

employer  
brand research  
2018



 randstad



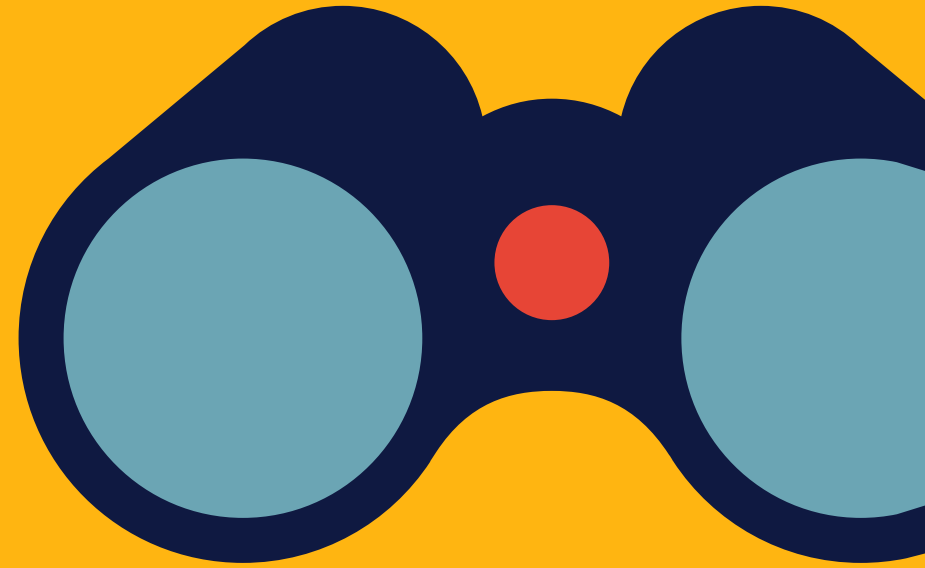
construction &  
property  
malaysia.

human forward.



# content.

- 1 why REBR and methodology
- 2 country results
- 3 top employers
- 4 sector insights
- 5 where to focus
- 6 where to from here
- 7 deep dive
- 8 methodology



# why REBR



# and methodology.



# why employer branding matters.



Companies with positive brands get twice as many applications as companies with negative brands, and they spend less money on employees.<sup>1</sup>

50%

of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.<sup>1</sup>

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.<sup>2</sup> People work for cultures, not companies, their perception of you as an employer is of paramount importance.

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.<sup>3</sup>

62%

of candidates research companies on social media before applying.<sup>5</sup>

88%

millennials and minorities agree that being part of the right company culture really matters to them.<sup>3</sup>



companies with bad reputations pay 10% more per hire.<sup>4</sup>

87%

joined a company specifically because of cultural fit.<sup>3</sup>

80%

have left a company specifically because of its culture.<sup>3</sup>

# what is the randstad employer brand research?

- representative employer brand research based on perceptions of the general audience. Optimizing 18 years of successful employer branding insights.
- independent survey with over 175,000 respondents in 30 countries worldwide.
- reflection of employer attractiveness for the country's 75 largest employers known by at least 10% of the population.
- valuable insights to help employers shape their employer brand.



# 30 countries surveyed covering more than 75% of the global economy.

Austria  
Australia  
Argentina  
Belgium  
Brazil  
Canada  
China  
Czech Republic  
Dubai  
France  
Germany  
Greece  
Hong Kong  
Hungary  
Italy  
India  
Japan  
Luxembourg  
Malaysia  
New Zealand  
Netherlands  
Poland  
Portugal  
Russia  
Singapore  
Spain  
Sweden  
Switzerland  
UK  
USA



● countries surveyed

## worldwide

- over 175,000 respondents
- 5,755 companies surveyed

## sample

- aged 18 to 65
- representative on gender
- overrepresented on age 25 – 44
- comprised of students, employed and unemployed workforce

## country

- 3,308 respondents

## fieldwork

- online interviews
- between 24 november and 17 december 2017

## length of interview

- 16 minutes



# employer brand research set up.

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## 30 companies per respondent

'do you know this company?':  
determines awareness.

## for each company known

'would you like to work for this company?':  
determines attractiveness.

## each company known

rating on a set of drivers:  
determines reason for Attractiveness.

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## randomly assigned

the 30 companies shown to respondents are assigned randomly based on their awareness level registered in the previous year.

companies with a higher awareness are shown less often while companies with a lower awareness are shown more often. New companies are shown 1400 times for the first time they are researched.

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## number of evaluations

the smart sampling method ensures a mix between more and lesser known companies and also that the number of evaluations per company is between n=140 and n=400. This base is statistically robust for being able to draw generalized conclusions about the findings.

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## drivers

each company is evaluated on:

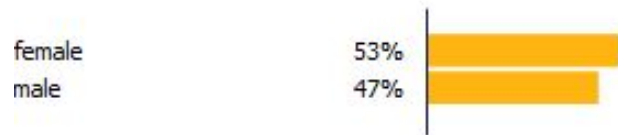
- 01 financially healthy
  - 02 uses latest technology
  - 03 very good reputation
  - 04 job security
  - 05 career progression
  - 06 gives back to society
  - 07 interesting job content
  - 08 pleasant work atmosphere
  - 09 work-life balance
  - 10 attractive salary and benefits
- 



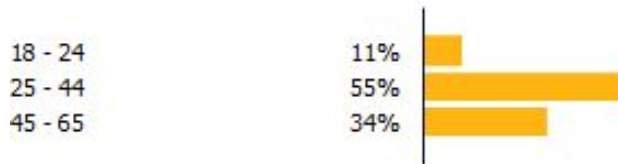
# sample composition

## socio-demographics, employment situation, region.

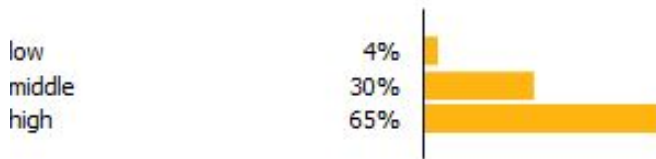
### gender



### age



### education

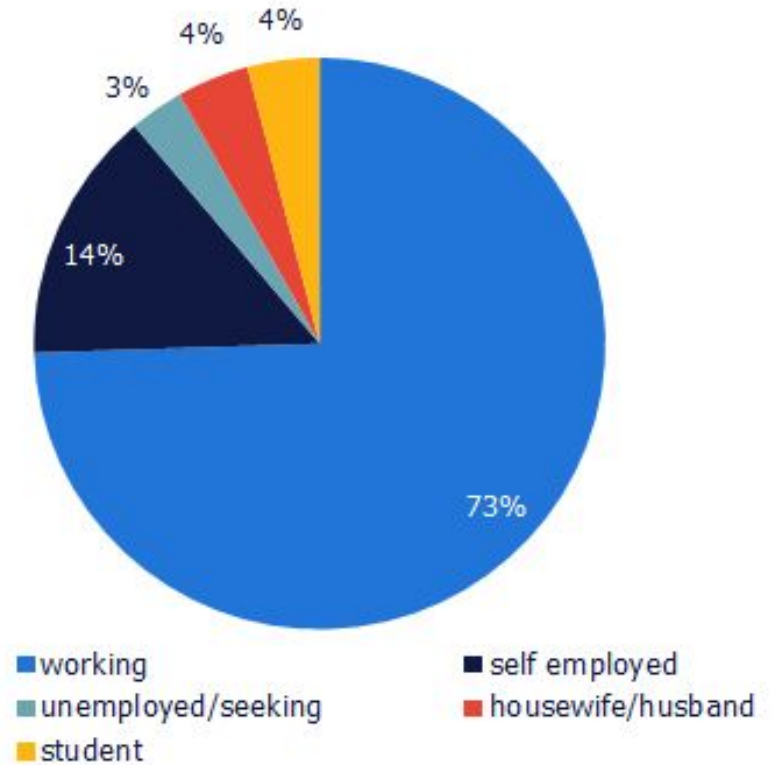


### region



1. Selangor, Johor, Perak, Kedah, FT Kuala Lumpur, Penang, Kelantan, Pahang, Terengganu, Negeri Sembilan, Melaka, Perlis, FT Putrajaya
2. Sabah, Sarawak, FT Labuan

### situation





# companies surveyed in 2018

## top 75 largest employers by workforce size.

AEON Co. (M) Bhd.  
AirAsia berhad  
Alliance Bank Malaysia Berhad  
AMBANK (AMMB Holdings Berhad)  
Astro Holdings Sdn. Bhd.  
B.Braun Medical Insudtries Sdn. Bhd.  
Bank Islam Malaysian Berhad (Bank Islam)  
Bank Kerjasama Rakyat Malaysia (Bank Rakyat)  
Berjaya Corporation Berhad  
Boustead Holdings  
Carlsberg Brewery Malaysia Berhad \*New\*  
Carsem (M) Sdn. Bhd.  
Celcom Axiata Berhad  
CIMB Bank Berhad  
Citibank Berhad  
Deloitte SEA Services Sdn. Bhd.  
Digi Telecommunications Sdn. Bhd.  
DRB-Hicom Berhad  
Fraser & Neave Holdings Berhad  
Gamuda Berhad  
GCH Retail (Malaysia) Sdn. Bhd.  
Genting Malaysia Berhad  
Hap Seng Consolidated Berhad  
Hewlett Packard Enterprise Services Sdn. Bhd.  
Hong Leong Bank Berhad  
HSBC Bank Malaysia Berhad  
IBM Malaysia Sdn. Bhd.

