



# Top Employers for Tech Talent™ in India, the US, and the UK – 2024

July 2024: Complimentary Abstract / Table of Contents

Market Report  
IT Talent Excellence



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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
- ▶ Trust and Safety
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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 tech employers need a multi-pronged approach to build, maintain, and strengthen their employer brand perception in local markets.

In its latest iteration, **Top Employers for Tech Talent™** research analyzes the employer brand perception of 420+ leading tech employers across India, the US, and the UK 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 tech employers in the local talent markets based on prevailing attrition rates, growth, and employee satisfaction ratings. We also assess the initiatives best-in-class tech employers undertake to differentiate themselves in talent markets.

Leading 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 top employers for tech talent. 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 employers for tech talent on their employer brand perception, location and industry-specific variations, and key implications for tech 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 Employers for Tech Talent™ 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:

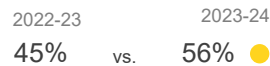
- Employer brand perception continues to deteriorate with average tech brand perception scores declining 2% in India, 5% in the US, and 10% in the UK
- Brand perception is volatile, 44% of last year's top employers for tech talent have fallen out of the top quadrant
- Perception of work environment and diversity and inclusion are crucial for tech employers; 64% of companies with high ratings in these areas outperform peers. However, it is important to note that compensation and benefits is a close third, and poor perception of this factor negatively impacts the overall brand
- Perceived lack of investment in career development and upskilling remains a major concern for tech employees; ratings for this parameter in India, the US, and the UK have dropped by 8-12% respectively since last year
- Employer brand perception for some markets such as India tends to be better than markets such as the US and the UK. Average scores in India over the last three years were 8-11% higher than average scores in the US and the UK over the same period. Cultural differences play a key role in how much kindness employees exhibit for their employers

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

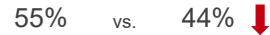
## Assessment of the top employers for tech talent over time – India

### Everest Group Top Employers for Tech Talent™ 2024 – India, N=140

Performance trends of top 20 percentile tech employers

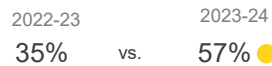


Retained position as top employer for tech talent

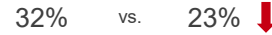


Deterioration in brand perception; no longer a top employer for tech talent

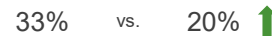
Performance trends of 20th to 50th percentile tech employers



Retained position in similar quadrant



Deterioration in tech brand perception; dropped to bottom 50% employer for tech talent

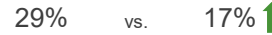


Improvement in tech brand perception; moved to top employers for tech talent list

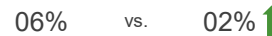
Performance trends of bottom 50% tech employers



Limited/No change in tech brand perception



Improvement in tech brand perception; moved up by one category



Significant improvement in tech brand perception; moved to top employers for tech talent list

↓ Decline ● No change ↑ Improvement

According to our assessment

- There is a **general trend of increased stability and retention** among the top 20 and 20th to 50th percentile tech employers
- The bottom 50 percentile tech employers show **limited upward mobility**, with a higher percentage **maintaining their current brand perception**
- **Improvements and upward movement** are more pronounced in the top 20 and 20th to 50th percentile compared to the bottom 50 percentile, suggesting a **more competitive environment among the higher-ranked employers**

## Comparative assessment across industries – the US

### Aggregate ratings on factors contributing to EVP

Category/Industry	Employer brand perception 2024	Change compared to 2023	Perceived success in the talent market 2024	Change compared to 2023
Top employers for tech talent	3.39	↑	3.57	●
BFS	2.32	↓	2.43	↓↓
Insurance	2.17	↓↓	2.39	●
HLS	2.50	●	2.37	↓↓
RCPG	1.97	↓↓	1.99	↓↓
Media and information services	2.09	↓↓	2.05	↑
Technology	2.85	↓	2.75	↓↓
Telecom	2.37	↓	2.20	↓↓
Professional services	2.65	↓	2.06	↓↓
MLEUO	2.59	●	2.72	↓↓

