

WEBINAR

# PROVING EMPLOYER BRANDING'S WORTH

EMPLOYER BRANDING METRICS YOU CAN  
TRACK TODAY





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WEBINAR

# HOUSE KEEPING

This is a Webinar, which means that your speakers are on mute at the moment and we won't be able to hear you, however we would love your participation! If you have any questions please type them in the GoToWebinar Action Pane on the right side of your screen, and we will leave time at the end to go through them.

- Our Webinar will last 30-40mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help.



# QUICK POLL: TELL US ABOUT YOU

**Do you currently track any employer branding metrics?**

Yes, we track consistently

Yes, but only sometimes

No, not at all

I'm not sure



# QUICK POLL: TELL US ABOUT YOU

**If you answered "yes", what metrics are they?**

Time to hire

Cost per hire

Retention

Quality of hire

Others

# Common ROI Metrics to Measure Employer Brand

Employer branding performance can be measured in different ways but according to Employer Brand International's (EBI) 2012/2013 Global Research Study, the most commonly used branding ROI includes:

[Global Talent Trends, 2014](#)  
[Why & How People Change Jobs, 2015](#)



Retention Rate:

**38%**

of employers ranked as top metric.



Quality of Hire:

**29%**

of employers ranked as 2nd most commonly used metric.



Cost of Hire:

**27%**

of employers ranked as 3rd most commonly used metric.



# of Applicants:

**26%**

of employers ranked as 4th most commonly used metric.

LinkedIn's "The Ultimate List of Employer Brand Statistics For Hiring Managers, HR Professionals, and Recruiters"

[https://business.linkedin.com/content/dam/business/talent-solutions/global/en\\_us/c/pdfs/ultimate-list-of-employer-brand-stats.pdf](https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/ultimate-list-of-employer-brand-stats.pdf)

# WHAT WE'LL COVER TODAY

- Employer branding, key statistics, benefits
- The key metrics you should be tracking and how to track them
- Amplification and measurement tools
- Real case study.



