



Top GBS Employers™ in India, the Philippines, and Poland – 2024

Month 2024: Complimentary Abstract / Table of Contents

Market Report
Talent Excellence GBS



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- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
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Background and context

Amid the transition from the economic challenges of slowdown and layoffs to a revitalized landscape marked by fierce competition for top talent, the significance of maintaining a positive brand image remains critical for attracting and retaining high-quality talent. In this era, where specialized functional and behavioral skills are becoming ever more critical, the quest to attract and retain exceptional talent has become paramount for organizations. Talent is undoubtedly 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 latest iteration, Top GBS Employers™ research analyzes the employer brand perception of 380+ leading GBS employers across India, the Philippines, and Poland across multiple dimensions – compensation and benefits, work environment, office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, career development, and diversity and 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 2024. 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- and industry-specific variations, and key implications for GBS employers

What will you learn?

The 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) on overall employer brand perception and subsequent perceived success in the local talent markets

Overview and abbreviated summary of key messages

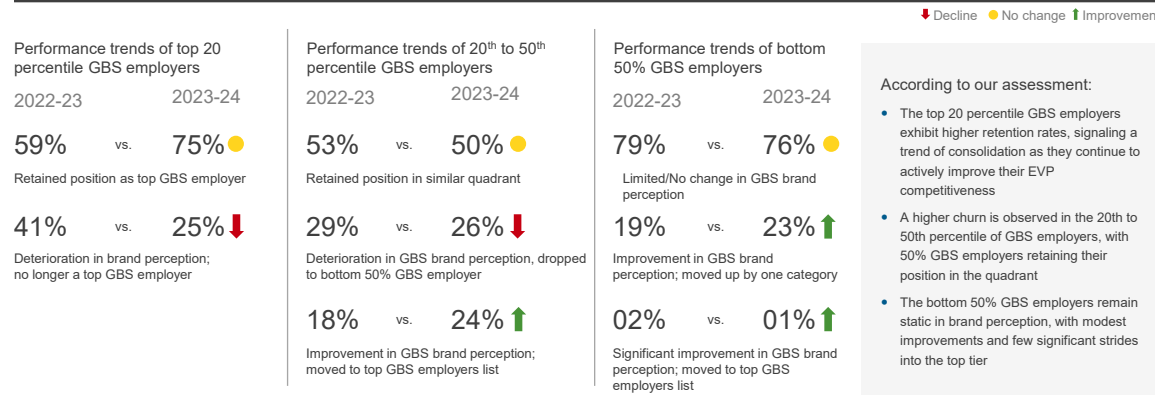
Everest Group Top GBS Employers™ fulfills this need and provides an **outside-in proxy** along with data-backed perspectives on the top employers' brand perception in key markets, market trends on key Employee Value Proposition (EVP) levers, variations across geographies and industries, and learnings from top employers

Some of the findings in this report, among others, are:

- Employer brand perception for GBS has continued to deteriorate since 2022, with average GBS brand perception declining by 3% in India and the Philippines, though Poland bucked the trend, with a YoY 7% jump
- Brand perception is volatile; 40% of last year's top GBS employers have fallen out of the top quadrant
- Perception of work environment and compensation and benefits are crucial for GBS employers; 50% of GBS employers with high ratings in these parameters outperform peers
- Perceived lack of investment in career development and upskilling remains a major concern for employees. GBS ratings on this parameter have dropped 7% YoY in India and the Philippines for technology employers
- Employer brand perception for the Philippines tends to be better than for India and Poland. Average scores in the Philippines over the last three years were 7-12% higher than average scores in India and Poland over the same period. Cultural differences play a key role in how much consideration employees exhibit for their employers.