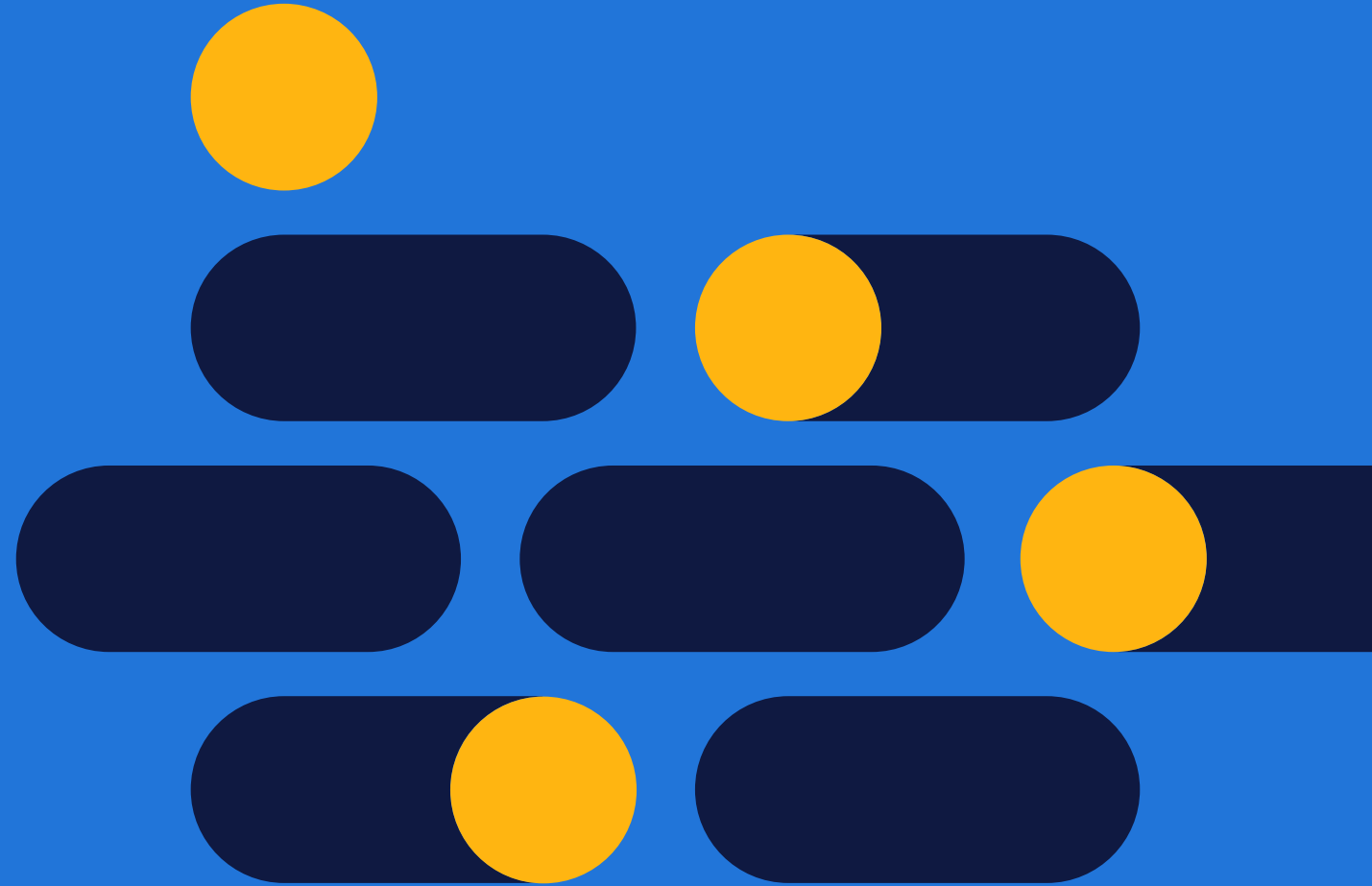
IJM Corporation Berhad  
Infineon Technologies (Malaysia) Sdn. Bhd.  
IOI Corporation Berhad  
Johor Corporation Berhad  
KFC Holding  
KPMG \*New\*  
Kuala Lumpur Kepong Berhad  
Malayan Banking Berhad (Maybank)  
Malaysia Airlines Berhad  
Malaysia Airports Holdings Berhad  
Malaysia Marine and Heavy Engineering Holding Berhad  
Mattel (Malaysia) Sdn. Bhd.  
Maxis Berhad  
McDonald's (Gerbang Alaf Restaurants Sdn. Bhd.)  
Media Prima Berhad  
MMC Corporation Berhad  
Motorola Solutions Malaysia Sdn. Bhd.  
Mydin Mohamed Holdings Berhad (MYDIN)  
Nestle (Malaysia) Berhad  
OCBC Bank (Malaysia) Berhad  
Oriental Holding Berhad  
Osram Opto Semiconductors (Malaysia) Sdn. Bhd.  
Perusahaan Otomobil Kedua Sendirian Berhad (PERODUA)  
Petroliaam Nasional Berhad (PETRONAS)  
Plexus Manufacturing Sdn. Bhd.  
Public Bank berhad

RHB Capital Bhd.  
Safeguards G4s Sdn. Bhd.  
Sapura Energy Berhad  
Shell Malaysia  
Sime Darby Berhad  
Sony EMCS (Malaysia) Sdn. Bhd.  
Standard Chartered Bank Malaysia  
STMicroelectronics Sdn. Bhd.  
Sunway Group  
Ta Ann Holdings Berhad  
Tan Chong Motor Holdings Berhad  
Telekom Malaysia Berhad  
Tenaga Nasional Berhad  
Tesco Stores (Malaysia) Sdn. Bhd.  
Texas Instruments Malaysia Sdn. Bhd.  
Top Glove Corporation Berhad  
UMW Holdings Berhad  
United Plantations Berhad  
V.S. Industry Berhad  
WD Media (Malaysia) Sdn. Bhd.  
Westports Malaysia Sdn. Bhd.  
YTL Corporation Berhad

The 75 largest companies were selected in each participating country, usually with more than 1,000 employees based on annual reports and 3rd party database managers. Companies are then contacted to verify employee numbers.

country

results.



# what potential employees want when choosing an employer.

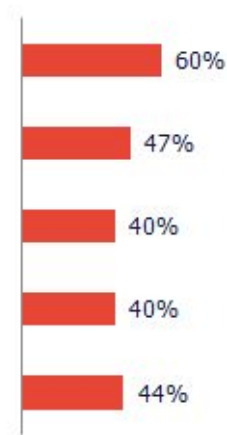
## 5 most important criteria



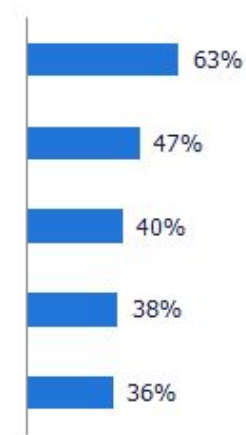
versus 2017



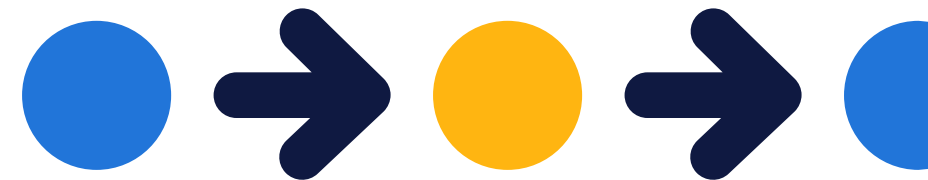
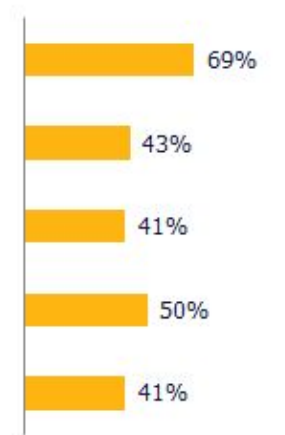
APAC



2017



2016



# what do potential employees want by gender and age groups.



1 provides attractive salary & benefits

2 supports a good work-life balance

3 offers good career progression



age 18 – 24

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. offers a pleasant work atmosphere



age 25 – 44

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. offers good career progression



age 45 – 64

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. is financially healthy

No change from 2017.



No change from 2017 except for age group 18 – 24, where 3<sup>rd</sup> important driver changed to pleasant work atmosphere from offering good career progression.