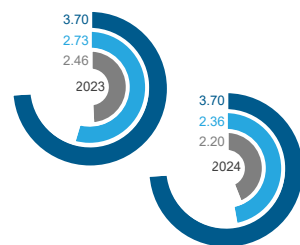
↑ 1-5% increase  
 ↓ 1-5% decrease  
 ↑↑ >5% increase  
 ↓↓ >5% decrease  
 ● -1 to 1% change  
 ○ Average

- Comments
- Average **employer brand perception** of the US tech employers has **declined this year by ~4%**, although the extent of decline is lower compared to last year
  - Despite the overall decline, the **top tech employers have improved their brand perception (~2%)**, which could be the result of sustained efforts
  - Only **HLS and MLEUO industry** segments have managed to retain the employer brand perception rating
  - The US tech employers' perceived success in talent market has declined (~11%) over last year
  - **Top employers have retained perceived success in talent market** and media and information services segment has improved the perception of success in talent market

## Insights on perceived strength of work environment – the UK

### Work environment

- Top employers for tech talent
- Overall average
- Rest of the tech employers

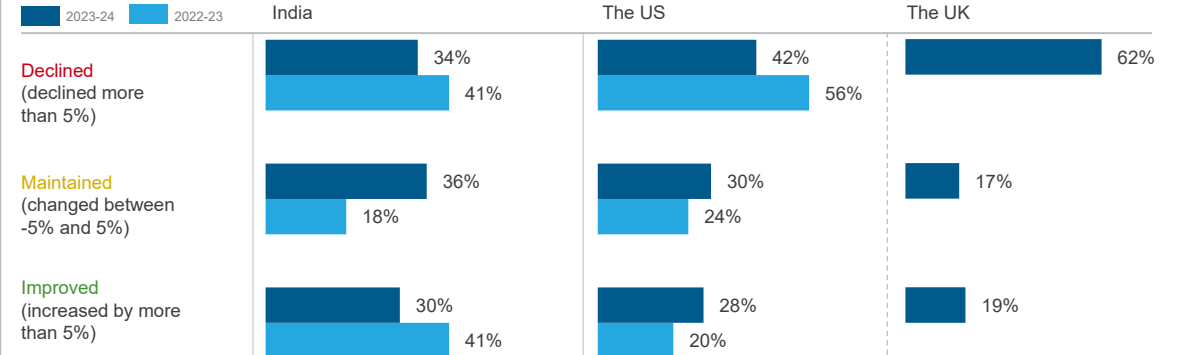


### Voice of employees

What works	Challenges/Grievances	Observations
<ul style="list-style-type: none"> <li>Enforcing flexibility in work schedules and locations to empower employees to manage their work-life balance effectively</li> <li>Implementing checks and processes to limit long working hours and prevent burnout</li> <li>Fostering a supportive and collaborative work environment</li> <li>Ensuring proper workstation setups and ergonomic furniture to prevent physical discomfort and injuries</li> </ul>	<ul style="list-style-type: none"> <li>Enforcing extended work hours without recognition or compensatory benefits contributes to challenges in maintaining work-life balance</li> <li>Poor management and work allocation can lead to extra workload</li> <li>Requiring office attendance and limiting flexibility in setting work hours</li> <li>Implementing remote work has blurred the lines between work and non-work hours</li> </ul>	<ul style="list-style-type: none"> <li><b>Employee expectations have significantly evolved</b>, with a greater emphasis on autonomy in selecting work hours, location, and collaboration methods</li> <li><b>Investing in employee well-being is now imperative</b>, with mental health initiatives, ergonomic considerations, and healthy lifestyle programs essential for employee thriving and burnout prevention</li> <li>The gap between ratings for the top employers for tech talent and rest of the tech employers has widened from ~50% to ~68% in 2024</li> </ul>

## Geographical comparison of companies' employer brand perception over time

### Employer brand perception comparison





# Research calendar

## IT 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
<a href="#">Top Employers for Tech Talent™ in India, the US, and the UK – 2024</a>			<a href="#">July 2024</a>
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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