**EMPLOYER  
BRANDING**



# TODAY'S CANDIDATE MARKET



**Digital**



**Candidate-driven**



**Social**

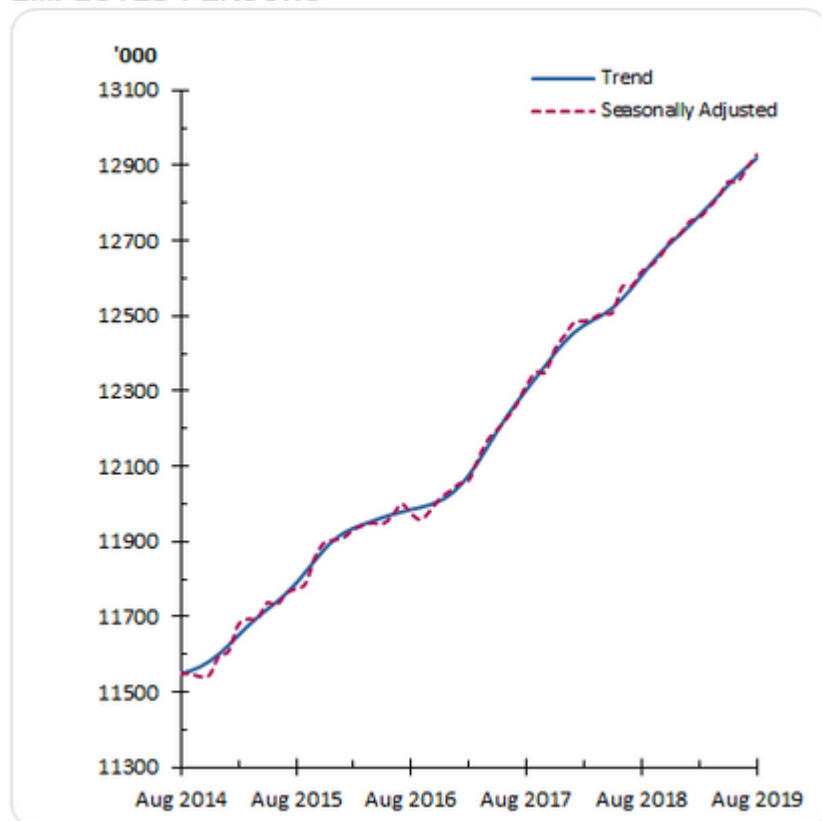


***A strong employer brand is a must!***

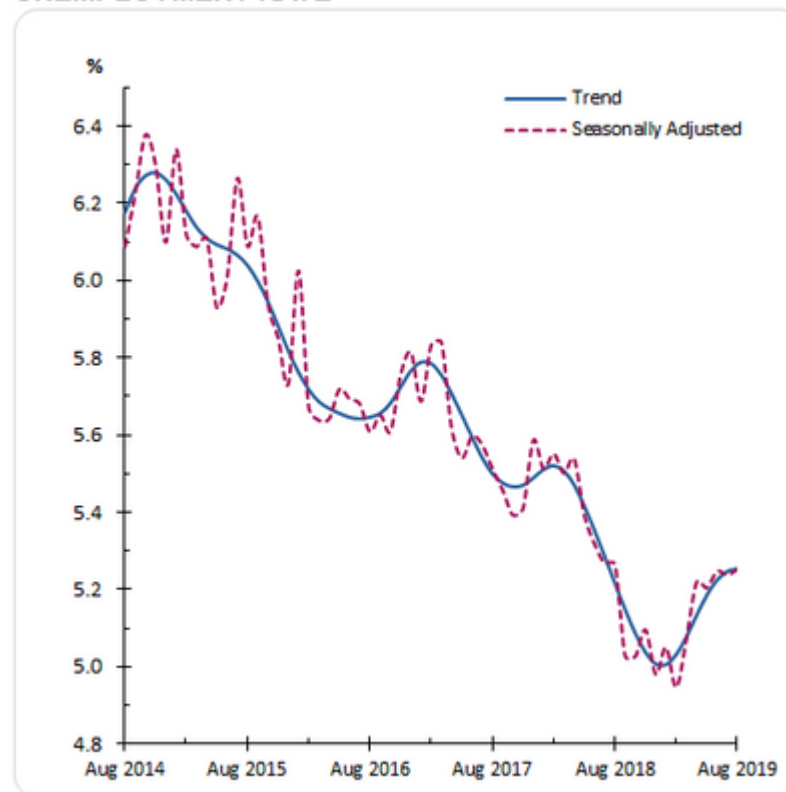


Australian employment rates are at an all time high (latest increase 0.1 pts to 66.2%).

EMPLOYED PERSONS



UNEMPLOYMENT RATE



Australian Bureau of Statistics (latest issue September 2019)

# RECRUITMENT IS BECOMING MORE CHALLENGING

**51%**

of employees are actively looking for new opportunities  
(Gallup, 2018)

**84%**

of people would consider leaving their current organisation if another organisation with an excellent reputation offered them a role  
(Glassdoor, 2015)

# WHY EMPLOYER BRANDING MATTERS

Candidates are using, on average,

**18**

different resources to research a prospective employer  
(Candidate Behaviour Study, CareerBuilder, 2015)

Millennials will comprise

**50%**

of the global workforce by 2020 and 75% in 2025  
(Forbes, 2019)

