

Employer Branding adoption gains ground in Latin America

2nd Latin America Employer Branding Trends & Best Practices Survey Results

Executive Summary

Latin American companies have decidedly adopted Employer Branding as tool for creating exceptional workplaces.

This is the main finding of our 2nd LatAm Employer Branding Trends & Best Practices Survey, carried out in May-June of 2016. Regionally, 41% out of more than 500 surveyed companies have a formal Employer Branding strategy. Adoption is highest among organizations with 2,500 or more employees - above 60%.

These firms actively manage their Employer Branding to strengthen their image, set themselves apart from their competitors and gain advantages to attract or retain talent. They do this by implementing employee training and development initiatives (63%), improving health benefits (56%), listening to their employees (55%) and increasingly prioritizing internal communications (48%).

More than **60%** of companies with 2,500 or more employees have an Employer Branding strategy.

Companies with good employer branding reduce payroll costs by 10% and hiring costs and 46% - Randstad



The KPIs Latin American CHROs use to measure Employer Branding clearly show a stronger focus on talent retention, compared to talent attraction.

Indeed, survey results show HR leaders look at workplace climate surveys (55%), the turnover rate (55%) and engagement surveys (27%) first, and then attraction indicators like "time-to-fill", which shows up in fourth place (26%).

While companies neglecting employer branding will likely face difficulties to attract and retain talent, it is encouraging to note 40% plan to catch up before year-end or during next year.

If this proves to be the case, more than 60% of Latin American companies will implement initiatives to improve employer branding by the end of 2017.

Latin American countries are adopting Employer Branding at different rates

Chile is behind its peers - only 48% of companies have an employer branding strategy -, while Argentina stands out with the highest potential for growth: a 55% adoption by 2017.

61% of employer reviews website Glassdoor's users look up potential employers' scores and reviews before applying for a position.

This report illustrates the trends and best practices shaping Employer Branding in the region, as well as each country's reality. We hope are certain it will be highly valuable for Human Resources VPs looking to improve their Employer Branding strategy.



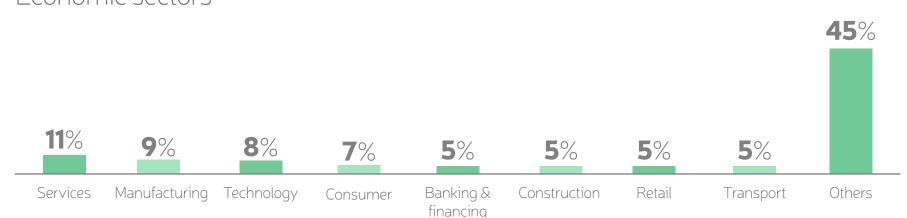
Survey Details

The 2nd LatAm Employer Branding Trends & Best Practices Survey was carried out from from May to June 2016, and covered more than 500 companies of all sizes and sectors in Argentina, Brazil, Chile, Colombia, Mexico, Peru and Uruguay. This sample is sufficiently big to guarantee reliability level of 95%, with an interval of 5%, meaning the real results are 5% greater or lower than the value found in the surveyed universe.

