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Employer Branding

Perception being reality

Global sector report

Finance (Banking & Insurance)

Results Randstad Award 2012

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study background and

study design



Randstad Award 2012

Randstad Award based on perceived attractiveness of companies amongst a large audience

- attractiveness measured for 150 biggest employers in 14 countries ^(*) in Europe, APAC and North America; sector results are based on the results at company level within this sector
- most attractive employer determined by means of the question: 'Would you like to work for this company?'
- employers evaluated on 10 various factors

National representative sample of potential employees

- representative on region, age, sex and education
- comprising current students, employed and unemployed workforce aged between 18 and 65 years old

Interviews conducted online between October 2011 and February 2012

^(*) participating countries in Europe: Belgium: 12th edition France, Germany, Spain & Netherlands: 3rd edition Italy, Poland & UK: 2nd edition

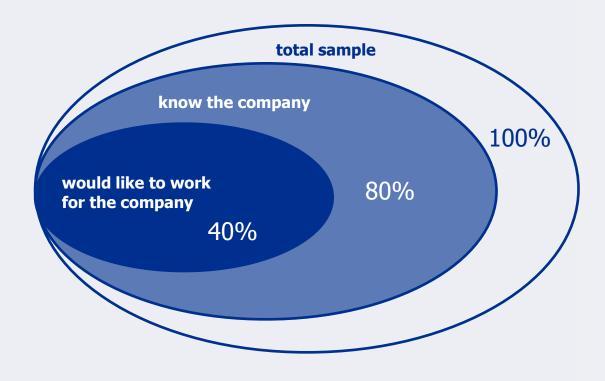
2012

^(*) participating countries in APAC & North America: Australia, India, New Zealand: 2nd edition Canada: 2nd edition Singapore, Japan: 1st edition



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absolute and relative attractiveness



- absolute attractiveness = 40/100 = 40%
- relative attractiveness = 40/80 = 50%

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questionnaire

1. Which aspects are important to you in choosing to work for a specific company?

top 5 ranked from most important aspect to least important

2. Do you know this company?

yes/no

2012

3. Would you like to work for this company?



4. Association known companies with specific factors





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some definitions

Name Awareness

to know the company well enough to have an opinion/perception about the company

Absolute Attractiveness

 amongst all respondents (total sample); % that would like to work for the company

Relative Attractiveness

- = Randstad Award
- amongst respondents who know the company; % that would like to work for the company
- removes the 'size' bias
 - big companies having the advantage to be known by most people and as a consequence often rank amongst the top on absolute attractiveness



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success of a company hinges on the quality and talent of its employees



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overall results

what are the most important factors when choosing an employer?



job security is the most important factor for a fifth of potential employees, followed by financial health and competitive salary & employee benefits

which is the most important factor to you in choosing to work for a specific company?

most important factor	Global
Long-term job security	2
Financially healthy	17
Competitive salary & employee benefits	13
Interesting job content	10
Pleasant working atmosphere	9
Good work-life balance	6
Career progression opportunities	5
Flexible working	4
Conveniently located	4
Good training	3
Strong management	2
International/global career opportunities	2
Quality products/services	2
Strong image/strong values	1
Diversity management	1
Concerned with environment & society	1
Uses latest technologies	1

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within the top 5 of most important factors, job security is closely followed by working atmosphere and competitive salary & benefits

which are the top 5 most important factors to you in choosing to work for a specific company?

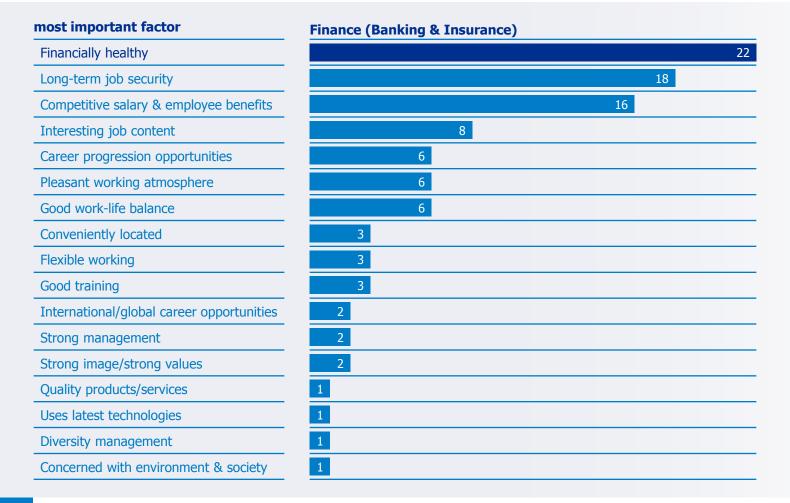
top 5 most important factors	Global
Long-term job security	
Pleasant working atmosphere	55
Competitive salary & employee benefits	54
Financially healthy	46
Interesting job content	40
Career progression opportunities	38
Good work-life balance	37
Conveniently located	34
Flexible working	30
Good training	23
Strong management	15
Quality products/services	14
International/global career opportunities	13
Strong image/strong values	12
Diversity management	10
Concerned with environment & society	9
Uses latest technologies	8

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financial health is more important to people currently working in the Finance sector, as compared to the global ranking; it takes first position before job security

which is the most important factor to you in choosing to work for a specific company?