# EMPLOYER BRANDING NOW 2019 REPORT, UNIVERSUM

Employer branding has become **mission critical**

**Purpose** continues to play increasingly central role

Start-ups **competing for top talent**

**EVP localisation** now common practice

**Recruiting for diversity** a growing priority

Leading global employers the most **positive about AI**



# EMPLOYER BRANDING ROI

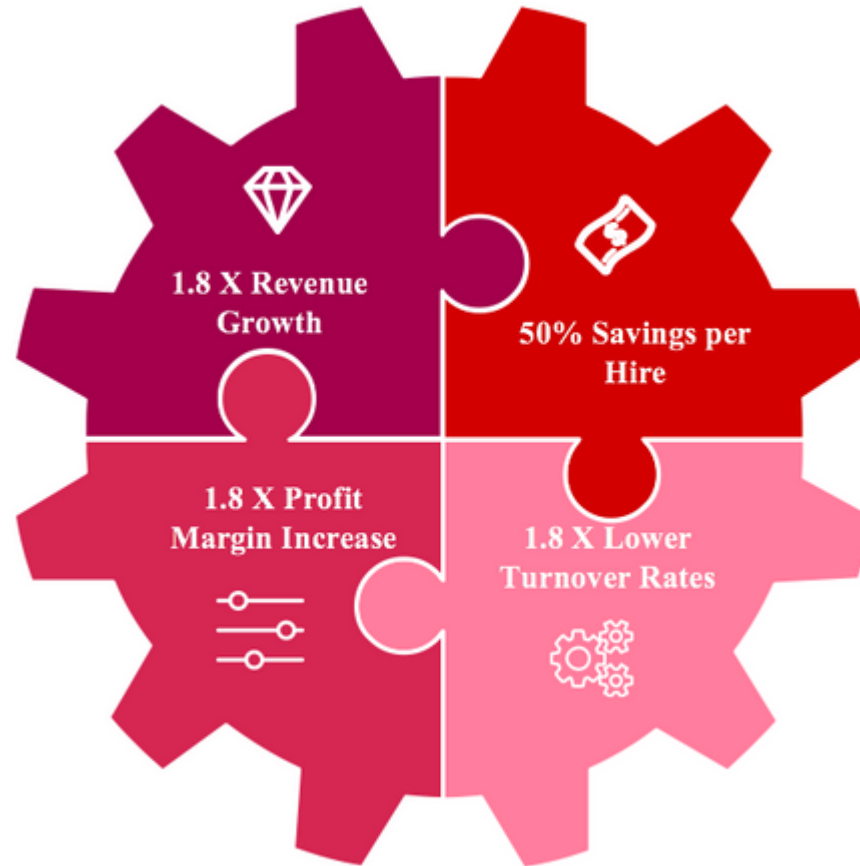
A strong employer brand enables you to:

- Secure better candidates
- Reduce your time to hire
- Reduce your cost per hire
- Increase the quantity and quality of applications
- Increase acceptance rates
- Improve retention.



# EMPLOYER BRANDING ROI

- Revenue growth
- Profit increase
- Savings per hire
- Reduced turnover



\*Linkedin Whitepaper, Why Your Employer Brand Matters, 2012

\*\*Talent Attraction Barometer 2012 (How does your organisation approach employer branding?)

\*\*\*Boston Consulting Group, Creating People Advantage 2012, Mastering HR Challenges in a Two-Speed World

# METRICS TO TRACK





# AVERAGE DAILY INCOME PER EMPLOYEE

## LEVEL: BASIC

**Annual revenue** – calculate the dollar value of your organisation's annual revenue and your **current number of employees**.

Annual revenue  
/ number of employees  
/ 365 (days in the year)  
= average daily income per employee.



# AVERAGE DAILY INCOME PER EMPLOYEE LEVEL: ADVANCED

**Break salaries into tiers** and obtain the number of employees per tier.

**Tier 4:** \$300K+

**Tier 3:** \$200K-\$300K

**Tier 2:** \$100K-\$200K

**Tier 1:** \$50K - \$100K

Band employees into tiers

The tiers then represent their value as a % of total salary

This is then used to apply to the average daily income per employee per tier

Giving weight to the relative cost of the person x the days to recruit.

# TIME TO HIRE

Calculate the number of days from when you post your recruitment advertisement to when you offer the successful candidate the role (and they accept!).

Review all your recruitment advertisements in the past year and the contract-send information.

**Average daily income per employee  
X time to hire (days)  
= \$ dollar value.**

Improving time to hire means candidates are in your organisation producing results sooner.



# ANNUAL EMPLOYEE TURNOVER

**Annual employee turnover** – how many people leave their positions?

\*Note, this metric is challenging, as employees can leave for different reasons.

