

# Top GBS Employers™ in India, the Philippines, and Poland – 2023

July 2023: Complimentary Abstract / Table of Contents



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Contract assessment

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Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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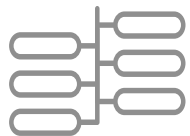
**Shivangee Kumar**, Senior Analyst

## Background of the research

As the world moves on from Talent Wars of 2021-22 to the slowdown and layoff cycles of 2023, maintaining a positive brand image remains critical for attracting and retaining high-quality talent. Employees with specialized functional and behavioral skills are becoming ever more critical to sustained organizational success as the market gets more competitive. Talent is without doubt the key differentiating factor and GBS employers need a multi-pronged approach to build, maintain, and strengthen their employer brand perception in local markets.

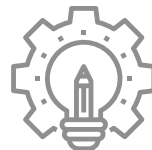
In its second edition, our Top GBS Employers™ research analyzes the employer brand perception of 300+ leading GBS employers across India, the Philippines, and Poland across multiple dimensions – compensation & benefits, work environment, office ecosystem, work-life balance, hybrid work policies, culture & values, leadership, career development, and diversity & inclusion. This study also analyzes the perceived performance of each of these GBS employers in the local talent markets based on prevailing attrition rates, growth, and employee satisfaction ratings. We also assess the initiatives best-in-class GBS employers undertake to differentiate themselves in talent markets.

Leading global GBS employers 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 employers. This assessment is reflective of market trends as of H1 2023. We will continue to track this market and refresh this assessment annually.



### Scope of coverage

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



### What will you learn?

Impact of various factors (compensation & benefits, work environment, office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, career development, diversity & inclusion, etc.) on overall employer brand perception and subsequent success in the local talent markets

## Key takeaways



**GBS employer brand perception is volatile and changes over time.** In 2022-23, we observed a notable dip in employer brand perception ratings across regions, particularly in the Philippines. While GBS employers in India have improved their brand perception ratings

**Holding the top GBS employer position is no easy feat,** as approximately 15% of last year's top performers have slipped from the top quadrant in India, the Philippines, and Poland. However, some GBS employers have achieved significant positive shifts in brand perception through multi-pronged initiatives

**Employee expectations are ever-changing,** Work flexibility and diversity & inclusion (D&I) emerged as crucial factors in attracting and retaining talent. Compensation and benefits remain essential as well

**Cultural differences impact employer brand perception,** as employees in the Philippines generally exhibit more positivity compared to their counterparts in India and Poland

**Perceived brand perception** strongly influences and **correlates with success in the talent markets** for GBS employers

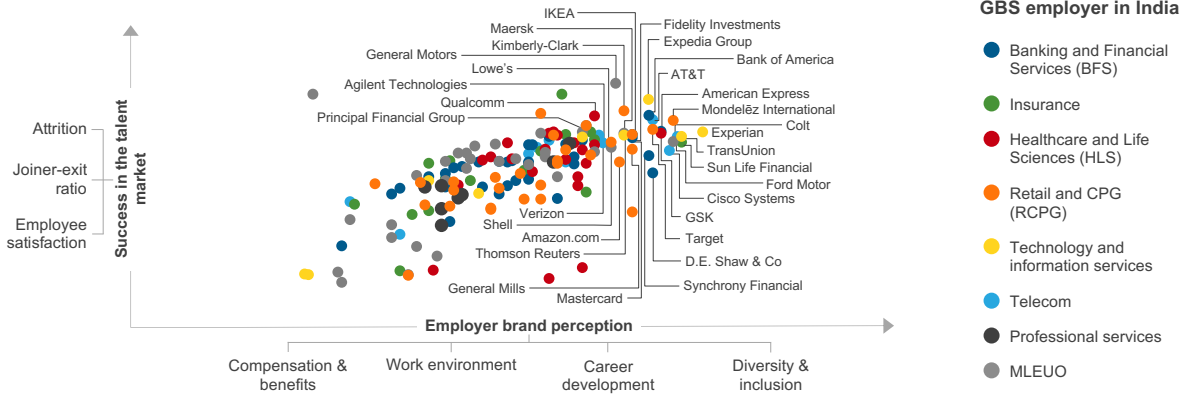
**Employer engagement period counts,** GBS employers in the Philippines with over 6 years of local presence secure higher positions on the chart

Despite a temporary ceasefire in the talent war, **structural gaps in the demand and supply of skilled workers still exist,** emphasizing the critical need for investments in maintaining and enhancing employer brand perception for GBS employers' success in diverse markets

