

Best Employer Survey

Annual survey among students
and professional candidates

2018

The EY logo consists of the letters 'EY' in a bold, sans-serif font. The 'E' and 'Y' are connected at the top.

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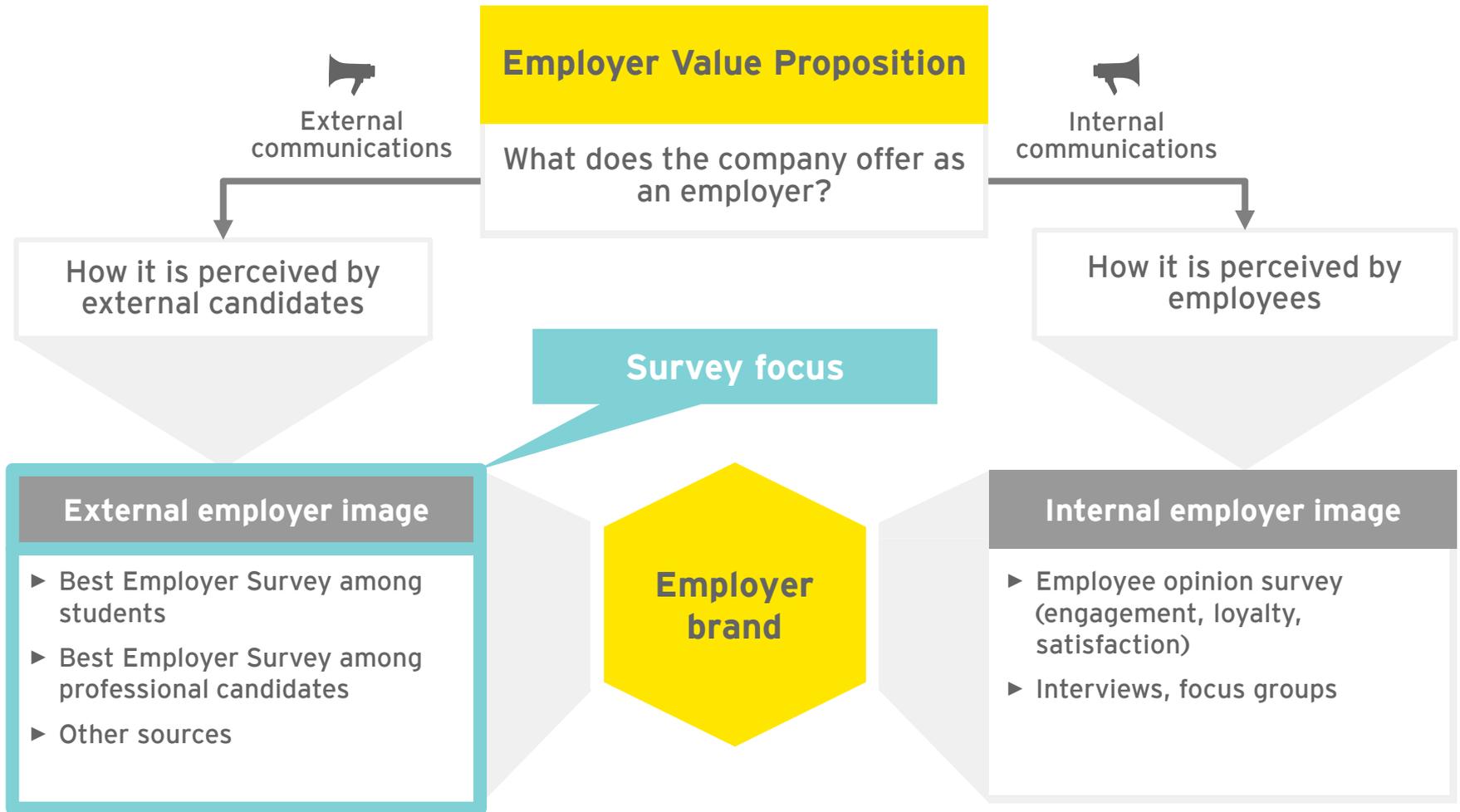


