

Top GBS Employers™ in India, the Philippines, and Poland

August 2022: Complimentary Abstract / Table of Contents



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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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For more information on this and other research published by Everest Group, please contact us:

Rohitashwa Aggarwal, Vice President

Aamir Ashraf Khan, Senior Analyst

Background of the research

In the ongoing war for talent, maintaining a positive brand image is of significant importance in sourcing and retaining top talent. Employees with specialized functional and behavioral skills that enable organizations to survive uncertainty and thrive in intensely competition environments are becoming ever more critical to sustained organizational success. As talent becomes the differentiating factor, GBS organizations should investigate the key components (work environment, compensation, career development, etc.) that play a critical role in building their employer brand perceptions in their local talent markets.

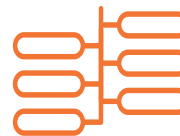
In this first-of-its-kind study, we have analyzed the employer brand perception of 200+ leading GBS organizations across India, Poland, and the Philippines across multiple dimensions (compensation, career progression, senior management, work-life balance, culture and values, and diversity). This study also analyzes the performance of each of these GBS organizations in the local talent markets based on prevailing attrition rates, joiner-exit ratio, and overall employee satisfaction ratings. We also assess the initiatives best-in-class GBS organizations undertake to differentiate themselves in talent markets. Leading global GBS organizations can leverage these insights in addition to Everest Group's Talent Performance Framework to optimize their talent management strategies and build future-proof talent models.

By design, this analysis is based on publicly available information only with an intent to capture prospective employees' perceptions about top GBS organizations. This assessment is reflective of market trends as of H1 2022. We will continue to track this market and refresh these rankings periodically.



What will you learn?

Impact of various factors (compensation, work environment, career development, etc.) on overall employer brand perception and subsequent success in local talent markets



Scope of coverage

Benchmarking top GBS organizations on their employer brand perception, location-specific and industry-specific variations, and key implications for GBS organizations

Everest Group's Top GBS Employers™ rankings – why is this important?



Workforce expectations are transforming – the cohort needs to be treated uniquely



Companies are having to carefully track and evolve their employer brands



Employer perception studies have been broad – no specific view capturing techies' concerns

The rankings provide an **outside-in proxy** on how prospective candidates pursuing tech careers perceive employer companies – helping firms **baseline their EVP effectiveness vs. immediate peers**



Everest Group's Top GBS Employers™ rankings provides a comparative snapshot of leading firms' market perceptions among the tech and ops workforce

Core dimensions of workforce perceptions

 Employee satisfaction grade	 Compensation and benefits	 Work environment	 Career opportunities	 Diversity and inclusion
Overall satisfaction with the employer and willingness to recommend to others.	Satisfaction and perceived competitiveness with respect to salary, benefits, and annual hikes.	Flexibility and autonomy offered, perceived quality of leadership, culture, and values.	Pace of career growth experienced/expected across roles and functions, perceived opportunities to learn/explore skills.	Visible firm focus and investments in driving diversity and inclusion across levels.



Key takeaways



Across all markets assessed (India, the Philippines and Poland), there is a strong emphasis on compensation, work environment, and career development among employees, and these factors have the most impact on employer brand perception.

The influence of work flexibility, for example, the option to choose working model, or work schedule flexibility, on job satisfaction ratings is increasing across geographies. Diversity & inclusion, while important, have limited impact on the overall GBS organization employer brand perception today.

There is strong pull from Technology, Media, and Telecom (TMT), Health and Life Sciences (HLS), and Banking and Financial Services (BFS) GBS organizations for both new and experienced technology professionals, driven mainly by the perception of better career opportunities, such as robust training programs, opportunities to work on the latest IT stacks.

Workers employed by Philippines-based GBS organizations report relatively higher satisfaction across all parameters than their Polish and Indian counterparts.

There is no significant correlation between the age and/or size of a GBS organization and employee satisfaction ratings across geographies.