# employee - employer exchange in malaysia and the region.

a gap between what employees seek and what employers offer is a valuable opportunity for your EVP.

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## employees in malaysia seek

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

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## employers in malaysia offer

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

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## employers in APAC offer

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

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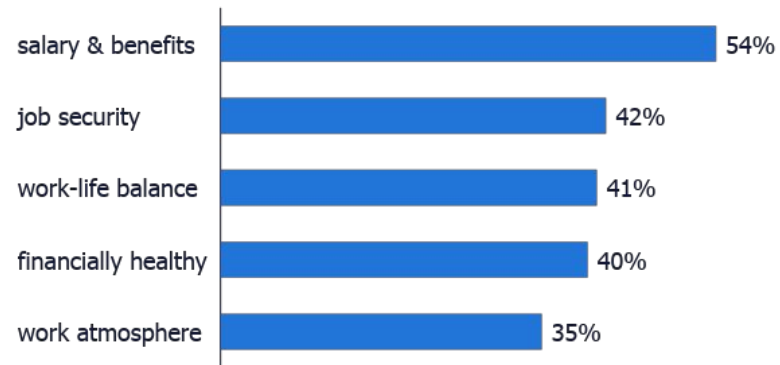
## gap top 3

- 1 salary & benefits
  - 2 work-life balance
  - 3 career progression
- 

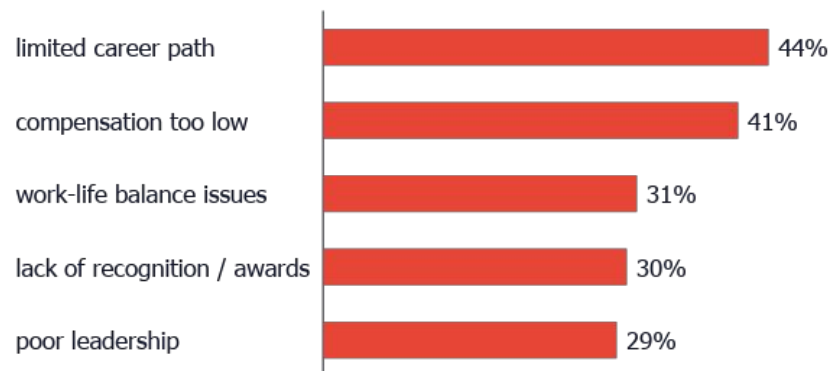


# what factors do malaysians stay or leave for. (retention)

## top 5 reasons to stay\*



## top 5 reasons to leave\*\*



\*of the respondents who said they stayed with the same employer for the past year and who do not plan to leave in the coming year

\*\* of the respondents who said they changed employers in the past year or plan to do so in the coming year



22%

changed employer in the last year.



37%

plan to change employer within the next year.

# what factors do malaysians stay for by gender and age groups.



1 provides attractive salary & benefits

2 supports a good work-life balance

3 offers long term job security



age 18 – 24

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. offers a pleasant work atmosphere



age 25 – 44

salary & benefits top priority

1. salary & benefits top priority
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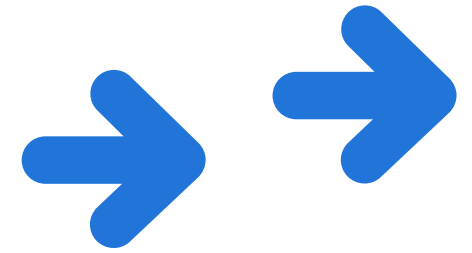


age 45 – 64

salary & benefits top priority

1. salary & benefits top priority
2. offers long term job security
3. is financially healthy

# what factors do malaysians leave for by gender and age groups.



## compensation is too low

1. compensation is too low
2. lack of career growth opportunities
3. work-life balance issues



## lack of career growth opportunities

1. lack of career growth opportunities
2. compensation too low
3. work-life balance issues



age 18 – 24

## lack of career growth opportunities

1. lack of career growth opportunities
2. compensation is too low
3. lack interest in job



age 25 – 44

## lack of career growth opportunities

1. lack of career growth opportunities
2. compensation is too low
3. work-life balance issues



age 45 – 64

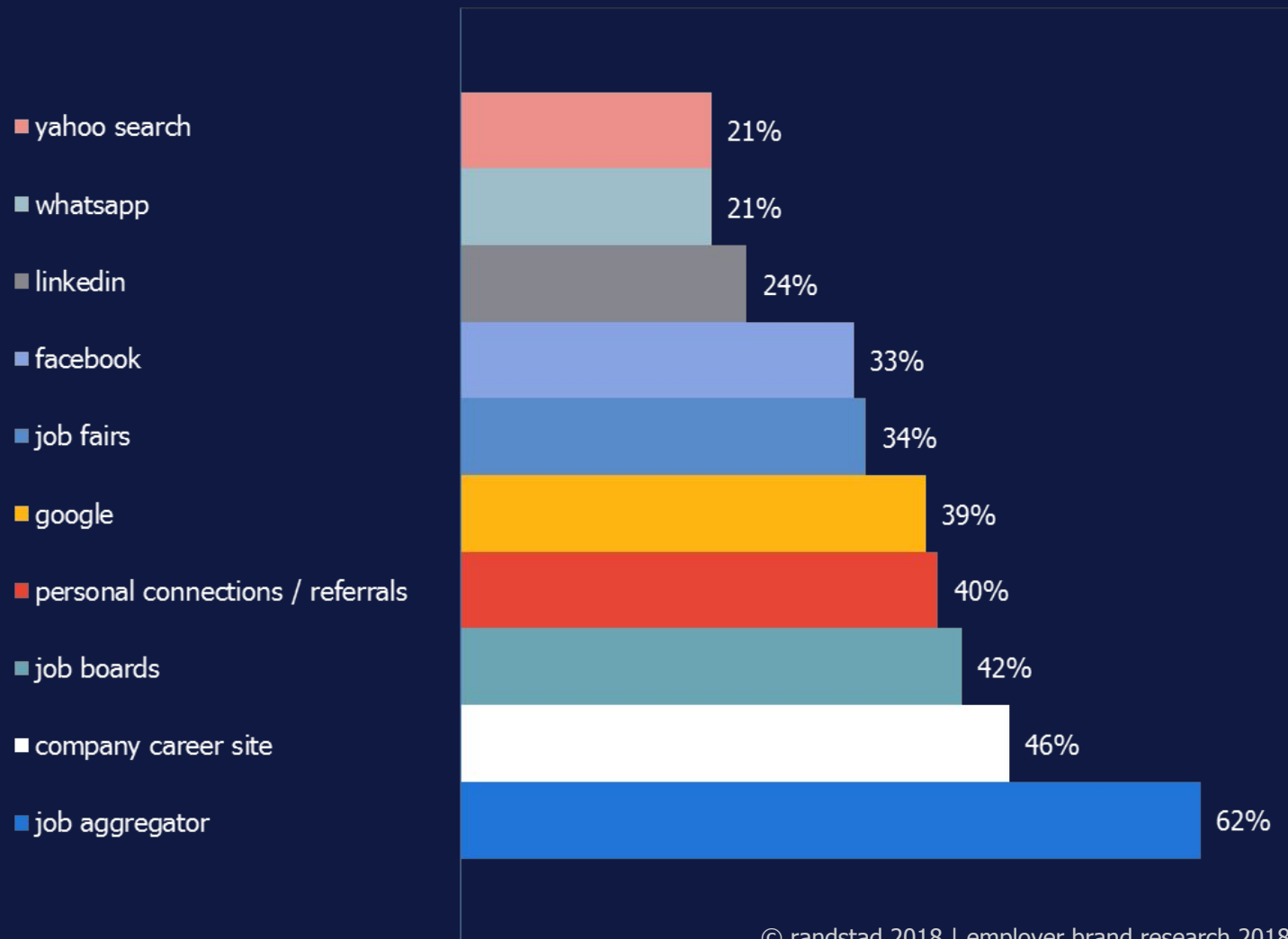
## compensation is too low

1. compensation is too low
2. lack of career growth opportunities
3. is not financially stable