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Survey focus



Goal, tasks and survey process

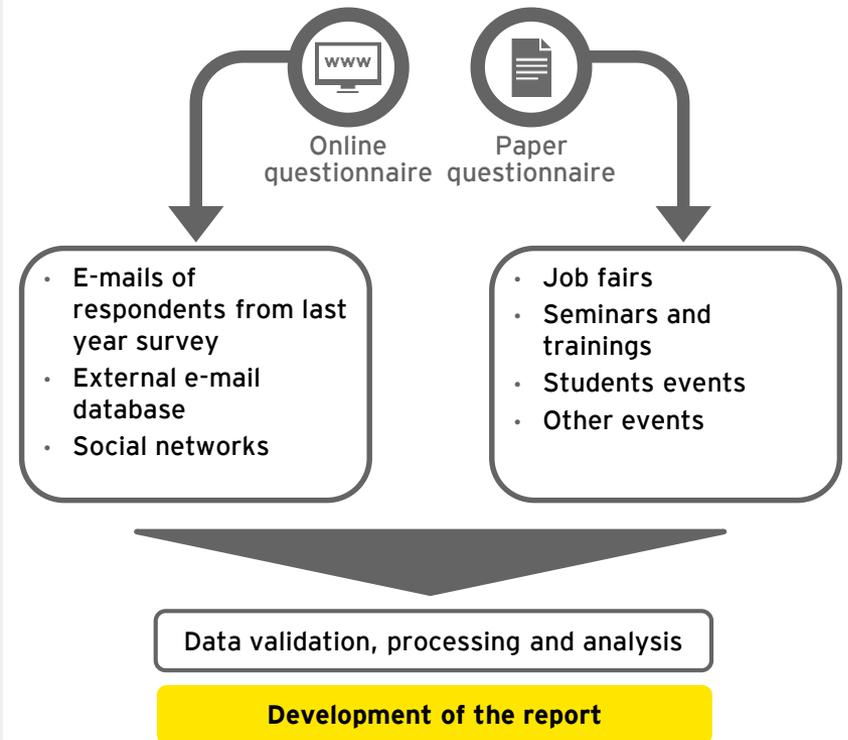
Goal

Analyze the labor market attractiveness of the companies, define preferences of the candidates while choosing a workplace and provide recommendations on employer brand management

