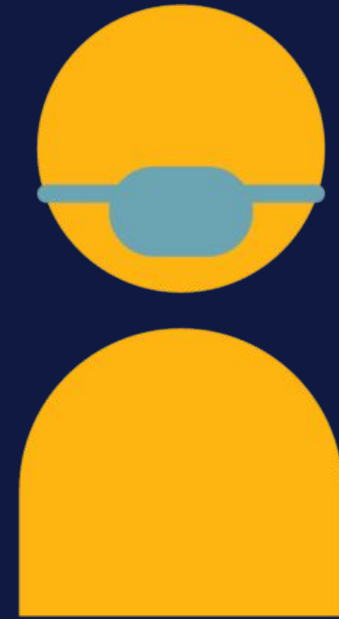
## singapore



## malaysia



the world as we know



has changed.



# job security now most important EVP factor in singapore.

pre-covid (SG REBR 2020)	post-covid (SG COVID-19 Labour Pulse Survey)*
1. provides attractive salary & employee benefits	1. has job security
2. supports a healthy work-life balance	2. provides attractive salary & employee benefits
3. has job security	3. supports a healthy work-life balance
4. provides good career progression	4. has a pleasant work atmosphere
5. has a pleasant work atmosphere	5. corporate financial health
6. corporate financial health	6. provides good career progression
7. has interesting job content	7. good corporate reputation
8. good corporate reputation	8. has interesting job content
9. gives back to the society	9. uses the latest technology
10. uses the latest technology	10. gives back to the society

\* The COVID-19 Labour Pulse Survey was conducted from June to July 2020.



# job security now most important EVP factor in malaysia.

pre-covid (MY REBR 2020)	post-covid (MY COVID-19 Labour Pulse Survey)
1. provides attractive salary & employee benefits	1. has job security
2. supports a healthy work-life balance	2. provides attractive salary & employee benefits
3. provides good career progression	3. corporate financial health
4. corporate financial health	4. supports a healthy work-life balance
5. has a pleasant work atmosphere	5. has a pleasant work atmosphere
6. has job security	6. provides good career progression
7. good corporate reputation	7. good corporate reputation
8. gives back to the society	8. has interesting job content
9. has interesting job content	9. uses the latest technology
10. uses the latest technology	10. gives back to the society

\* The COVID-19 Labour Pulse Survey was conducted from June to July 2020.



with salary increments & bonuses out of the picture,  
people are focussing on their career goals.

singapore

51%

of respondents are actively looking for a new job  
in the next 12 months

career change and salary dissatisfaction are top  
reasons why employees are looking for a new job

58%

of respondents are willing to take on jobs with a  
lower salary

malaysia

58%

of respondents are actively looking for a new job  
in the next 12 months

career change and salary dissatisfaction are top  
reasons why employees are looking for a new job

52%

of respondents are willing to take on jobs with a  
lower salary

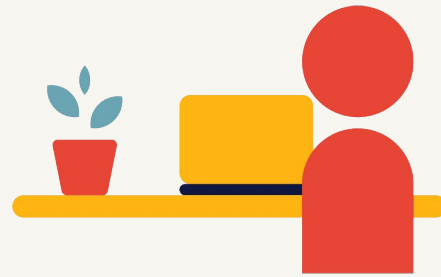
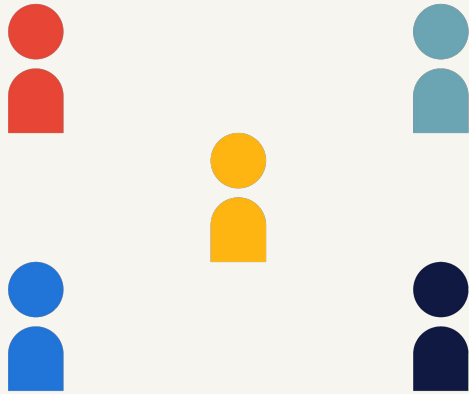


protecting and enhancing your  
employer brand



during a pandemic.

# best employer branding practices during a pandemic.



## redeployment of affected workforce

- SATS
- Singapore Airlines

## flexible work arrangements & role sharing

- DBS
- UOB

## training & upskilling programmes

- Grab

# how can you manage your employer brand during a pandemic?



## do your research.

- Find out what are the immediate needs of your employees
- Path human capital development to prepare for post-COVID environment



## provide support & resources.

- Engage third-party for professional support
- Implement new HR policies and introduce new benefits to address employees' needs
- Provide upskilling & re-skilling opportunities to workforce



## communicate & engage

- Proactively communicate with workforce, stakeholders & customers
- Be transparent and honest about financial health, changes to the business

thank you.



find out more about the  
Randstad Employer Brand Research