Countries



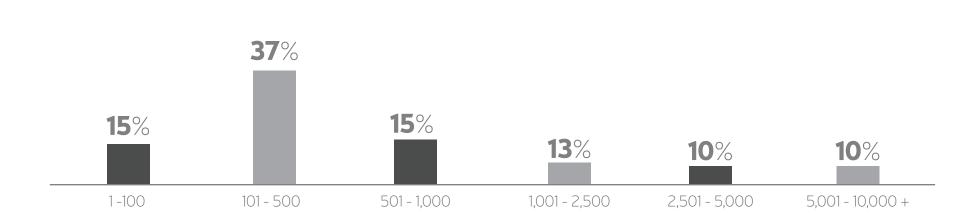
Economic sectors



Participant profile



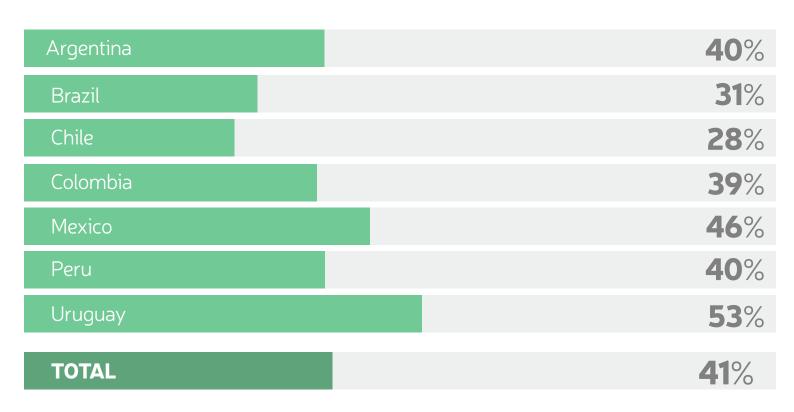
Company Size (number of employees)



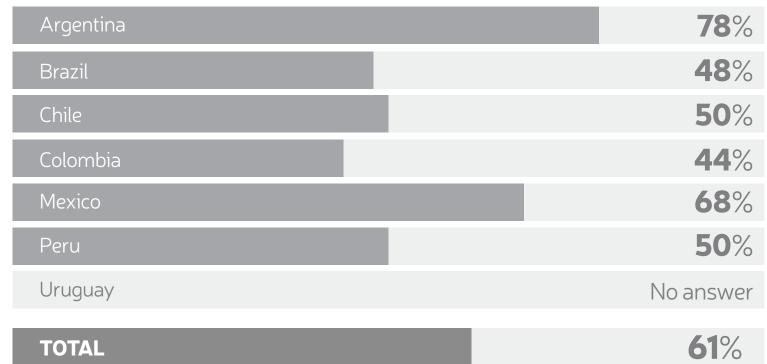
Employer Branding in LatAm, today and tomorrow

Our survey results show 41% of Latin American companies have a formal Employer Branding strategy in place. And while the adoption rate among firms with 2,500 or more employees is higher than 60%, there are significant differences at the local level. Uruguay stands out with the highest adoption rate (53%), while Chile has the lowest (only 28%).





Companies with 2,500 or more employees that have an Employer Branding strategy



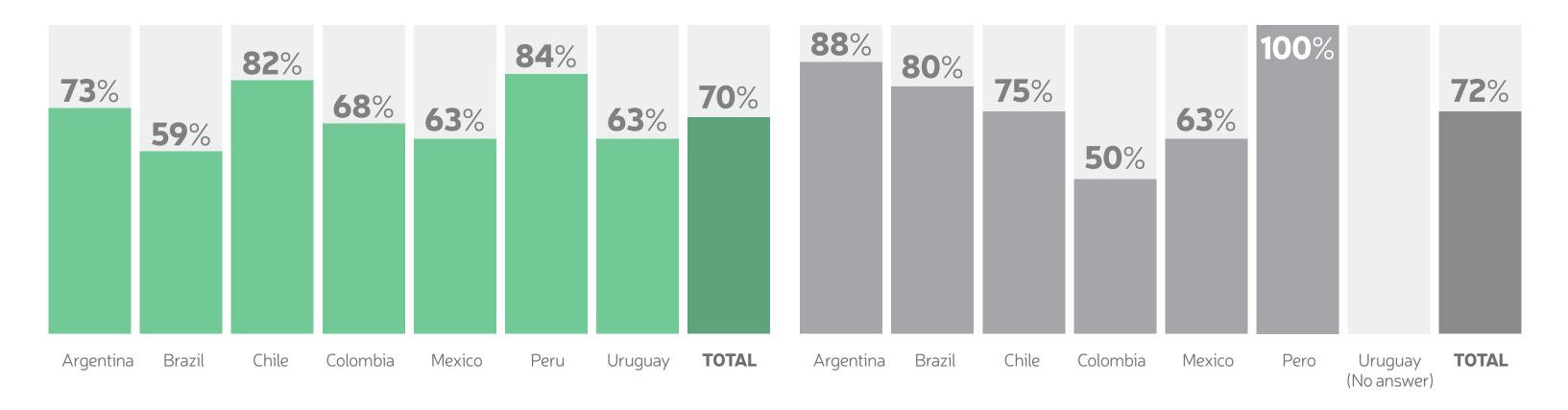
In its latest Global Recruiting Trends report, LinkedIn states Employer Branding is a top priority for employers and proclaimed 2016 as the "year of the brand" for talent recruitment managers.