Calculate annual turnover as a percentage of your overall workforce.

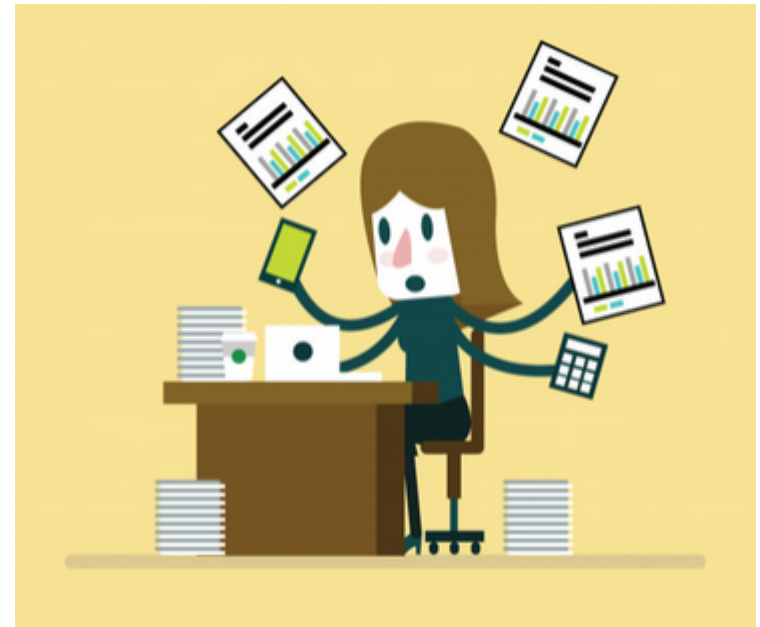
**Number of employees left position  
/ total number of employees  
= percentage %**



# AVERAGE NUMBER OF APPLICATIONS PER ROLE

**Average number of applications** – how many applications do you receive on average per role?

**Number of applications received**  
**/ number of roles advertised**  
**= average number of applications per role**



# QUALITY OF APPLICATIONS

**Quality of applications** – how many candidates are shortlisted for each position?

Total candidates per vacancy who move past the phone/video screen stage = quality of applications/qualified candidates

**Total number of shortlisted candidates per year / number of roles advertised = quality of applications**



# COST PER HIRE

**Cost per hire** – how much does it cost, from preparing your recruitment advertisement, to receiving an acceptance?

**Internal costs + external costs / total number of hires = \$ cost per hire**

## ISO standard

<https://www.iso.org/obp/ui/#iso:std:iso:ts:30407:ed-1:v1:en>



# EMPLOYEE ENGAGEMENT & SATISFACTION

**Employee engagement & satisfaction levels** – is your organisation comprised of committed team members, or just staff members?



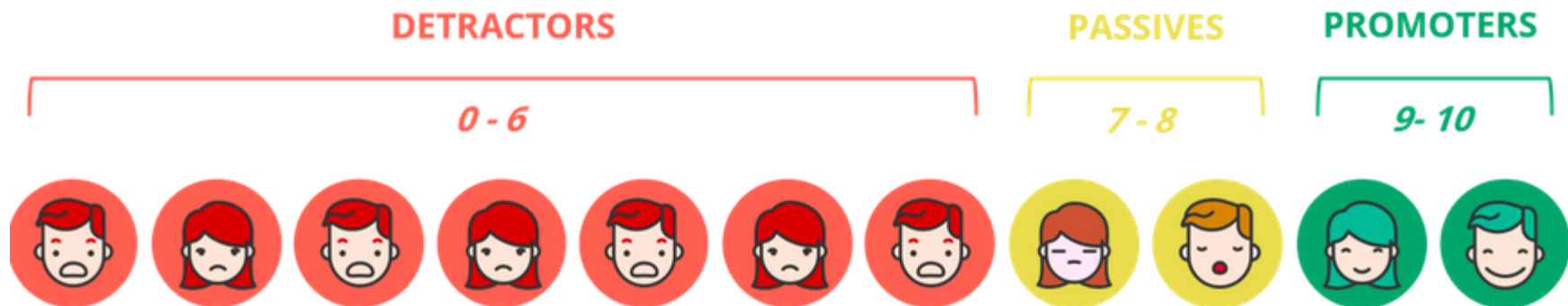
**A staggering 76% of the Australian workforce self-nominates as disengaged or actively disengaged, lacking almost anything resembling commitment. (Gallup, State of the Global Workforce, 2017)**