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employees currently working in the Finance sector most often list job security in their top 5 of most important factors, closely followed by salary

which are the top 5 most important factors to you in choosing to work for a specific company?

top 5 most important factors	Finance (Banking & Insurance)
Long-term job security	60
Competitive salary & employee benefits	59
Financially healthy	51
Pleasant working atmosphere	48
Career progression opportunities	45
Good work-life balance	37
Interesting job content	37
Conveniently located	31
Flexible working	26
Good training	24
International/global career opportunities	19
Strong management	17
Quality products/services	12
Strong image/strong values	12
Uses latest technologies	8
Diversity management	7
Concerned with environment & society	7

Finance (Banking & Insurance)

Finance (Banking & Insurance)

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ton 5 most important factors

overall results

least important versus most important factors when choosing an employer



least important factors versus most important factors according to the total sample of respondents (Global)

which factors are the least / most important to you in choosing to work for a specific company?

least important vs most important factors Global

	% least important	% most important
Long-term job security	22	61
Pleasant working atmosphere	15	55
Competitive salary & employee benefits	16	54
Financially healthy	23	46
Interesting job content	18	40
Career progression opportunities	24	38
Good work-life balance	20	37
Conveniently located	35	34
Flexible working	26	30
Good training	28	23
Strong management	31	15
Quality products/services	21	14
International/global career opportunities	56	13
Strong image/strong values	34	12
Diversity management	45	10
Concerned with environment & society	38	9
Uses latest technologies	43	8

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least important factors versus most important factors according to respondents currently working in Finance (Banking & Insurance)

which factors are the least / most important to you in choosing to work for a specific company?

least important vs most important factors in Finance (Banking & Insurance)

	70 lease important	70 most important
Long-term job security	24	60
Competitive salary & employee benefits	16	59
Financially healthy	24	51
Pleasant working atmosphere	15	48
Career progression opportunities	23	45
Good work-life balance	19	37
Interesting job content	19	37
Conveniently located	34	31
Flexible working	26	26
Good training	28	24
International/global career opportunities	51	19
Strong management	30	17
Quality products/services	21	12
Strong image/strong values	35	12
Uses latest technologies	40	8
Diversity management	47	7
Concerned with environment & society	44	7

Finance (Banking & Insurance)

% least important % most important

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overall results

recruiting



recruiting: global

which channels do you use to find a job? (total sample)



note: scores displayed point at the dominating group with above average rate against the group with below average rate (not displayed)



recruiting: Finance

which channels do you use to find a job? (respondents currently working in the Finance sector)

	% Finance (Banking & Insurance)	% more men	% more women
Job-boards	64		6
Recruitment Agencies	58		8
Adverts in newspaper/magazines	50		14
Social media (LinkedIn, Twitter, etc.)	24	27	
Family & friends	20	26	
Employers' websites	17	4	
Networking events	17	1	
Spontaneous job applications	12		3

note: scores displayed point at the dominating group with above average rate against the group with below average rate (not displayed)

Finance (Banking & Insurance)



comparison between sectors

how attractive is your sector compared to other sectors?



sector attractiveness based on respondents' perception of the companies included in these sectors within the scope of the Randstad Award survey

amongst respondents (total sample) that know one or more companies operating in this sector

in the previous slides the sector is defined by the group of respondents that currently work in this specific sector, in this case Finance

in the next slides the sector is defined by the companies that represent that sector in each country; the companies are evaluated by the respondents (total sample) regardless of the sector they work in

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attractiveness sector

amongst respondents that know one or more companies operating in this sector (total sample)

Finance (Banking & Insurance)

note: the sector ranking is based on respondents' perception of the companies that are included in the research

	would like to w	ork for: (% 4-5))
	2011	2012	
Automotive/Vehicles	36%	44%	
Informatics - Consulting	41%	44%	
FMCG	37%	40%	
Pharmaceutical/Chemical	40%	39%	
Services	35%	36%	
Utilities	35%	36%	
Non-profit	33%	36%	
Industrial/Manufacturing	37%	36%	
Finance (Banking & Insurance)	33%	34%	
Travel/Leisure/Horeca	32%	33%	
Construction	31%	32%	
Transport/Logistics/Wholesalers	32%	29%	
Retail	26%	28%	