This study offers four distinct chapters providing a deep dive into key aspects of three market; below are four charts to illustrate the depth of the report

Everest Group's Top GBS Employers



Everest Group's Top GBS Employers

Company	Employer brand perception				Success in the talent market			Employee satisfaction grade
	Compensation	Work environment	Career development	Diversity	Attrition	Joiners/exit ratio		
Google	\$\$\$\$\$	★★★★	★★★★★	★★★★	Low	High	A	
Novartis	\$\$\$\$	★★★★	★★★★★	★★★★	Low	High	A+	
Microsoft	\$\$\$\$€	★★★★	★★★★★	★★★★	Low	High	A+	
Target	\$\$\$\$€	★★★★	★★★★★	★★★★	Low	High	A+	
Unilever	\$\$\$\$	★★★★	★★★★★	★★★★	Low	High	A+	
American Express	\$\$\$\$€	★★★★	★★★★★	★★★★	Low	High	A+	
Deutsche Bank	\$\$\$\$€	★★★★	★★★★★	★★★★	Low	High	A	
SAP	\$\$\$\$€	★★★★	★★★★★	★★★★	Low	High	A	
Varian	\$\$\$\$€	★★★★	★★★★★	★★★★	Low	High	A	
Dell	\$\$\$\$€	★★★★	★★★★★	★★★★	Low	High	A	

Average parameters vs Top 10 companies

Category	Best-in-class organizations' initiatives	Average rating (out of 5)
Compensation	<ul style="list-style-type: none"> Proactive and periodic base compensation benchmarking and salary corrections Relatively high entry-level compensation structure Focused investment on employee benefits, e.g., enhanced health coverage including parents, additional allowance for WFH set-ups, etc. 	3.75 (Top 10) / 4.05 (Overall average)
Work environment	<ul style="list-style-type: none"> High degree of flexibility, e.g., options for remote work, flexible work timings Using technology platforms to build a collaborative and supportive hybrid work environment Opportunities to work across teams providing cross-functional exposure 	3.89 (Top 10) / 4.30 (Overall average)
Career development	<ul style="list-style-type: none"> Opportunities for fast-track promotions, especially for entry-level (0-2 years of experience) employees Opportunity to work on the latest IT stacks and onshore/onsite Dedicated focus on developing techno-functional and behavioral skills, especially for entry-level employees 	3.82 (Top 10) / 4.16 (Overall average)
Diversity	<ul style="list-style-type: none"> Gender-neutral policies (e.g., equal rights to spousal benefits for same sex couples) Frequent LGBTQIA+ sensitivity training sessions 	4.14 (Top 10) / 4.50 (Overall average)

Comparative assessment of factors across industries

Category/industry	Compensation	Work environment	Career development	Diversity	Comments
Top 10	4.05	4.30	4.16	4.50	<ul style="list-style-type: none"> GBS organizations in TMT, HLS, and the RCPG industries have a relatively higher employer brand perception among the local IT workforce, primarily driven by their relatively high entry-level compensation and focused career development opportunities Overall, Indian IT professionals report relatively higher satisfaction across parameters for established GBS organizations (more than 10 years old) given the propensity for job stability and desire to work in established organizations with global presence Indian IT professionals rank GBS organizations that provide strong career development opportunities relatively more favorably; GBS organizations in the TMT industry are preferred, as they provide robust training, opportunities to work onsite, and exposure to the latest IT stacks
Banking and Financial Services (BFS)	3.70	3.87	3.74	4.10	
Insurance	3.60	3.75	3.90	3.95	
Health and Life Sciences (HLS)	3.88	3.98	3.92	4.08	
Retail and CPG (RCPG)	4.07	3.92	3.90	4.27	
Technology, Media, and Telecom (TMT)	3.87	4.07	4.01	4.21	
Professional services	3.78	3.90	3.91	4.16	
Others	3.51	3.82	3.60	4.07	
Average	3.75	3.89	3.82	4.14	

Research calendar

Talent Excellence GBS

■ Published
 ■ Planned
 ■ Current release

Reports title	Release date
Future of Work From Home (WFH) in Global Business Services (GBS) Organizations	August 2021
Winning the War for Talent	August 2021
KPIs and Performance Benchmarks for GBS Skilling Programs	September 2021
Disruptive and Innovative Technology Solutions for Global Business Services (GBS) Talent Management	November 2021
Technology Services Talent Handbook – Do You Have the Right Locations in Your Delivery Portfolio?	January 2022
Build a Talent Strategy for Today and Tomorrow – Look Around and Look Ahead	January 2022
Technology Skills and Talent: Reimagining Talent Acquisition and Management with Technology Platforms	March 2022
Innovative Practices in Talent Development	March 2022
Enterprise Acquisition Guide for Hot IT Roles	April 2022
Top GBS Employers™ in India, the Philippines, and Poland	August 2022
Innovative Practices in Talent Acquisition	Q3 2022
Diversity and Inclusion for Tech & Ops Talent	Q3 2022
Top Employers for Tech Talent	Q3 2022
Unlocking GBS Workforce Productivity	Q4 2022
Innovative Practices in Talent Retention	Q4 2022

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everestgrp.com/blog

Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto

canada@everestgrp.com
+1-647-557-3475

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