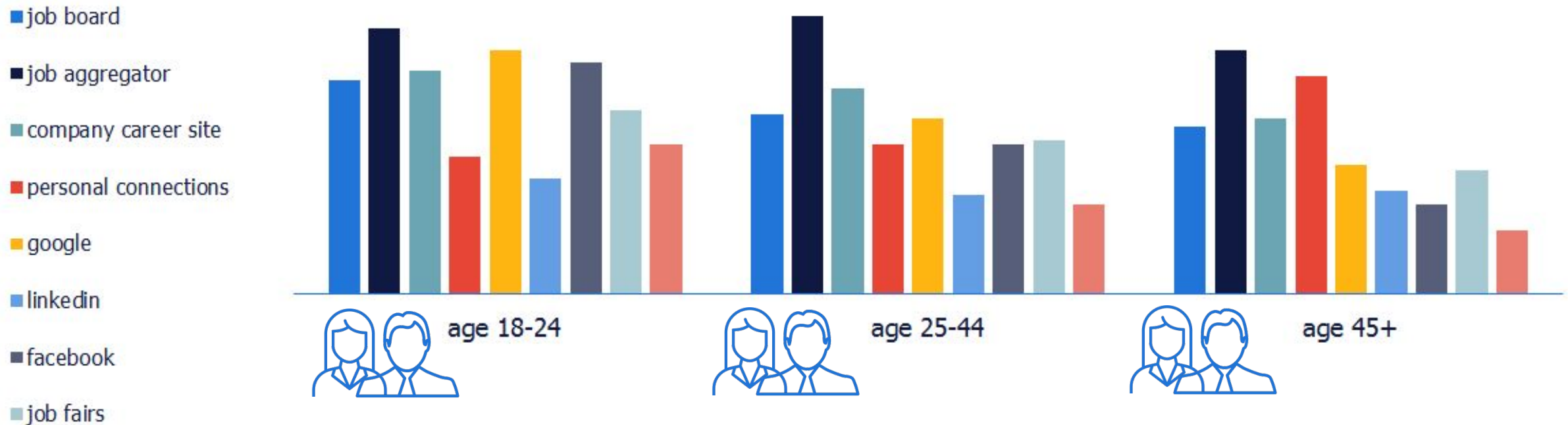
# other than recruiters

## top channels used to find new job opportunities.



# how do malaysians look for jobs

## channels used to find new job opportunities, by age.



workforce aged 18-24 are more likely to use google, facebook and whatsapp than workforce over 25.

workforce aged 25-44 are more likely to use job aggregator than workforce below age 25 and above 45.

workforce aged 45+ are more likely to use personal connections than workforce aged below 45.

top



employers.

# top employers in malaysia.

## top 20 employers 2018

- 01 Petroliam Nasional Berhad (PETRONAS)
- 02 Shell Malaysia
- 03 Nestle (Malaysia) Berhad
- 04 AirAsia Berhad
- 05 IBM
- 06 Sime Darby Berhad
- 07 Hewlett Packard Enterprise Services Sdn Bhd
- 08 Sunway Berhad
- 09 Tenaga Nasional Berhad
- 10 Malaysia Airports Holdings Berhad
- 11 WD Media (Malaysia) Sdn Bhd
- 12 Genting Berhad
- 13 IJM Corporation Berhad
- 14 Infineon Technologies (Malaysia) Sdn Bhd
- 15 Berjaya Corporation Berhad
- 16 YTL Corporation Berhad
- 17 Johor Corporation Berhad
- 18 Malaysia Airlines Berhad
- 19 B.Braun Medical Industries Sdn Bhd
- 20 IOI Corporation Berhad

## top 20 employers 2017

- 01 Shell Malaysia
- 02 Petroliam Nasional Berhad (PETRONAS)
- 03 Nestle (Malaysia) Berhad
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- 10 IJM Corporation Berhad
- 11 Sony EMCS (Malaysia) Sdn Bhd
- 12 Genting Berhad
- 13 B.Braun Medical Industries Sdn Bhd
- 14 WD Media (Malaysia) Sdn Bhd
- 15 Johor Corporation Berhad
- 16 Digi Telecommunications Sdn Bhd
- 17 UMW Holdings Berhad
- 18 SapuraKencana Petroleum Berhad
- 19 Malaysia Airports Holdings Berhad
- 20 Public Bank Berhad



# top employers by EVP driver.

EVP driver	1	2	3
salary & benefits	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia	IBM
career progression	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia	Nestle (Malaysia) Berhad
financially healthy	Nestle (Malaysia) Berhad	Genting Berhad	Public Bank Berhad
gives back to society	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia
interesting job content	Petroleum Nasional Berhad (PETRONAS)	Nestle (Malaysia) Berhad	AirAsia Berhad
job security	Tenaga Nasional Berhad	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)
pleasant work atmosphere	Nestle (Malaysia) Berhad	AirAsia Berhad	Petroleum Nasional Berhad (PETRONAS)
uses latest technologies	Hewlett Packard Enterprise Services Sdn Bhd	IBM	Petroleum Nasional Berhad (PETRONAS)
very good reputation	Shell Malaysia	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)
work-life balance	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia



sector



insights.

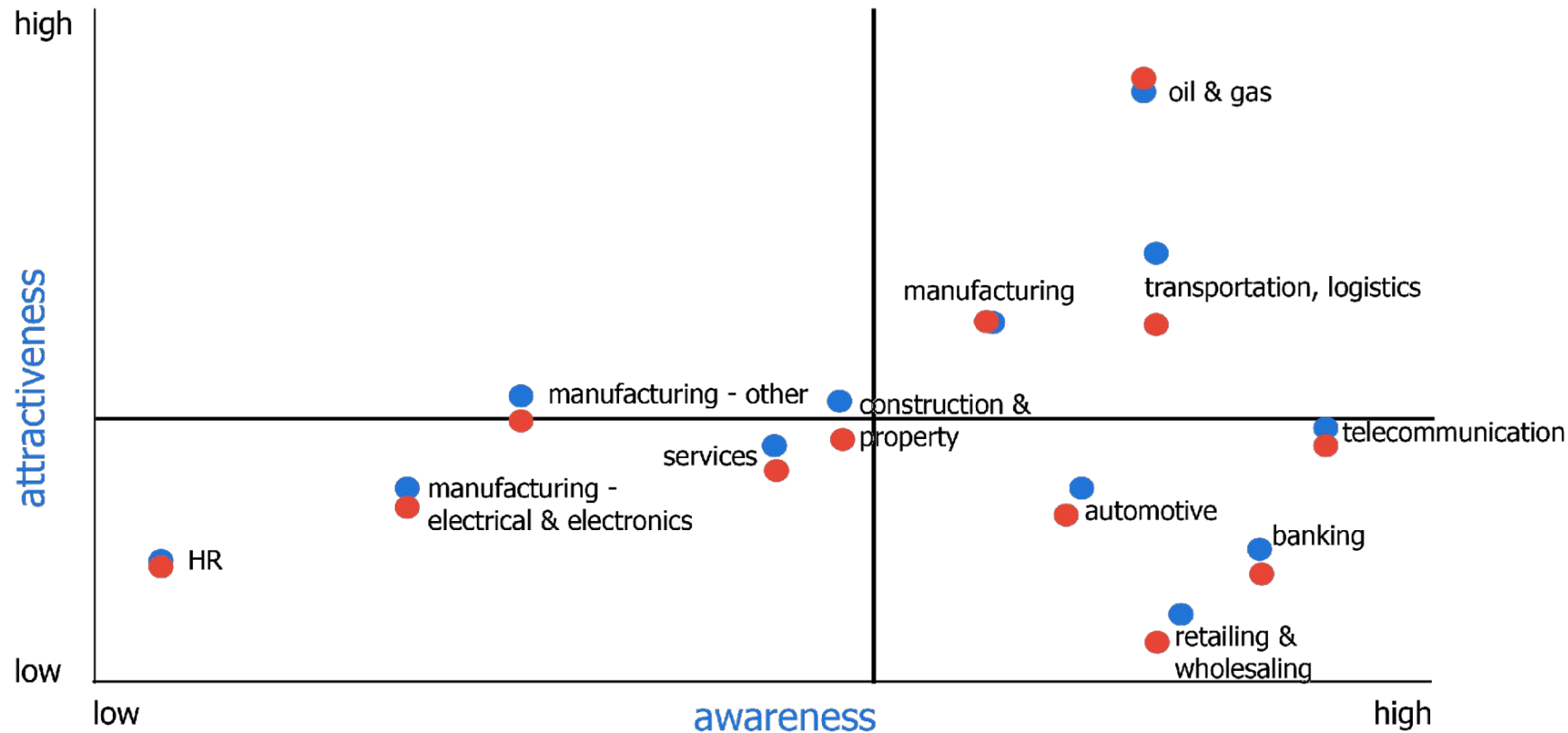


# top performing sectors in malaysia by awareness and attractiveness.



**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.



● 2018      ● 2017

– sectors in this report are locally defined based on the companies surveyed.

– all sector results in this report are based on the company scores within the sector.