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attractiveness of Finance (Banking & Insurance) by factor

	position of Finance (Banking & Insurance) in Europe						
	BE	FR	GE	п	ESP	UK	NL
Salary & employee benefits :	4/25	9/20	6/21	3/13	9/16	2/15	2/16
Career progression opportunities :	3/25	12/20	15/21	6/13	11/16	3/15	3/16
Pleasant working atmosphere :	13/25	15/20	13/21	10/13	11/16	9/15	11/16
Long-term job security :	8/25	7/20	15/21	2/13	10/16	11/15	6/16
Good work-life balance :	2/25	2/20	11/21	1/13	3/16	10/15	4/16
Financially healthy :	18/25	13/20	19/21	7/13	11/16	7/15	5/16
Interesting job content :	8/25	12/20	16/21	11/13	13/16	8/15	8/16
Good training :	3/25	11/20	7/21	9/13	9/16	6/15	4/16
Strong management :	9/25	12/20	14/21	9/13	11/16	5/15	4/16
Environment & society (CSR) :	17/25	14/20	21/21	11/13	10/16	13/15	11/16

= within top 3

note: no results for Poland as the sector is not as such represented

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attractiveness of Finance (Banking & Insurance) by factor

position o	position of Finance (Banking & Insurance) in APAC & Canad				
AUS	IND	NZ	SING	JAP	CAN
10/27	3/8	3/17	2/12	4/16	10/16
4/27	4/8	3/17	2/12	8/16	4/16
8/27	2/8	5/17	2/12	12/16	4/16
4/27	5/8	5/17	9/12	12/16	4/16
4/27	5/8	3/17	3/12	11/16	2/16
5/27	5/8	3/17	6/12	12/16	2/16
18/27	5/8	13/17	9/12	15/16	12/16
6/27	3/8	4/17	4/12	7/16	5/16
5/27	4/8	3/17	6/12	14/16	4/16
14/27	6/8	7/17	10/12	15/16	11/16
	AUS 10/27 4/27 8/27 4/27 5/27 18/27 6/27 5/27	AUSIND10/273/84/274/88/272/84/275/84/275/85/275/818/275/86/273/85/274/8	AUS IND NZ 10/27 3/8 3/17 4/27 4/8 3/17 4/27 4/8 3/17 8/27 2/8 5/17 4/27 5/8 5/17 4/27 5/8 3/17 4/27 5/8 3/17 5/27 5/8 3/17 18/27 5/8 13/17 6/27 3/8 4/17 5/27 4/8 3/17	AUS IND NZ SING 10/27 3/8 3/17 2/12 4/27 4/8 3/17 2/12 4/27 4/8 3/17 2/12 8/27 2/8 5/17 2/12 4/27 5/8 5/17 2/12 4/27 5/8 5/17 9/12 4/27 5/8 3/17 3/12 5/27 5/8 3/17 6/12 18/27 5/8 13/17 9/12 6/27 3/8 4/17 4/12 5/27 4/8 3/17 6/12	AUS IND NZ SING JAP 10/27 3/8 3/17 2/12 4/16 4/27 4/8 3/17 2/12 8/16 8/27 2/8 5/17 2/12 12/16 4/27 5/8 5/17 2/12 12/16 4/27 5/8 5/17 9/12 12/16 4/27 5/8 3/17 3/12 11/16 5/27 5/8 3/17 6/12 12/16 18/27 5/8 13/17 9/12 15/16 6/27 3/8 4/17 4/12 7/16 5/27 4/8 3/17 6/12 14/16

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comparison between sectors

how attractive is your sector for potential employees?