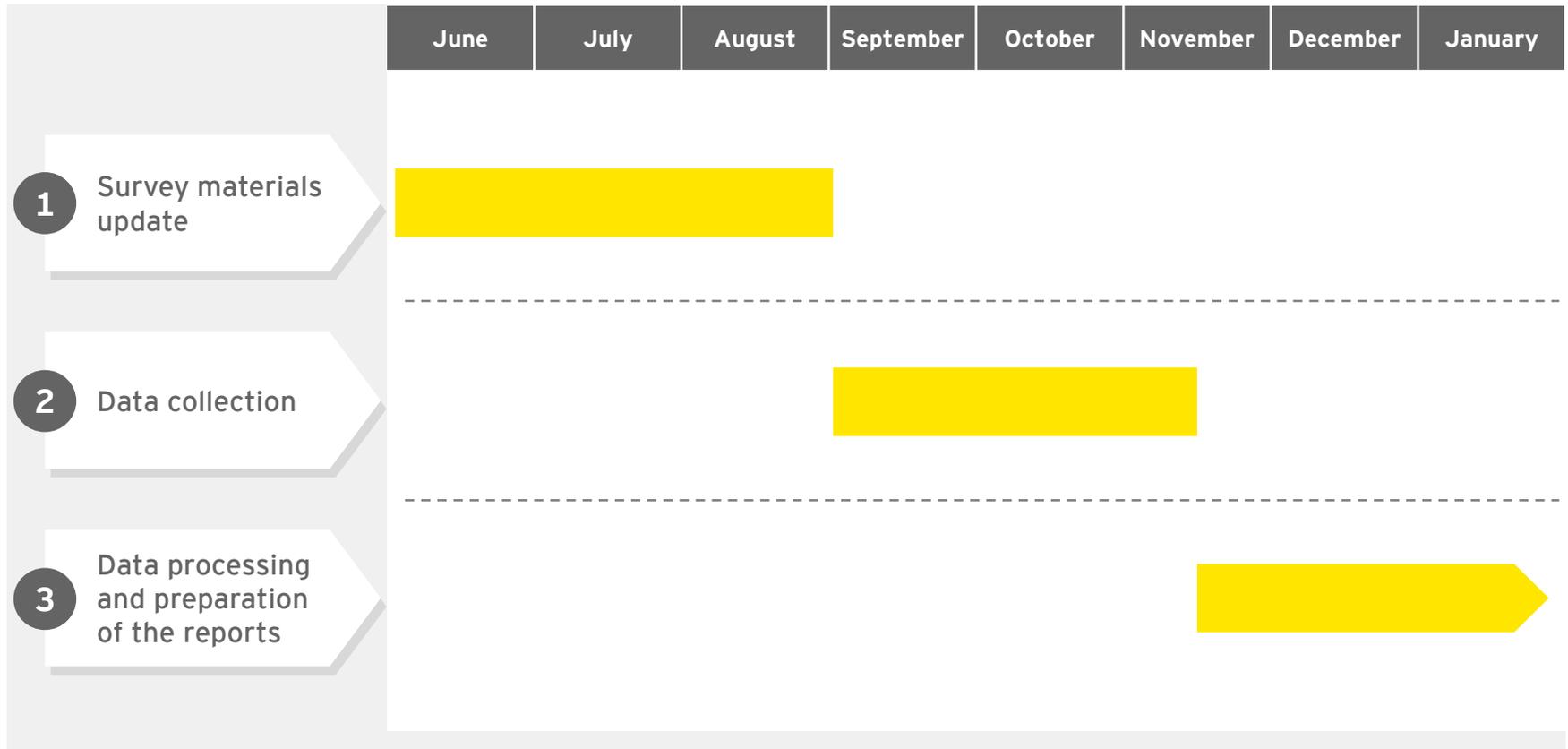
Tasks

- ✓ Identify the most attractive employers according to external candidates (students and professionals)
- ✓ Analyze factors of employers' attractiveness
- ✓ Define key sources of information about employers for candidates
- ✓ Spot widespread job search difficulties the candidates encounter
- ✓ Analyze candidates' mobility and relocation readiness

Process



Timeline



Preparation of the reports is also available on demand within the period from February till May and may take up to 2 weeks

Fees and contents of the reports

Standard report (EUR 750)	<ul style="list-style-type: none">▶ Demographic and social profile of respondents▶ Readiness of respondents to relocate for employment purposes▶ Job search difficulties▶ Factors of employers' attractiveness and sources of information about employers (All companies-Industry)▶ General and industry employer rankings
Extended report (EUR 1500)	<ul style="list-style-type: none">+ Individual company analysis*:<ul style="list-style-type: none">▶ Company's dynamics in rankings▶ Factors of attractiveness▶ Sources of information about the company▶ Industry benchmarking+ Suggested action plan on employer brand management+ Breakdown of factors of attractiveness and sources of information by different demographic groups
Additional options (from EUR 500)	<ul style="list-style-type: none">▶ Customization of parameters of the survey (target audience, group of companies for comparison, etc.)▶ Development of custom data cuts (e.g. by region, work experience, university, etc.)▶ Analysis of the external employer brand using other tools (e.g. monitoring of the Internet sources, events, etc.)▶ Analysis/development of Employer Value Proposition▶ Conduction of employee opinion survey (engagement, satisfaction, loyalty)
-5% for previous year's participants	-10% for ordering 2 reports

*If sufficient data available

Practical use of the reports

We will help you answer these and other questions:

- ▶ How is your company perceived as an employer comparing with other companies in the labor market?
- ▶ How did the perception change over the last few years?
- ▶ What makes your company attractive to external candidates?
- ▶ What sources of information are used by external candidates to find out about your company as an employer?
- ▶ How to increase the effectiveness of communications in your company?



The reports may be useful for HR, Marketing, PR, Corporate communications and other functions engaged in monitoring and analysis of the labor market, branding, recruiting and employee motivation

How to place an order



Select the target audience:

- Students
- Professional candidates
- Both



Select types of the reports:

- Standard
- Extended
- Standard/Extended

Aa

Select language of the reports:

- English
- Russian
- Ukrainian



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(see Page 9)

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