

**FACT SHEET**

# ROI ON EMPLOYER BRAND

## WHY INVEST IN YOUR EMPLOYER BRAND?

**REDUCE COSTS**

Businesses with strong employer brands have seen up to a 43% decrease in cost per hire. (LinkedIn)

**REDUCE STAFF TURNOVER**

Organizations with an embedded EVP across the employee lifecycle have seen up to a 69% reduction in turnover. (CEB/Gartner)

**REDUCE SALARY PREMIUMS**

Employers with an attractive value proposition have to pay 11% less in salary premiums in order to hire talent than those with an unattractive EVP. (CEB Gartner)

**INCREASE STAFF LOYALTY**

Employees joining organizations with a best practice EVP are 38% more committed than those joining an organization with a poorly articulated proposition. (Cornell University)

**IMPROVE FINANCIAL PERFORMANCE**

Companies with evolved EVPs are 2X as likely to deliver financial performance, substantially above that of their peers. (Willis Towers Watson)

**REACH THE BEST TALENT**

Organizations with an actively managed value proposition are able to reach 50% deeper into the labor market to attract passive candidates. (CEB/Gartner)



# BUSINESS IMPACT OF A POOR EMPLOYER BRAND

**78%** of candidates say the overall candidate experience they get is an indicator of how a company values its people. (Talent Adore)

**72%** of job seekers shared their experience on an online employer review site such as Glassdoor. (Workplace Trends)

**62%** of consumers have stopped buying from an organization which treats its employees poorly. (CareerArc)



Organizations with highly effective employee communications deliver **47%** higher shareholder returns and **29.5%** increase in market value. (Towers Watson)



**60%** of job seekers have had a poor candidate experience. (Workplace Trends)



**53%** of UK workers felt that no amount of money would make them consider a role with an organization with a poor employer brand. (LinkedIn)



## THE PEOPLESCOUT DIFFERENCE

PeopleScout has designed, deployed and implemented strategic recruitment process outsourcing, managed service provider, total workforce solutions and talent advisory solutions for our clients across multiple industries and geographies. Each solution is crafted to address and solve our client's toughest talent challenges with programs unique to their circumstances. Our goal is simple: We want to help you bridge the gap between NOW and NEXT with innovative and future-focused talent solutions.