Randstad attractivity grid

relative attractiveness by name awareness

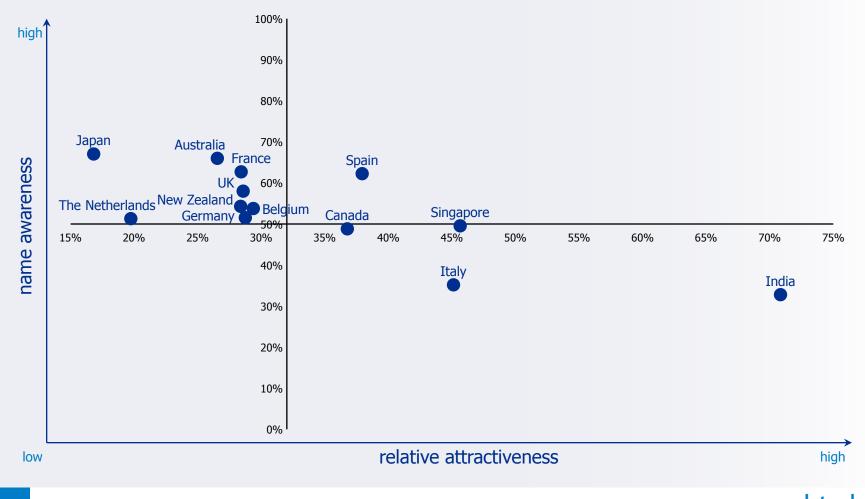
high	high name awareness and low relative attractivity	² high name awareness and high relative attractivity
	 indifferent players 	dominant players
name awareness	 limited choice amongst less qualified/ less motivated potential employees 	 can choose employees amongst wide range of well qualified/highly motivated potential employees
av	3	4
name	low name awareness and low relative attractivity	low name awareness and high relative attractivity
	low profile players	niche players
	 very limited choice amongst less qualified/less motivated potential employees 	 limited choice amongst well qualified/ highly motivated employees
low	relative att	ractiveness high

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attractiveness of Finance (Banking & Insurance) in the countries

relative attractiveness by name awareness



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attractiveness sectors - Belgium

amongst respondents that know one or more companies operating in this sector

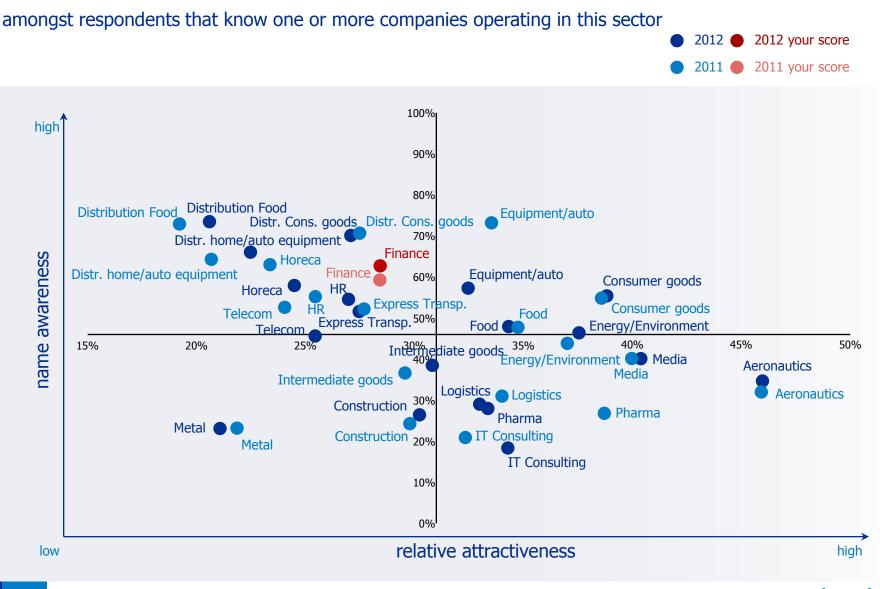
2011 your score 2011 100% high 90% Telecom Retail 80% Distribution Retail Telecom Distribution 20% name awareness Horeca Horeca 60% Finance Vehicles Finance Vehicles HR FMCG-non food 50% FMCG-FMCG-food Media Transport Electronics FMCG-food non Media Transport Electronics HR food 40% **IT-Consulting** Chemical 20%extile 15% 25% Chemical 30% 35% 40% 45% Pharmaceutica Aeronautics Cleaning-Auto Parts 30% Aeronautics **IT-Consulting** environment-Steel Construction-installation-energy security Stee Pharmaceutical 20% Construction-installation-energy Metal Metal Cleaning-**Auto Parts** Textile environment-Non-metal 10% security Non-metal Contact centers Contact centers 0% relative attractiveness low high