# top 3 sectors in malaysia by EVP driver.

EVP driver	1	2	3
attractive salary & benefits	oil and gas	manufacturing	services
career progression	oil and gas	manufacturing	manufacturing - other
financially healthy	manufacturing	oil and gas	banking
gives back to society	oil and gas	manufacturing	Conglomerate
interesting job content	oil and gas	transportation, logistics	manufacturing
job security	oil and gas	manufacturing	Conglomerate
pleasant working atmosphere	oil and gas	manufacturing	transportation, logistics
uses latest technologies	oil and gas	telecommunication	manufacturing - electrical & electronics
good reputation	oil and gas	manufacturing	services
work-life balance	oil and gas	manufacturing	telecommunication



# how has your sector's attractiveness changed over the last years

change in attractiveness compared to last year

6%

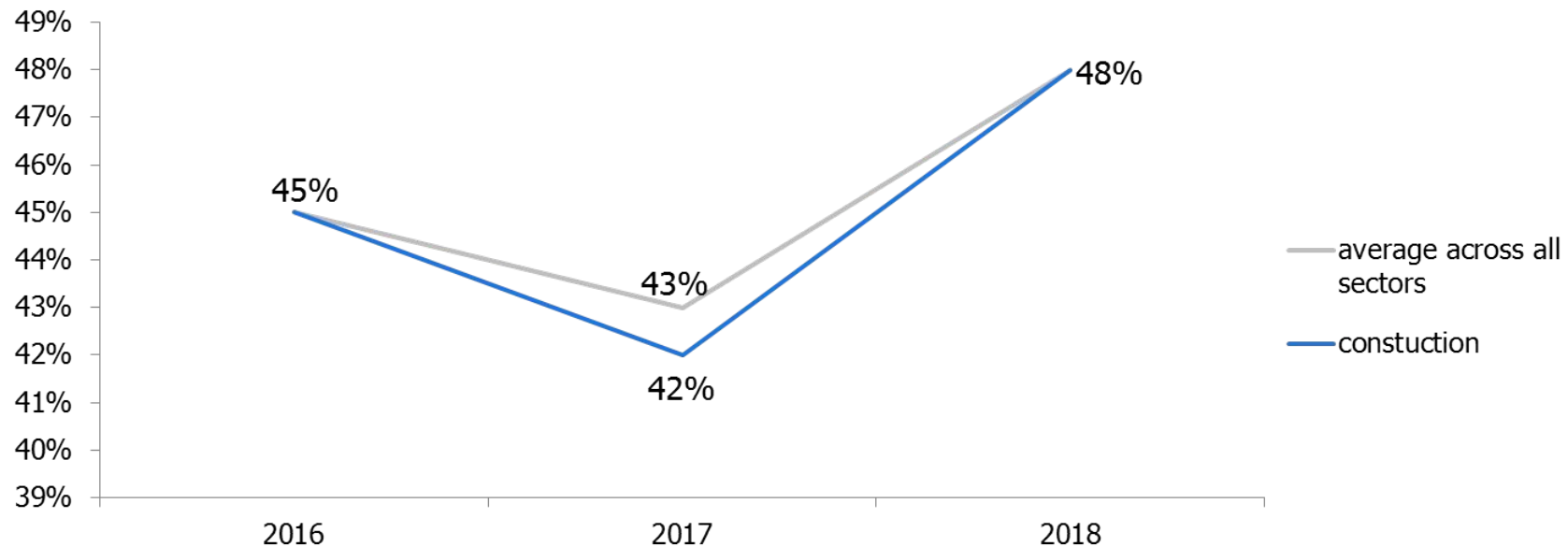
most attractive sector this year

oil and gas

top 3 most attractive companies in your sector

Sime Darby Berhad  
Sunway Berhad  
Genting Berhad

## attractiveness of your sector over the years



# top companies in your sector per key driver



# company performance by attribute (score out of 5)

										
Berjaya Corporation Berhad	3.88	3.72	3.69	3.45	3.57	3.53	3.43	3.76	3.60	3.58
Boustead Holdings	3.61	3.50	3.43	3.20	3.33	3.31	3.30	3.52	3.46	3.41
Gamuda Berhad	3.75	3.62	3.61	3.33	3.49	3.46	3.39	3.68	3.60	3.56
Genting Berhad	4.12	3.83	3.68	3.39	3.62	3.56	3.39	3.84	3.70	3.66
Hap Seng Consolidated Berhad	3.68	3.58	3.51	3.29	3.36	3.36	3.31	3.56	3.44	3.44
IJM Corporation Berhad	3.86	3.73	3.66	3.42	3.53	3.48	3.43	3.77	3.58	3.58
IOI Corporation Berhad	3.87	3.65	3.64	3.38	3.49	3.50	3.41	3.69	3.55	3.56
MMC Corporation Berhad	3.67	3.57	3.56	3.28	3.46	3.43	3.37	3.60	3.65	3.51
Sime Darby Berhad	3.99	3.85	3.74	3.54	3.65	3.59	3.52	3.86	3.68	3.70
Sunway Berhad	3.99	3.79	3.71	3.53	3.65	3.64	3.50	3.88	3.70	3.66
YTL Corporation Berhad	3.92	3.73	3.66	3.43	3.54	3.51	3.39	3.77	3.69	3.57

-  financial health
-  long term job security
-  career progression
-  CSR
-  interesting job content
-  pleasant work atmosphere
-  work life balance
-  good reputation
-  latest technology
-  salary & benefits



# where to focus



# your attention.

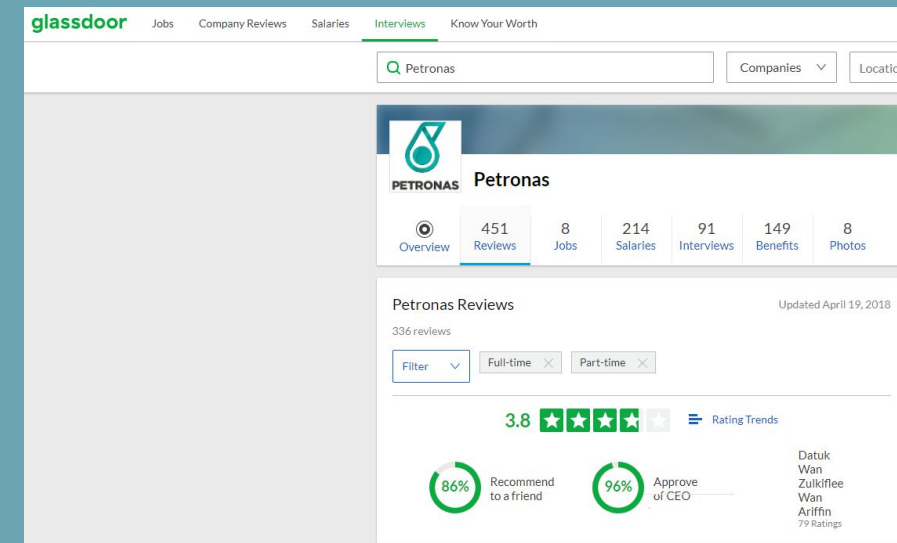
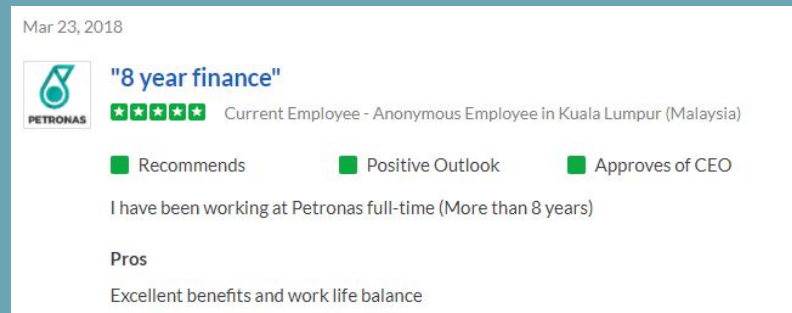
# company in focus

## PETRONAS.

EVP drivers

attractive salary and benefits

1. Scoring 3.8/5 in glassdoor with 451 reviews
    - many feedback indicated PETRONAS offers attractive salary and benefits.
    - Reviews also highlights career progression opportunities locally and internationally.
  2. Strong following on their social media pages
    - constant updates of what's happening in the organisation (CSR, job fairs, stories of employees).
    - most posts are highly engaged by followers
- \*793 media hits in the last two weeks



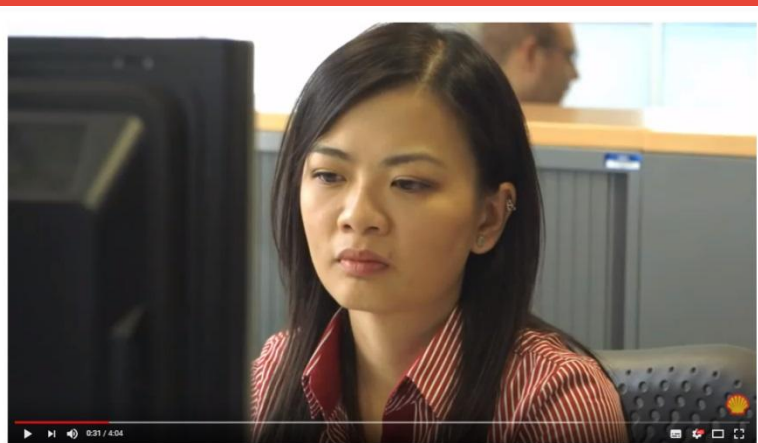
# company in focus

## Shell Malaysia.

EVP drivers

good work-life balance

- Employee case studies of work-life balance shared on their career's page.
  - Dedicated global Shell YouTube channel (131k subscribers) that communicates "life at Shell".
    - most videos are viewed more than 10k views at least.
  - Utilising their Facebook page to share their announcements to their 7.8 million followers on their global Facebook page.
  - 2 million followers on their global LinkedIn page.
- \*235 media hits in the last two weeks



Life at Shell | Shell Careers

56,178 views

Shell is  
Published on 20 Aug 2014


At Shell we take your career to greater heights. Join us and you will work with the best minds, fast track your learning curve, shape your own career path and propel your career.

