

## 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 to constantly attract, recruit, engage and retain top talent in different locations. It is critical to understand and measure the perception of their Employer Brand across different geographic regions, and develop the best adapted HR and communication strategies.



#### Our Proposal

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 and statistic protocol, the analysis and report helped this corporation to 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 answered this international survey, hence ensuring a rich analysis across three key geographic regions (US, Asia, Europe). This research provided the client with better understanding of the behaviours, values and drivers that influence different talent populations. In addition, this help them to develop a more attractive and cohesive internal and external HR communication strategy. Also, this multinational corporation leveraged the results to improve all elements of the employee value chain from attraction through to engagement, learning and development strategy, etc.