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2012 your score

2012

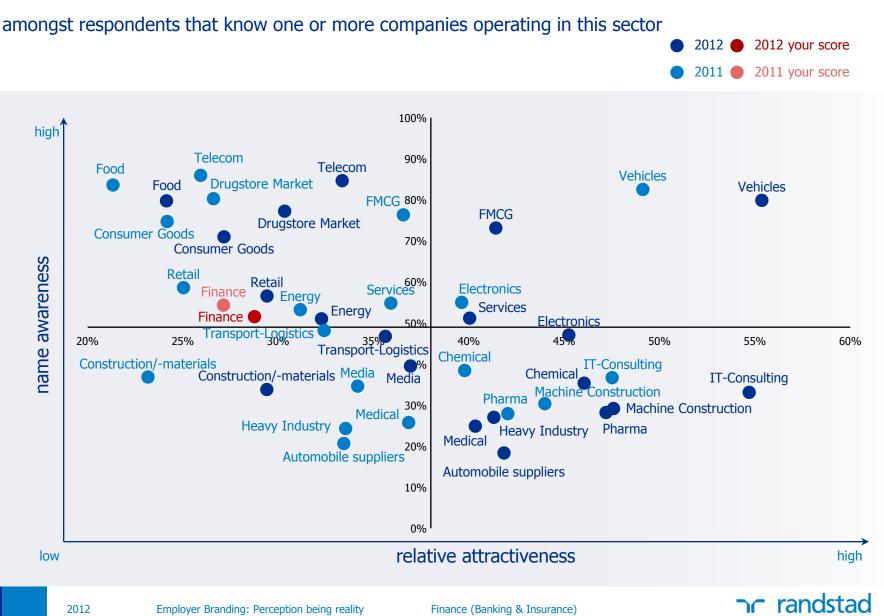
attractiveness sectors - France



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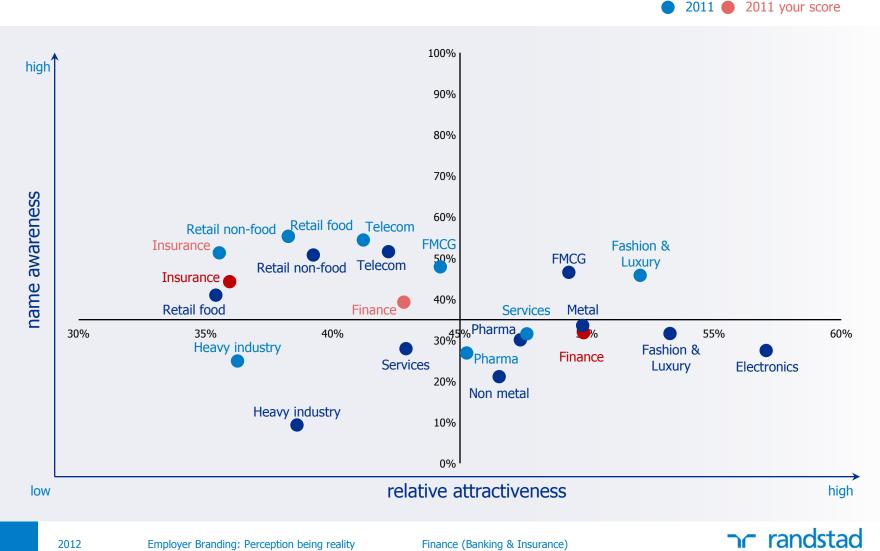
attractiveness sectors - Germany



Employer Branding: Perception being reality

attractiveness sectors - Italy



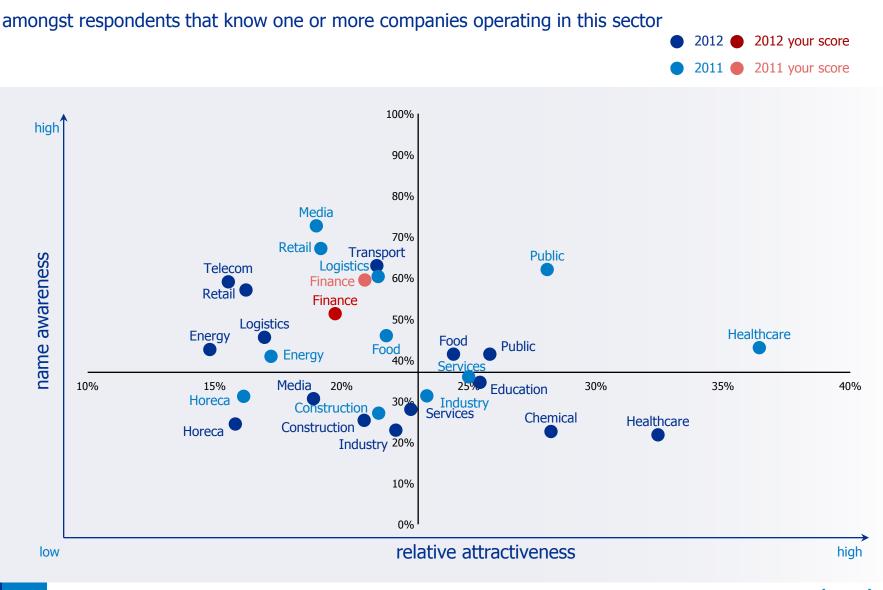


Finance (Banking & Insurance)