This video highlights six global talented Shell employees whose "never-more-of-the-same" careers benefit from Shell's industry leading development programme. Watch a Drilling Engineer talk about her escalating learning curve with her first rig within the first year of her joining Shell, and listen to find out how Yemi's role cuts across different functions and disciplines within Shell. Their expertise and ideas resonate on a local, cross-regional and international level.

Up next

- In search of remarkable graduates | Shell Careers
- At Shell you shape your own career path | Shell Careers
- At Shell your career will propel through constant challenges
- Shell Graduate Programme: New Application Process
- Life at Shell: Working offshore | Shell Careers
- Shell Graduate Programme: Why should I join Shell?
- What is LNG? Turning natural gas into liquid | Shell Natural
- Shell's Technical Graduate Programme - Life as a
- Drilling 101: How a deep water well is drilled
- Life at Shell: Working at a refinery | Shell Careers

Mar 23, 2018



### "Best company to work for in most countries"

Former Employee - Anonymous Employee in Kuala Lumpur (Malaysia)

Recommends Positive Outlook Approves of CEO

I worked at Shell full-time

- Pros
- 1) Great career- you have a structured career progression.
  - 2) Superb corporate culture - great work life balance
  - 3) Perks - employee benefits, travel, company events
  - 4) Respect for employee - Shell is truly impeccable in treating its employees right
  - 5) Safety - No company can match Shell in this area

Mar 31, 2018



### "My first global brands, and its all good."

Current Employee - Forecourt Attendant in Kuala Lumpur (Malaysia)

Recommends Positive Outlook No opinion of CEO

I have been working at Shell full-time (Less than a year)

Pros

Friendly employer who can give you a bit of freedom and flexibility between life and work.



# company in focus

## AirAsia.

### EVP drivers

### career progression


**What you can get**

Being an AirAsia Allstar means being a part of the family. And as all families should be, we look out for you, your career and aspirations as well as your immediate family.

- For your career**
  - Career progression opportunity – we mean it!
  - A 5-day work week
  - Long service award
  - Performance bonus
  - Examination leave
- For your health and wellness**
  - Hospitalisation and surgical expenses
  - Personal accident and term life insurance coverage
  - Food and drink subsidies – so you'll stay energised!
- For your inner wanderlust**
  - Yearly free flight coupons
  - Up to 90% discounts on Concession Travel
- For your family**
  - Paternity leave
  - Compassionate leave
  - Hospitalisation and surgical expenses for your spouse and children

- Clear EVP message on their website and LinkedIn career's page.
- Dedicated AirAsia YouTube channel (70k subscribers) that communicates "AirAsia stories".
  - most videos are viewed more than 200k views at least.
  - videos communicate individual employee stories on what it's like to work in AirAsia and how the company supports career growth.

\*331 media hits in the last two weeks



**Our Culture : One AirAsia**

AirAsia draws strength from the diversity of our Allstars. People of different nationalities, personalities, academic and social backgrounds; all unified with the same values that make us One AirAsia.

We are stronger when united, and better together. We are One airline, with One vision and One people.


[Jobs at AirAsia](#)  
[Facebook](#)

**#CelebratingTalent**

No matter where you start off your career in AirAsia, the fluidity in career growth allows you to be what ever you want to be - moving within and across divisions and locations, gaining experiences and contributing to the company along the way.

Our Allstars are empowered to take ownership in their dreams and make a career out of what they believe in.

There are countless of stories of Allstars pursuing their dream careers. We embrace our talents fulfilling their potential. We celebrate them.



# company in focus

## Nestlé.

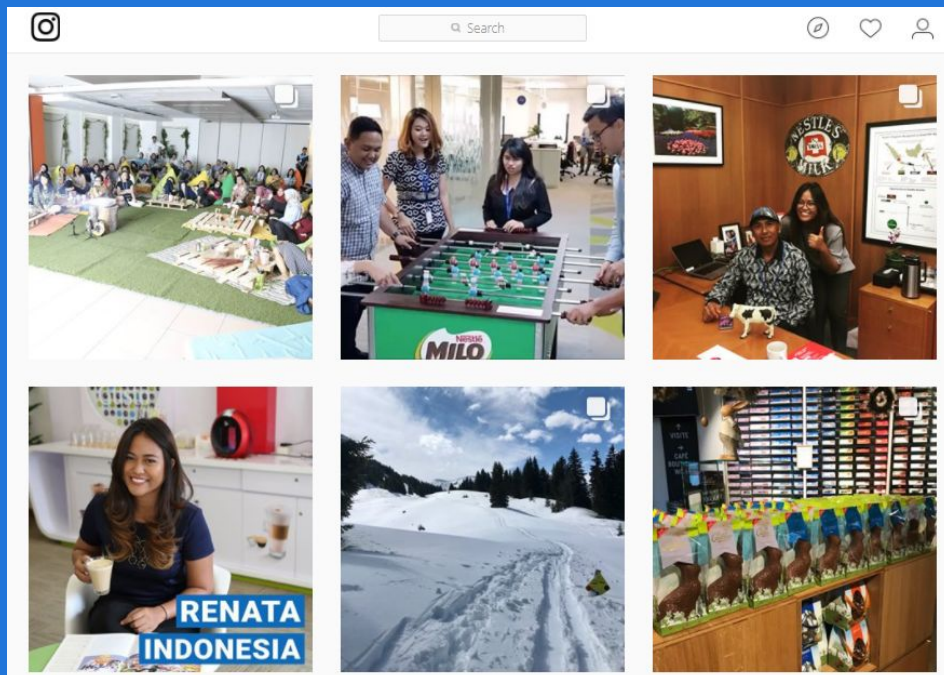
EVP drivers

pleasant work atmosphere

Stronger following on Facebook & Instagram than LinkedIn

- Regular updates on Facebook to reach out to their 10+ million followers.
- Posts generally receives high engagement rate.
- Showcase what it's like to work at Nestle around the world.

\*323 media hits in the last two weeks





# company in focus

## Sunway.

EVP drivers

financially healthy

- Dedicated investors relation page with live stock price info.
  - Availability to subscribe email alerts to receiving latest announcement.
  - Actively engaging with the 13k followers on FB and 16k followers on LinkedIn with regular updates
- \*232 media hits in the last two weeks

IR Home Corporate Info Financial Info Investor Info Stock Info Corporate Governance

**THE EDGE Property Excellence Awards 2016**

Sunway wins Best in Qualitative Attributes and Top 10 Property Developers Awards

### FINANCIAL HIGHLIGHTS

Audited Result For Year Ended 31.12.2016	2016 RM '000
Revenue	4,655,592
PBT	858,992
PATMI	585,883
NA per share (RM)	3.62
EPS (sen)	29.98

[Read More](#)

### STOCK QUOTE

SUNWAY (5211) 27/04/2018

RM 1.510 ▼ -0.010 -0.7 %

### LATEST ANNUAL REPORT

[Annual Report 2016 \(PDF\)](#)