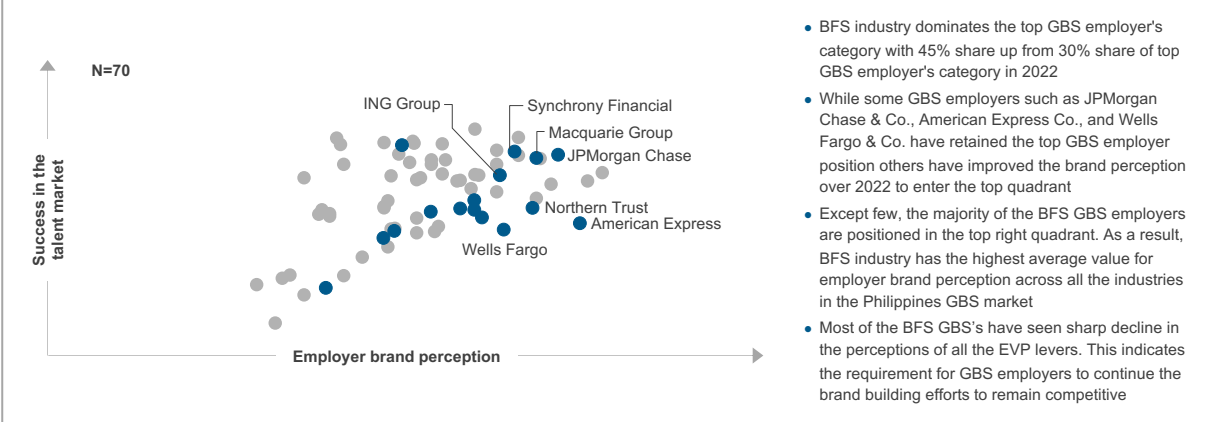
# This study analyzes perceived employer brand perception and success in talent market of GBS organizations in India, the Philippines, and Poland based on outside-in view

## Top GBS employers in India – Assessment of 165 GBS employers in India

Everest Group Top GBS Employers™ 2023 – India, N=165



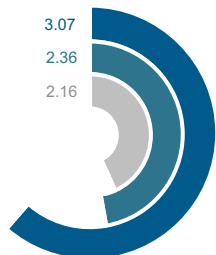
## Insights on Banking and Financial Services (BFS) GBS employers in Philippines



## Perceived strength of career development across Poland GBS

Career development

- Top 15 GBS employers
- Overall average
- Rest of the GBS employers



### VOICE OF EMPLOYEES

#### What works

- Opportunities to work on diverse projects that help enhance functional skills and provide valuable learning experiences
- Opportunities for accelerated career paths such as clear and structured career progression frameworks, and targeted development programs

#### Challenges/grievances

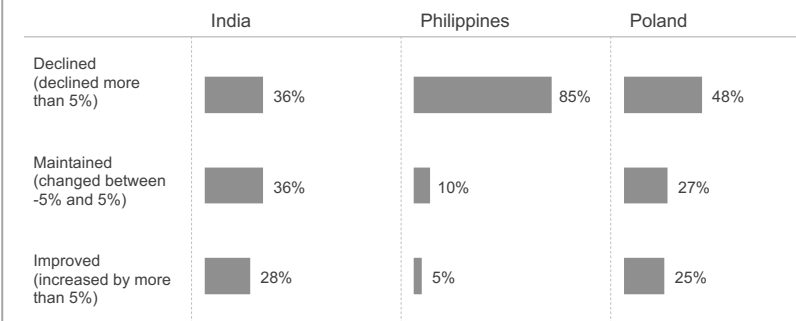
- Limited opportunities for advancement for entry and mid-level employees
- Lack of transparency of growth opportunities with the employer
- Beyond a threshold, limited opportunities for learning and lack of continuous programs for learning and development for employees at all levels

#### Observations

- Due to the decline in perception of compensation, it has become crucial for GBS employers to prioritize career development initiatives. Employees are increasingly vocal about their desire to see a clear and well-defined career growth path within the organization
- GBS employees in Poland are satisfied with the exposure, challenging projects, on the work learning opportunities but are concerned about the promotion timeline. Many of the employees, especially mid level employees, have cited concerns around slower career growth rate

## Longitudinal study of employer brand perception across geographies

### Tech employer brand perception comparison



- Longitudinal comparison of employer brand perception reiterates the importance of continuous efforts to maintain the employer brand perception
- India has relatively lower variation in the performance of GBS employers as higher GBS employers have maintained brand perception
- The Philippines has relatively higher variation in performance of GBS employers as 85% GBS employers' brand perception declined
- We also observed a certain lag in materialization of impact of employer initiative implementation on brand perception

# Research calendar

## GBS Talent Excellence, IT Talent Excellence

Published Planned Current release

Reports title	Release date
Marketing Services Adoption in Retail & Consumer Product Goods (CPG) Global Business Services (GBS)	May 2022
Practitioner Perspectives – Top Employers for Tech Talent – Who is Winning the Tech Talent War?	July 2022
Webinar Deck: Elevate Your GBS Employer Brand: Lessons from Top Employers	August 2022
Top GBS Employers™ in India, the Philippines, and Poland – 2022	August 2022
Webinar Deck: Planning for a Recession: Is the War for Tech Talent Finally Over?	September 2022
The War for Talent in Data, Analytics, and AI (DAAI): Finding the Ideal Operating Model for Organizations	November 2022
Future of Work: Shift to Hybrid Delivery Models	January 2023
Webinar Deck: The Talent Crisis Mystery: Scarcity in Times of Layoffs	February 2023
Cautious Optimism Amid Disruption – 2023 Key Issues, Enterprise IT Perspective	March 2023
<b>Top GBS Employers™ in India, the Philippines, and Poland – 2023</b>	<b>July 2023</b>
Improving the Robustness of Talent Acquisition Supply Chain	Q3 2023
Top Employers for Tech Talent™ in India, US, and UK – 2023	Q3 2023
Diversity and Inclusion for Tech and Ops Talent	Q3 2023
Top Tech Skills Demand-Supply	Q3 2023
Future of Work   Focus on IT Services	Q4 2023

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