2012 your score

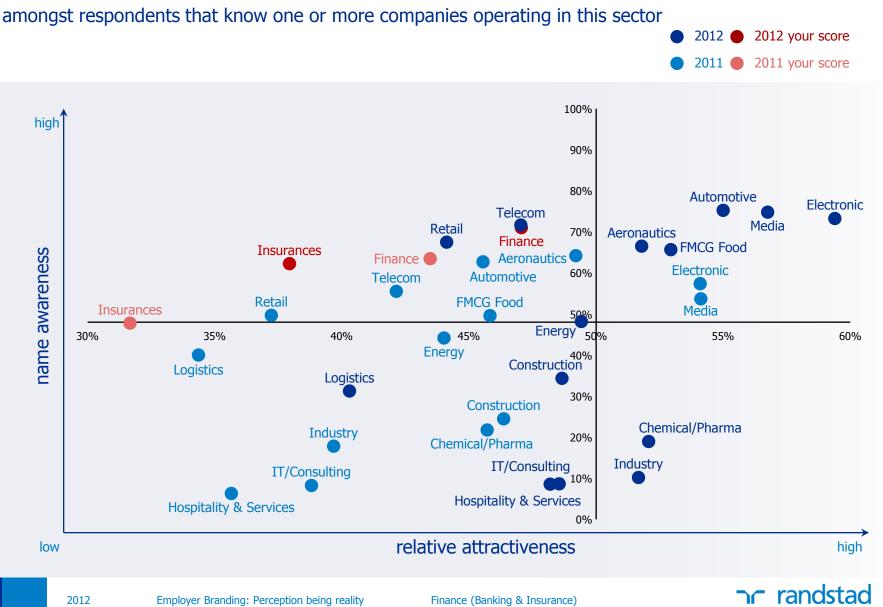
2012

attractiveness sectors - Netherlands

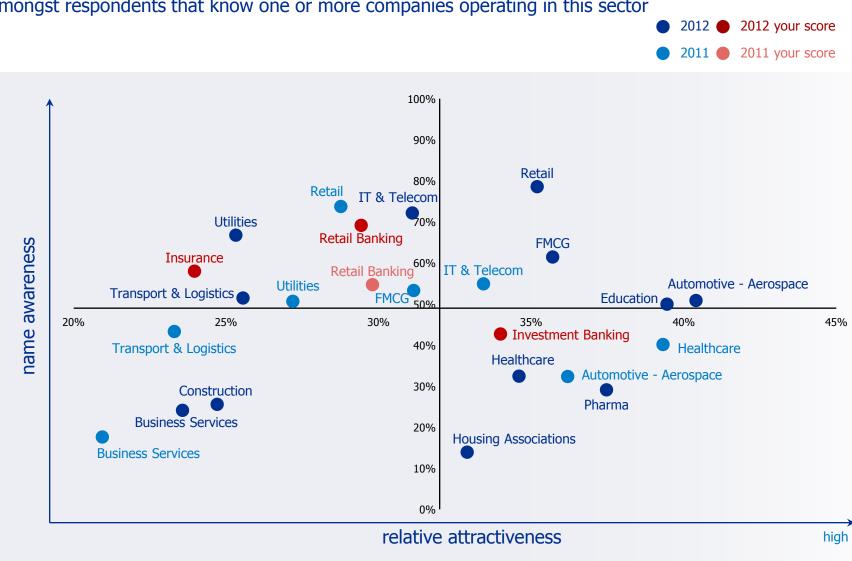


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attractiveness sectors - Spain



attractiveness sectors - UK



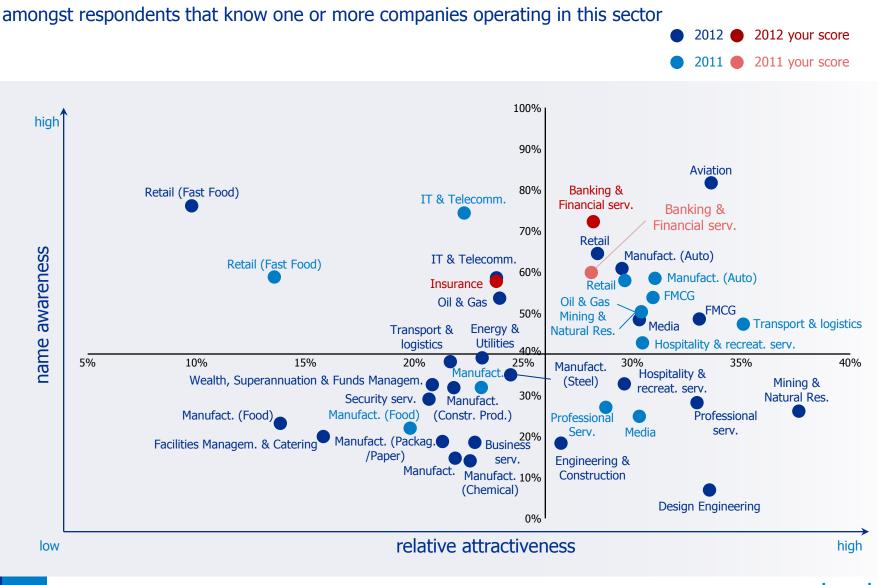
Finance (Banking & Insurance)