### EMAIL ALERTS

Subscribe to our email alerts to receive our latest announcements

Sunway Group  
6mo

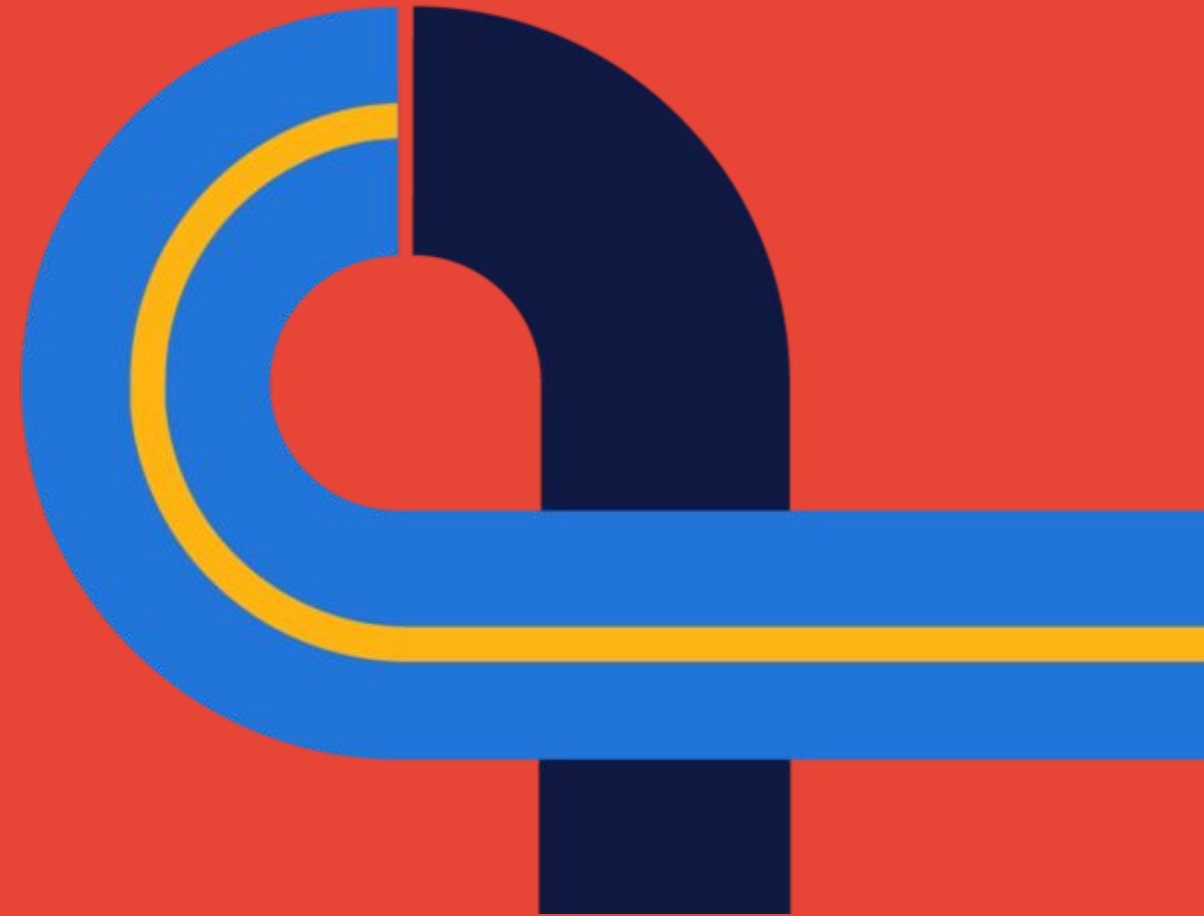
Congratulations to Sunway REIT for an amazing first quarter with a net profit increment of 23.5 percent!

Sunway REIT Q1 net profit up 23 pct  
nst.com.my

34 Likes · 2 Comments

[Like](#) [Comment](#) [Share](#)

where to



from here.



# the employer brand roadmap.



## securing the budget.

how can you secure the budget to allow you to start an EVP project? Business leaders will expect a measurable set of returns – the more clearly they are defined, the greater the chance that senior management will sign off. Therefore your EVP should focus on the attraction and engagement piece – the area that will give you a return on investment (ROI).



### example EVP ROI

- increase careers site visits
- size of candidate pipeline
- number of social media followers/likes
- careers sites applications/% conversion
- increase in referrals
- offer to acceptance ratio
- number of hires made via direct sourcing
- decrease time to hire
- decrease cost of hire/recruiting costs
- new hire satisfaction
- number of hires exceeding probationary period
- increase retention
- diversity fulfillment

# start your employer brand journey with the Employer Brand Strength Assessment (EBSA). Cost – RM40,000

The RSR Employer Brand Strength Assessment (EBSA) audits your brand story online, provides insights on how you rank against other companies in the same sector, and examine your company through the lens of a job seeker as they make the journey from job search to application.

## you will be audited for:

- ease of search and visibility (on digital media)
- consistency in messaging and tone, value proposition and benefits
- your digital and social brand presence
- ease of your job application process

## you will get to understand:

- the effectiveness of your key messages
- how people perceive your true work culture, as your employees experience it
- how you compare to your competitors, in terms of similarities and differentiators
- any gaps between perception and reality

## you will receive:

- a detailed report with a rating of your employer brand strength, including our key recommendations and best-practices for articulating your employer brand via social media, email, and other digital media

# build your employer brand with a bespoke solution. Cost - solution specific

Our employer branding experts can help you:

- bring the improvement matrix to life
- bridge the gap between where you want your employer brand to be and where the market currently sees it
- validate the issues and challenges driving the gap between internal and external brand perceptions and build a roadmap to address them



your bespoke employer brand solution will include:

white boarding/  
scoping session  
to confirm needs

employee value  
proposition  
development/  
refinement

talent sourcing  
and retention  
strategies

employer brand  
validation

development of  
segment specific EVP  
to support targeted  
recruitment campaigns

assistance with  
overcoming specific  
challenges/ areas for  
improvement  
identified in the REBR

# measure the perception of your company's employer brand.

## Benefits:

- **Measure key metrics** of your employer brand based on the perception of Malaysia's general population
- **Specify your EVP** and take target audience into account
- **Benchmark your results** against other peers within your industry
- **Consult with Randstad** on industry trends and employer branding best practices



## pricing:

1 report  
RM5,000  
per report

3 or more reports  
RM3,000  
per report

## Please contact:

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deep dive

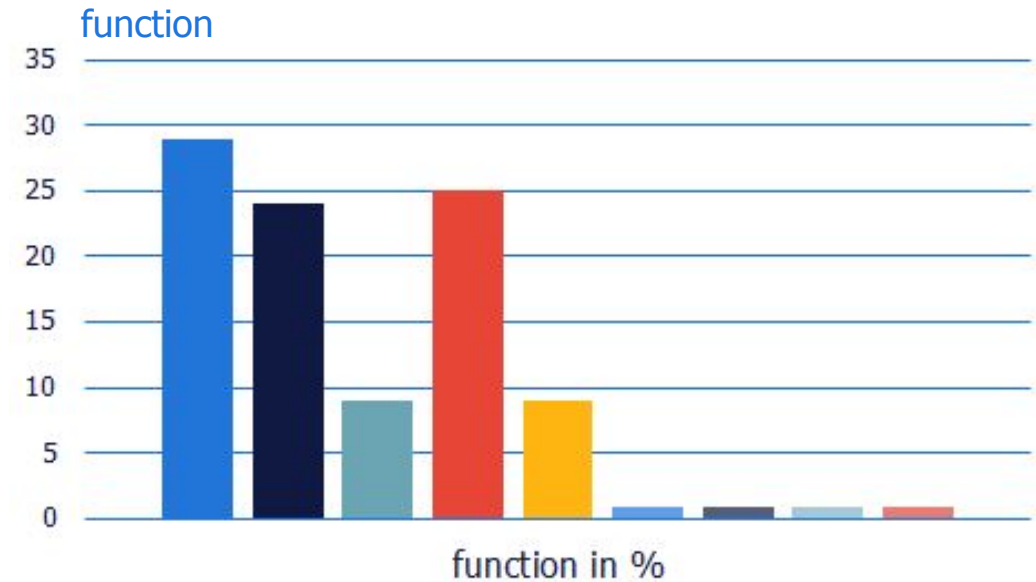
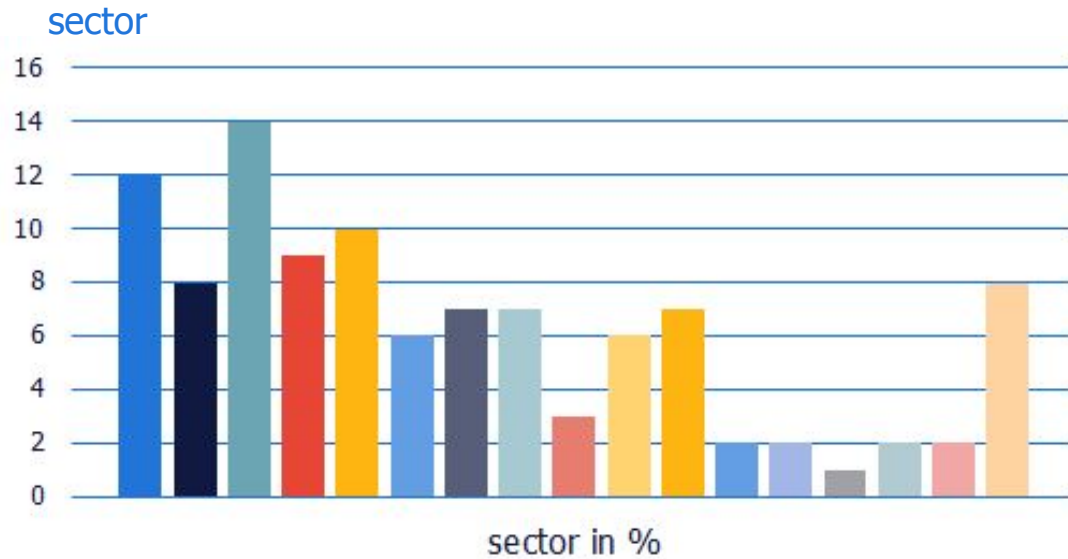
appendix 1.