Regionally, 80% of the companies that manage their Employer Branding allocate the required budget. Once again, there are significant local differences.

¿Does your company budget for Employer Branding initiatives in 2016?

Companies that answered yes

Companies with more than 2,500 employees that answered yes

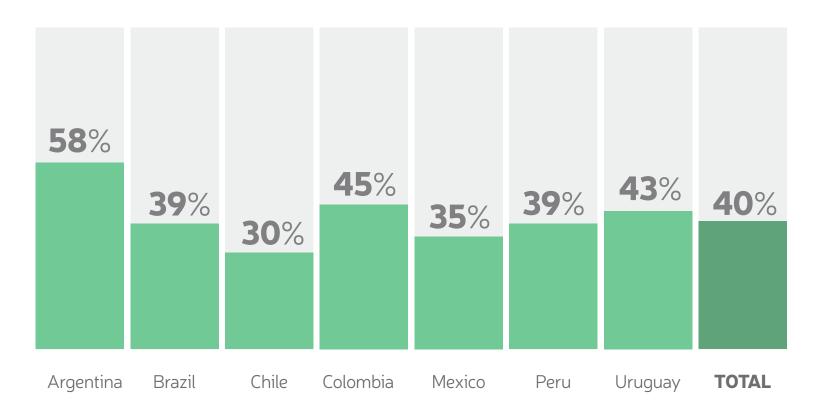


According to Undercover Recruiter, 71% of employees say obtaining adequate funding is the main obstacle to Employer Branding success.

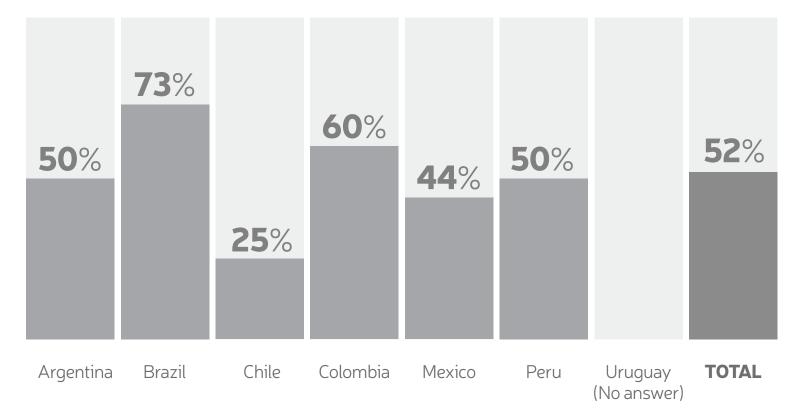
However, 40% of the companies that don't manage their Employer Branding expect to increase the required budget by 2017, at the latest.

Does your company plan to increase funding or staffing for Employer Branding initiatives in 2016 or 2017?





Companies with more than 2,500 employees that answered yes



Brandemix has said companies renovated their employer branding every 14 months in 2015. During 2016 this frequency fell to 11 months.

Latin American firms use Employer Branding mainly to retain talent

While Employer Branding allows to both attract and retain talent, HR leaders tend to focus more on talent retention and less on talent attraction. The top KPIs are climate surveys, the turnover rate and engagement surveys. "Time-to-fill" is in fourth place.

