

Top Employers for Tech Talent™ in India, the US, and the UK – 2023

July 2023: 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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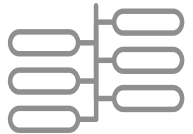
Shivangee Kumar, Senior Analyst

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 tech talent. With advances in technology, the markets are becoming more competitive and the employees with niche technology skillsets and expertise are becoming critical to sustain the organizational success. Attracting and retaining talent is the key differentiating factor and employers need a multi-pronged approach to build, maintain, and strengthen their employer brand perception to maintain the competitive edge in the talent market.

In its second edition, our Top Employers for Tech Talent™ research analyzes the employer brand perception of 400+ leading tech employers based out of India, the US, and the UK 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 tech employers in the local talent markets based on prevailing attrition rates, talent growth, and employee satisfaction ratings. We have also assessed the initiatives undertaken by best-in-class tech employers to differentiate themselves in talent markets.

Global tech 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 employers of tech talent. 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 tech employers on their employer brand perception, location-specific and industry-specific variations, and key implications for tech employers



What will you learn?

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

Key takeaways



Employer brand perception is dynamic and fluctuates over time. In 2022-23, we observed a notable dip in employer brand perception ratings across the US, while tech employers in India have maintained their brand perception ratings.

Holding the top position as the preferred employer for tech talent is a formidable challenge, as approximately 40% of last year's top performers have slipped from the top quadrant in India and the US. However, some tech employers have achieved significant improvements in brand perception through multi-pronged initiatives.

Employee expectations are continuously evolving. Work flexibility and diversity and inclusion emerged as crucial factors in attracting and retaining talent in addition to compensation and benefits.

Systematic differences impact employer brand perception. Employees in India generally exhibit more importance to compensation and benefits whereas employees in the US and the UK are more concerned about career development.

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

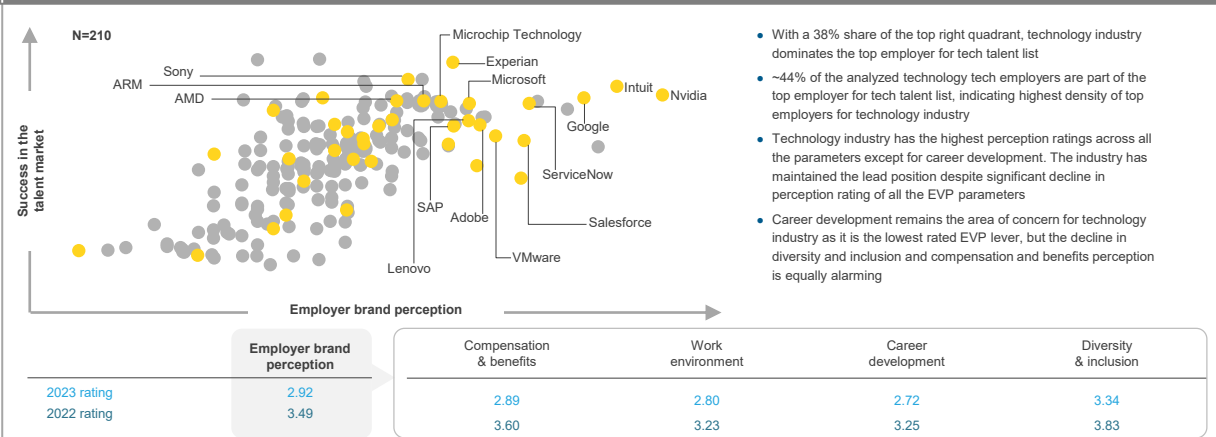
Despite a temporary ceasefire in the talent war, **structural gaps in the demand and supply of skilled workers still exists,** emphasizing the critical need for investments in maintaining and enhancing employer brand perception for tech employers' success in diverse markets.

This study analyzes perceived employer brand perception and success in talent market of tech employers in India, the US, and the UK based on outside-in view

Top employers for tech talent in India – Assessment of 135 tech employers in India



Insights on technology vertical employers in the US



- With a 38% share of the top right quadrant, technology industry dominates the top employer for tech talent list
- ~44% of the analyzed technology tech employers are part of the top employer for tech talent list, indicating highest density of top employers for technology industry
- Technology industry has the highest perception ratings across all the parameters except for career development. The industry has maintained the lead position despite significant decline in perception rating of all the EVP parameters
- Career development remains the area of concern for technology industry as it is the lowest rated EVP lever, but the decline in diversity and inclusion and compensation and benefits perception is equally alarming

Perceived strength of career development across tech employers in the UK

Legend:

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

VOICE OF EMPLOYEES

What works	Challenges/grievances	Observations
<ul style="list-style-type: none"> • Clear career trajectories and support for professional development • Clear and precise communication on performance and career progression track • Multiple trainings and options to schedule and go through the trainings at own pace • Cross-functional training opportunities and options for internal switch • Encouragement and sponsorship to get certified trainings • Challenging work assignments 	<ul style="list-style-type: none"> • Lack of clear career progression path and guidance from senior management • Slower career progression even if the employee is already taking responsibilities of the next role • Absence of structured performance management and normalization of performance • Restricted role responsibilities and autonomy • Lack of external learning and development opportunities 	<ul style="list-style-type: none"> • Sentiment analysis shows that employees expect employers to provide clear career growth opportunities and upskilling programs • Employees have been appreciative of learning and development opportunities, recognition of work, and support for professional development. At the same time, they have also been vocal and critical about the lack of career paths and unclear performance management processes • Employees in the UK also highlight the need to go beyond internal resources to enhance the quality and usability of the learning and development trainings • The top employers for tech talent in the UK have been applauded by the employees for clear communication of career growth plans and encouragement and resources to upskill • The top employers for tech talent have 62% higher perception for career development perception compared to rest of the tech employers

Longitudinal study of employer brand perception across geographies

	India tech employers' brand perception comparison	The US tech employers' brand perception comparison
Improved brand perception (Increased by more than 5%)	41%	20%
Maintained brand perception (Changed between -5% and 5%)	18%	24%
Decline in brand perception (Declined more than 5%)	41%	56%

- Longitudinal comparison of employer brand perception reiterates the importance of continuous efforts to maintain the employer brand perception
- Indian tech employers have created a better employee experience as a higher share of these have improved brand perception
- The US has a relatively lower variation in the performance of tech employers as more tech employers have maintained employer brand perception
- We also observed a certain lag in materialization of impact of employer initiative implementation on brand perception across both the geographies
- The analysis also confirms that employers need to adopt to changing demands of the workforce to maintain brand perception

Research calendar

GBS Talent Excellence; IT Talent Excellence

Published Planned Current release

Reports title	Release date
Marketing Services Adoption in Retail and 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 tech employers	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
Top GBS Employers™ in India, the Philippines, and Poland – 2023	July 2023
Top Employers for Tech Talent™ in India, the US, and the UK – 2023	July 2023
Improving the Robustness of Talent Acquisition Supply Chain	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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