# sample composition

## sector, function.



- services
- manufacturing
- ICT
- admin & support
- transportation & storage
- other
- health & social work
- agriculture
- trade
- education
- finance & insurance
- construction
- professionals
- real estate
- electricity, oil & gas
- oil & gas

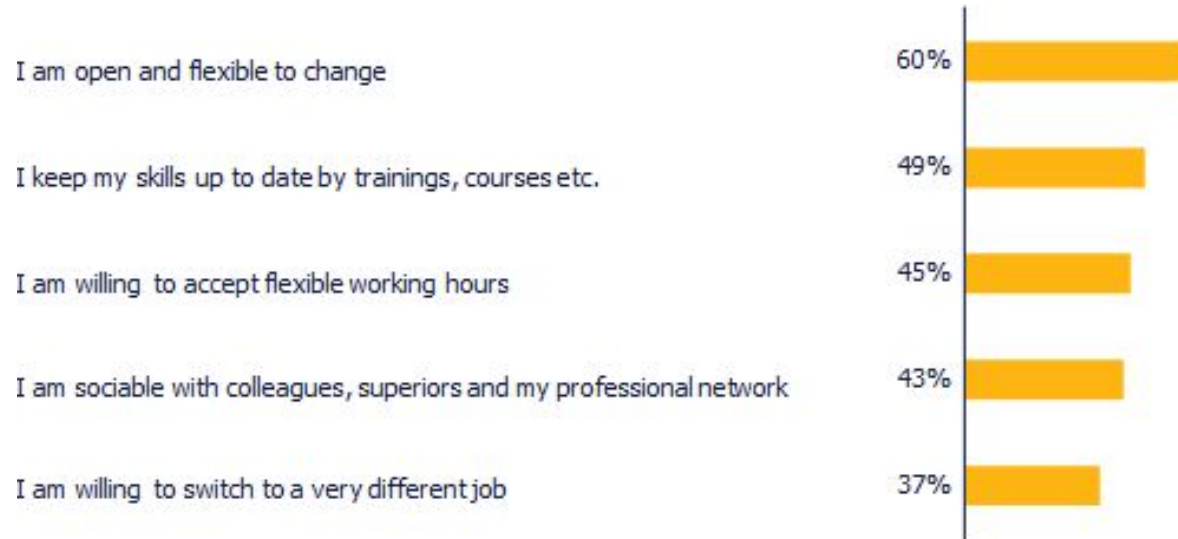
- managers
- technicians
- customer services / sales
- craft/trade
- other
- professionals
- back office
- skilled agricultural
- machine operators

base: currently employed (n= 2932)



# actions the malaysians take in order to stay employable.

## top 5



# actions malaysians take in order to stay employable staying engaged as an employee, by gender.

how employees stay employable



I keep my skills up to date by trainings, courses etc.

50%

47%

men are more likely than women to keep their skills up to date by training, courses etc.

I adopt the latest techniques and technologies.

39%

32%

men are more likely than women to adopt the latest techniques and technologies.

I'm sociable with colleagues, superiors and my professional network.

41%

44%

women are more likely than men to be sociable with their peers and stakeholders.



# actions malaysians take in order to stay employable staying engaged as an employee, by age.

how employees stay employable



age 18 – 24



age 25 – 44



age 45 – 64

I'm willing to accept flexible working hours.

44%

44%

46%

workforce aged 45-64 is most willing to accept flexible working hours.

I keep my skills up to date by trainings, courses etc.

51%

47%

51%

workforce aged 18-24 and 45-64 is more likely than workforce aged 25-44 to keep their skills up to date by training, courses etc.

I am sociable with colleagues, superiors and my professional network.

42%

44%

42%

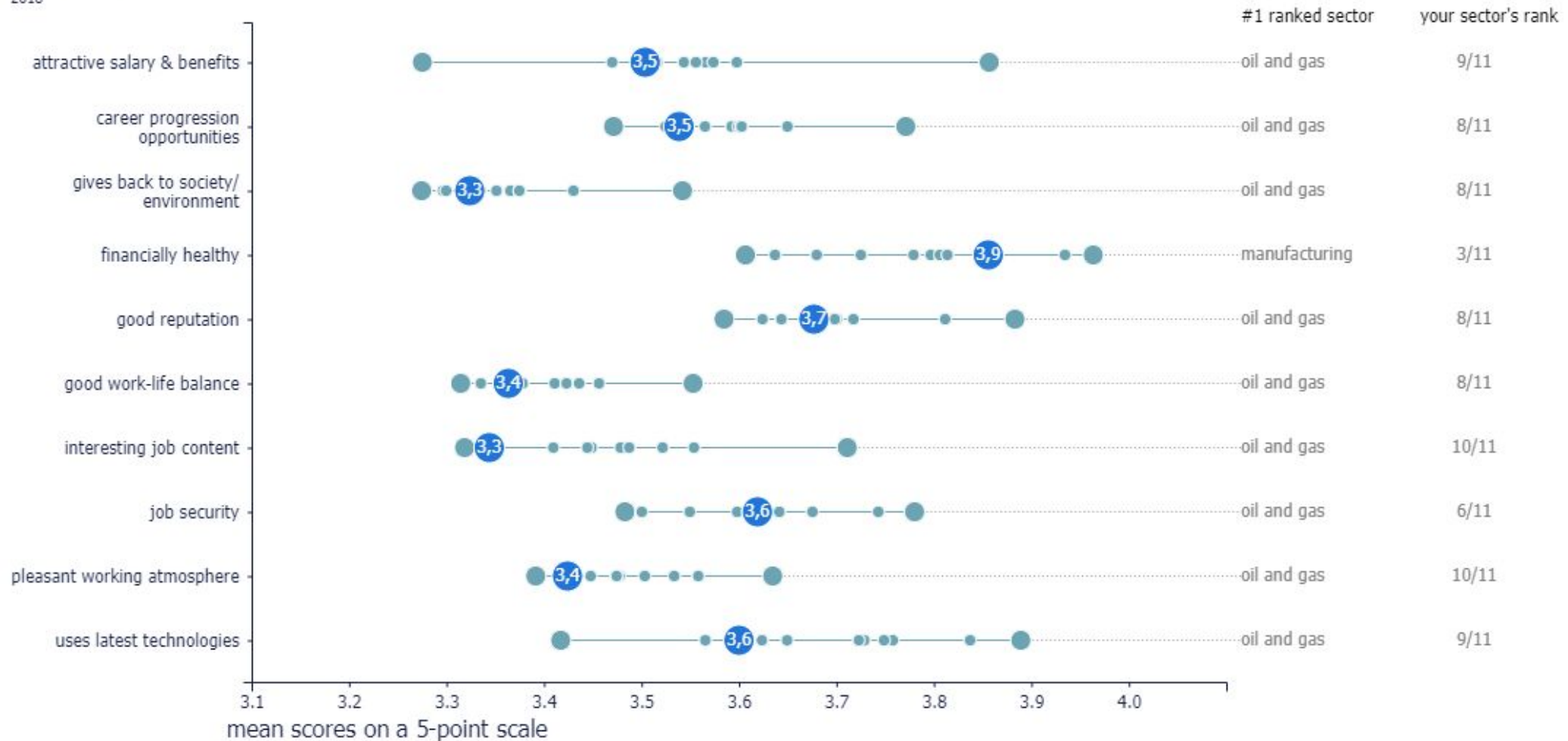
workforce aged 25-44 is most likely to be sociable with colleagues, superiors and their professional network.



# sector performance by key drivers: overview

## your sectors score on key drivers

Country: malaysia  
2018



# methodology

## appendix 2.



# methodology

## why smart sampling?

In the past, companies were evaluated by 140 to 1400 respondents. Having analysed the data and error margins, it was concluded that a large sample was not necessary when reliable data can also be obtained with a smaller sample size. Therefore, since REBR 2017 companies are evaluated between 140 and 400 respondents. The actual number of evaluations per company depends on the awareness of the company.

The error margin is determined by the % of respondents giving a certain answer and the sample size to which the question has been asked. The highest error margin occurs when 50% of the respondents give a certain answer. The error margin is lower when 30% (or 70%) of the respondents give a certain answer.

### example

140 respondents have evaluated company X. Of these 140, 50% find the company nice to work for. Taking the error margin at  $n=140/50\%$  into account, the real answer lies between 42% and 58%.

400 respondents have evaluated company Y and of these 400, 50% finds the company nice to work for. Taking the error margin at  $n=400/50\%$  into account, the real answer lies between 45% and 55%.

1200 respondents have evaluated company Z and of these 1200, 50% finds the company nice to work for. Taking into account the error margin at  $n=1200/50\%$ , the real answer lies between 47% and 53%.

Therefore, the difference in error margin is very small between  $n=1200$  and  $n=400$  evaluations per company (5% margin vs 3% margin at the most). As such it can be concluded that maximum 400 evaluations per company are sufficient in order to determine a reliable attractiveness per company.

In practice, this means that every company with an awareness over 35% will have max 400 respondents evaluating the company. Companies with an awareness below 35% will be evaluated by 140 to 400 people (depending on awareness).



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randstad

human forward.