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

Assessment of the top GBS employers over time – India

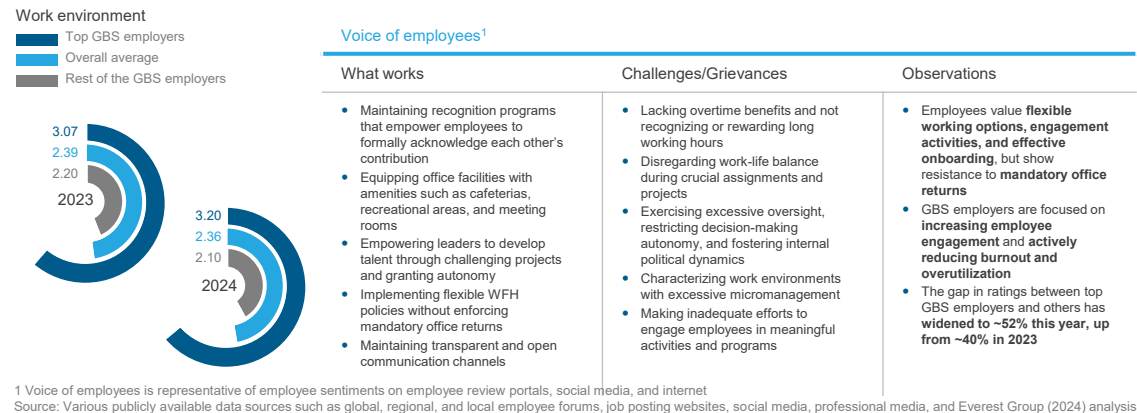


Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

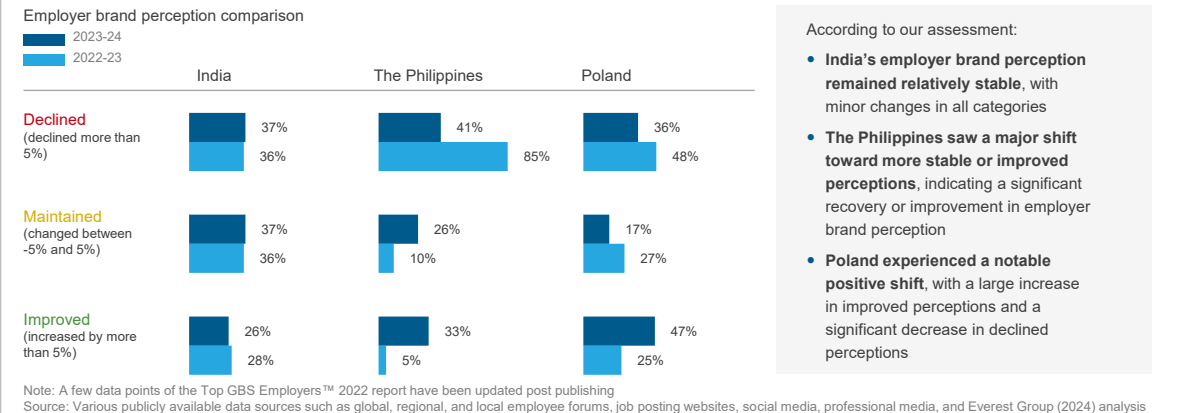
Comparative assessment across industries – the Philippines



Insights on perceived strength of work environment – Poland



Geographical comparison of employer brand perception over time



Research calendar

GBS Talent Excellence

	Published	Current release	Planned
Reports title	Release date		
Practitioner Perspectives – Top Employers for Tech Talent – Who is Winning the Tech Talent War?			July 2022
Top GBS Employers™ in India, the Philippines, and Poland – 2022			August 2022
Webinar Deck: Winning Employer Value Propositions: Strategies from Top GBS Employers			June 2023
Top GBS Employers™ in India, the Philippines, and Poland – 2023			July 2023
Webinar Deck: The 2023 Top Employers for Tech Talent: Insights to Create a Powerful Employer Value Proposition			July 2023
Top Employers for Tech Talent™ in India, the US, and the UK – 2023			July 2023
How GBS Organizations Build Differentiated Employer Brand Perception			August 2023
Talent Demand Trends India IT Services – H2 2023			February 2024
GBS Executive Insights: Key Issues for 2024			February 2024
Top GBS Employers™ in India, the Philippines, and Poland – 2024			July 2024
Top Employers for Tech Talent™ in India, the US, and the UK – 2024			Q3 2024
Webinar Deck: Evaluating Brand Perception Data to Improve EVP and Talent Attraction			Q3 2024
How GBS Organizations Build Differentiated Employer Brand Perception – 2024			Q3 2024
Improving the Robustness of the Talent Acquisition Supply Chain			Q3 2024
Generative AI in GBS Talent Management			Q4 2024

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