

CASE STUDY

Organizational Attractiveness International Survey

Client : Multinational corporation in the Financial Sector
Population : Employees and final year students from 70 target universities in Europe, Asia, USA



Challenge

Given the international presence of this multinational corporation, one of the fundamental challenges is the ability to constantly attract, recruit, engage and retain top talent in different locations. It is critical for this corporation to understand and measure the perception of their Employer brand across different geographic regions, in order to develop the best adapted HR and communication strategies.



What did Terra Connecta provide?

Terra Connecta conducted an international online survey (Global Differentiator) with the target populations mentioned above, in collaboration with a leading Business School. Based on validated scientific criteria & statistic protocol, the analysis and report will help this corporation achieve a deeper grasp of :

- Employer reputation
- Employer brand personality
- Employer brand attractiveness
- Candidate & employee career aspirations, values, attitudes, motivations
- Attractiveness of employee value proposition
- Competitive advantage of employee value proposition



Result

More than 8 000 participants have answered this international survey, hence ensuring a rich analysis across three key geographic regions (US, Asia, Europe). This research will help the client to better understand the behaviours, values and drivers that influence different talent populations, thus enabling a more attractive and cohesive internal and external HR communication strategy. Naturally, this multinational corporation can leverage the results to improve all elements of the employee value chain from attraction through to engagement, learning and development strategy, etc.