Which KPIs does your company use to measure its Employer Branding?

Workplace climate survey	55 %
Turnover rate	53%
Engagement survey	27%
Time-to-fill	26%
None / Does not apply	22%
Average number of applicants per year	18%
Productivity per employee	16%
Cost-to-hire	14%
Employee Net Promoter Score (eNPS)	6%

Recruitment platform BreezyHR has said the seven best KPIs for measuring Employer Branding are, in descending order: retention rate; employee engagement; quality of hires; hiring costs; image surveys; market efficiency; and predictive analysis. The focus on talent retention is clear in the key attributes companies communicate with employer branding, the initiatives they use, how they monitor market and employee perception, and their preferred communications channels.

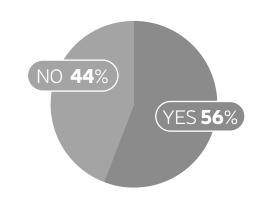
Which KPIs does your company use to measure Employer Branding?

A good work environment	63%	Corporate values	46%
Industry leadership	40%	Company culture	39%
Good opportunities for growth & career development	36%	Employee Recognition	30%
Attractive health benefits and life insurance	24%	Flexible schedule	21%
Attractive compensation package	18%	Employee diversity	17 %
Informal attire	16%	Benefits package and discounts in attrac	ctive businesses 15%
Flex Benefits	14%	Use of current technology (social, mobil	e, etc) 11%
Other	11%		

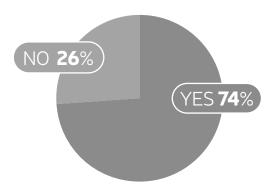
Is your company implementing, or has implemented, any of the following Employee Branding initiatives?

Training programs	92 %	Employee recognition programs	80%	Employee opinion surveys or similar	79 %
Leadership development programs	78 %	Health benefits	77 %	Comfortable, attractive workspaces	77 %
Talent attraction & selection through social media	73 %	Employee discounts programs	72 %	Internal communication platform (social, mobile)	69%
Internal communication department owned by HR	68%	Innovative onboarding programs	67 %	Flexible schedules	63%
Informal attire (more than just taking off your tie)	63%	Employee referral programs	60%	Above-market-average compensation	58 %
Flexible benefits	53 %	Actions to foster employee diversity (gender, nationality, race, age, etc.)	51 %	Advertising as a good company to work for	45%
Participation in "Great Place To Work" or similar	43%				

Does your company monitor market perception?



Does your company monitor employee perception?



What channels does your company use to promote its Employer Branding internally or externally?

Internal emails or newsletters	51 %	Corporate website	50%
Internal in-person meetings	41%	Enterprise social network or intranet	35%
Facebook	33%	Job fairs	31%
LinkedIn	30%	Internal video	25%
Online job portals	23%	Programs with universities and professional groups	22%
Bulletin boards	20%	Print magazines	17%
Networking	16%	Twitter	13%
Advertisements in print media	11%	Company blog	10%
Online advertising	8%	Instagram	4%
Push notifications	4%		

The Takeaway

The survey results point to a very interesting scenario for Latin America, with an increasing number of companies are adopting Employer Branding as a talent retention tool. Given its power to also attract talent, Human Resources must create an attractive, unique employer brand, based on employees' engagement and active promotion of company culture.

Moving in this direction - to reduce the skills gap and avoid wasting the time, money and effort it takes to retain the best employees - will become a critical issue for companies that don't have Employer Branding on their radars at this time. Additionally, the organizations who actively manage their employer brand must continue to innovate, listen to employees and ingrain corporate values in the everyday aspects of their company culture.



About GOintegro

GOintegro is Latin America's leading employee engagement technology company, used daily by more than 400 corporate clients, representing over 1 million people, as their main tool for driving employee engagement.

Offering a single platform with applications to manage company benefits, employee recognition programs and HR information, GOintegro is the main hub for social internal communications.

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