amongst respondents that know one or more companies operating in this sector

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35

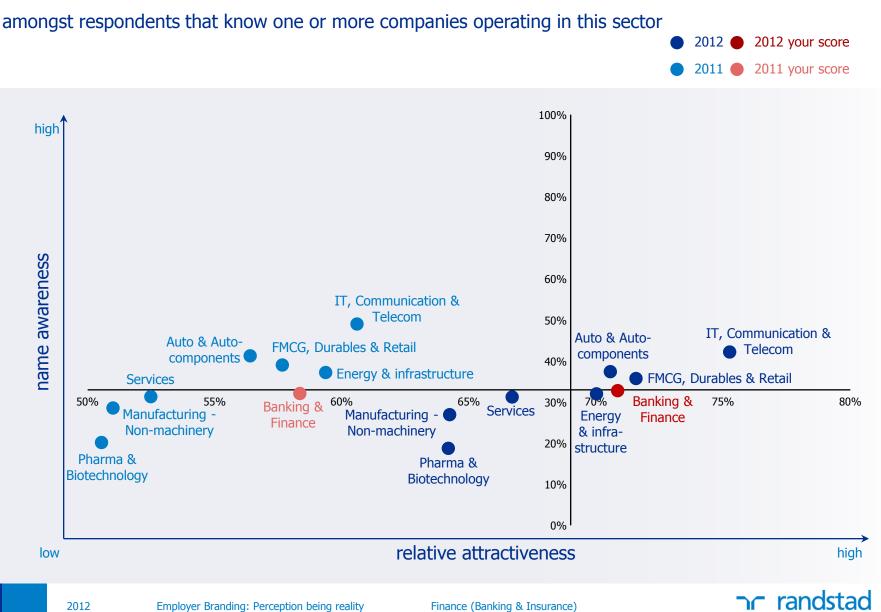
attractiveness sectors - Australia



Finance (Banking & Insurance)

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attractiveness sectors - India

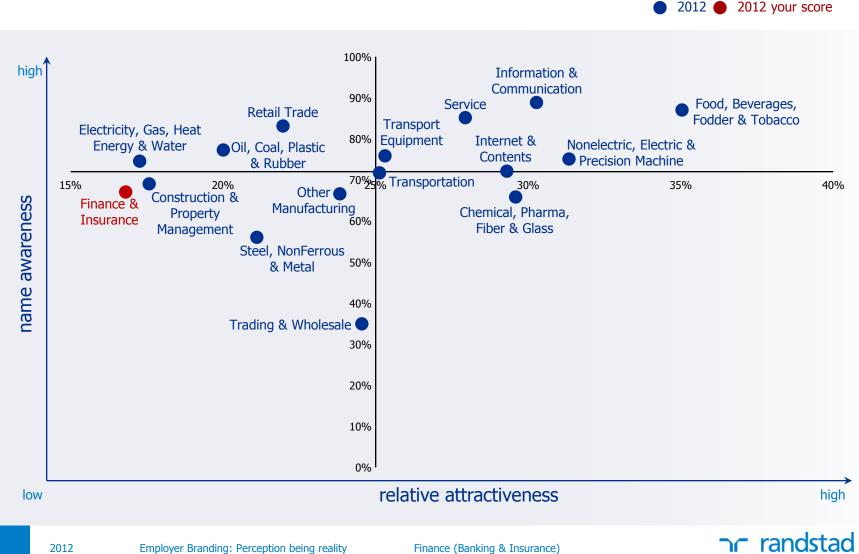


Employer Branding: Perception being reality

Finance (Banking & Insurance)

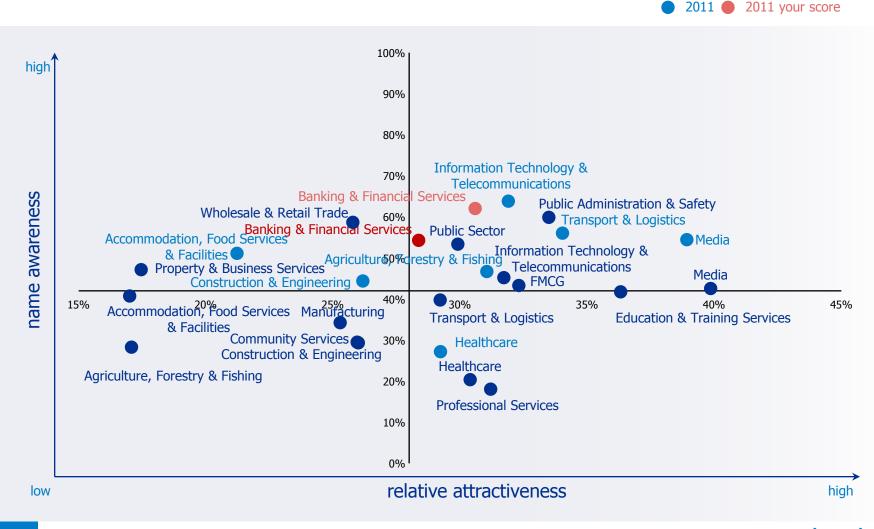
attractiveness sectors - Japan

amongst respondents that know one or more companies operating in this sector



attractiveness sectors - New Zealand

amongst respondents that know one or more companies operating in this sector



Finance (Banking & Insurance)

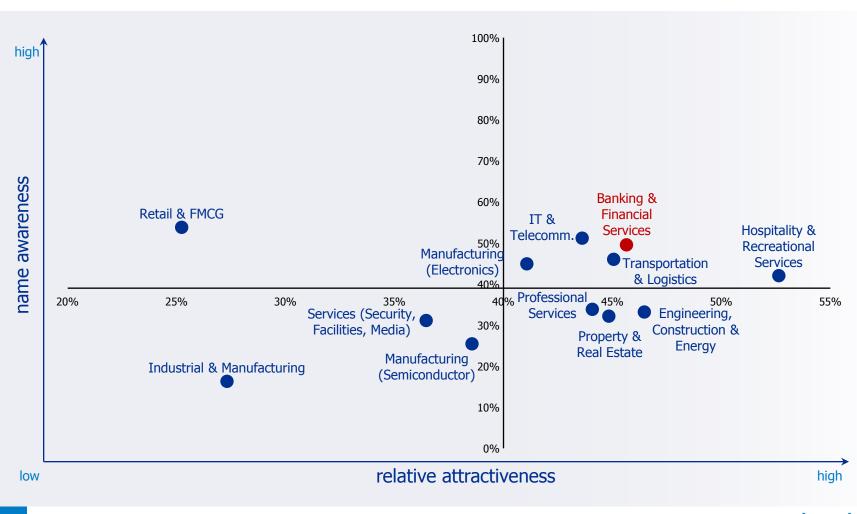
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2012

2012 your score

attractiveness sectors - Singapore

amongst respondents that know one or more companies operating in this sector

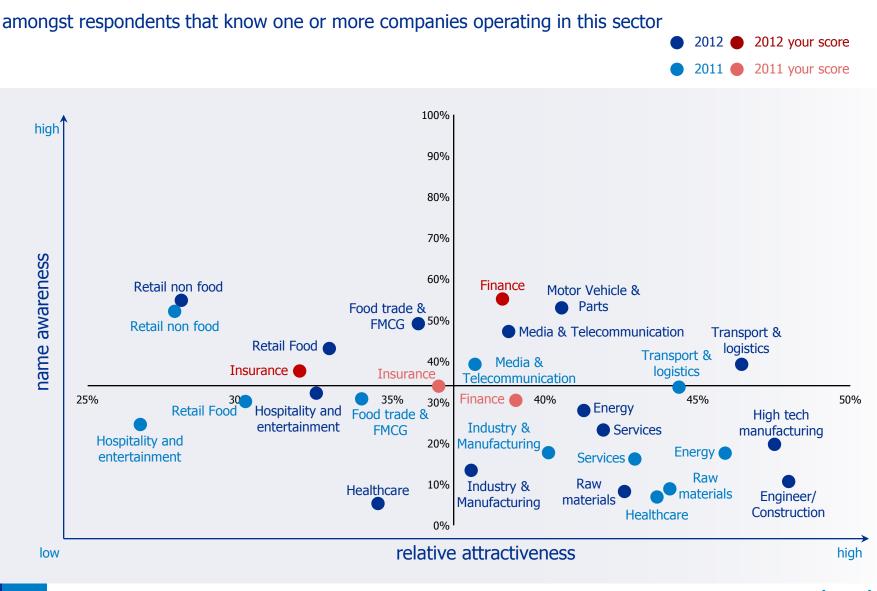


Finance (Banking & Insurance)

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2012 2012 your score

attractiveness sectors - Canada



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good to know you

good to know you