# EMPLOYEE NET PROMOTER SCORE

**Employee engagement & satisfaction levels** – "On a scale of 0 to 10, with 0 being extremely unlikely, and 10 being extremely likely, how likely are you to recommend [organisation name] as a place to work to others?"



$$\% \text{ promoters} - \% \text{ detractors} = \text{eNPS}$$

# QUALITY OF HIRE

**Quality of hire** – one of the most important metrics to track.

39% of talent leaders agree that quality of hire is the single most valuable metric to track performance.

60% of talent leaders report identifying quality hires as their top challenge of 2019, yet only 2% have a framework to measure quality.

LinkedIn's 2016 Global Recruiting Trends:

[https://business.linkedin.com/content/dam/business/talent-solutions/global/en\\_us/c/pdfs/GRT16\\_GlobalRecruiting\\_100815.pdf](https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/GRT16_GlobalRecruiting_100815.pdf)

# QUALITY OF HIRE

If you improve your **cost per hire** (\$5,000) by 10%, you save \$500

If you improve your **time to hire** (30 days) by 10%, you save \$6,750

If you improve your **quality of hire** by 10%, you create \$50,000 of value

*Calculations are based on average daily revenue per employee of \$2,250.*

*A 10% improvement of time to hire (30=3 days),  $3 \times 2,250 = \$6,750$ . Average revenue per employee \$500,000, 10% increase in productivity =  $10\% \times \$500,000 = \$50,000$  compounding every year! (Checkster, 2019.)*

*<https://www.recruitmentmarketing.com.au/how-to-measure-quality-of-hire-the-single-most-important-recruitment-metric-to-track/>*

# QUALITY OF HIRE CONT'D

**Quality of hire** – What is a quality hire? A quality hire = a great team member. Measuring quality of hire can be challenging. It starts with data.

Use insights from your **new hire, hiring managers** and **team members**. Measure: **inspiration (20), experience (20), fit (20), results (20)** and **integrity (20) = % of 100**

The best assessments to determine quality hires are:

- work sample tests
- structured interviews
- general mental ability tests
- peer ratings.

*<https://www.recruitmentmarketing.com.au/how-to-measure-quality-of-hire-the-single-most-important-recruitment-metric-to-track/>*

*Additional resource: Beamery's Quality of Hire: The 5 Best Ways to Measure Recruitment's Golden Metric*

# INDICATOR METRICS

Some organisation track **applicant source, first year hire retention rate, offer acceptance rates, recruitment advertisement views, social media engagement and/or other metrics.**

A broader range of metrics that act as an "alarm" for primary metrics.

## ! MOST IMPORTANTLY !

Decide what the most important metrics are based one your organisational goals (revenue, applicant conversions, retention, brand engagement?).

# AMPLIFICATION AND MEASUREMENT TOOLS



# HOW TO GET YOUR MESSAGE HEARD

- Website
- Careers website
- Mainstream advertising & digital advertising
- Recruitment advertisements
- Social media
- Other channel management (Glassdoor, Google reviews)
- Video (careers video, employee profile stories)
- Written content (recruitment marketing content, employee profile stories)
- Talent pool engagement (EDMs)
- Events.



# TOOLS TO MEASURE RESULTS

- Candidate Management System (CMS)
- Website and careers website analytics (automated reports)
- Social media analytics
- Marketing tools - segmentation, targeting, positioning
- External marketing specialist (brand awareness)
- Roy Morgan Helix Personas
- Employee Engagement Surveys
- External recruitment specialist.





# CASE STUDY: QENOS

*Slashed time to hire by 35%*



*Increased revenue by \$2.5M in 6 months*

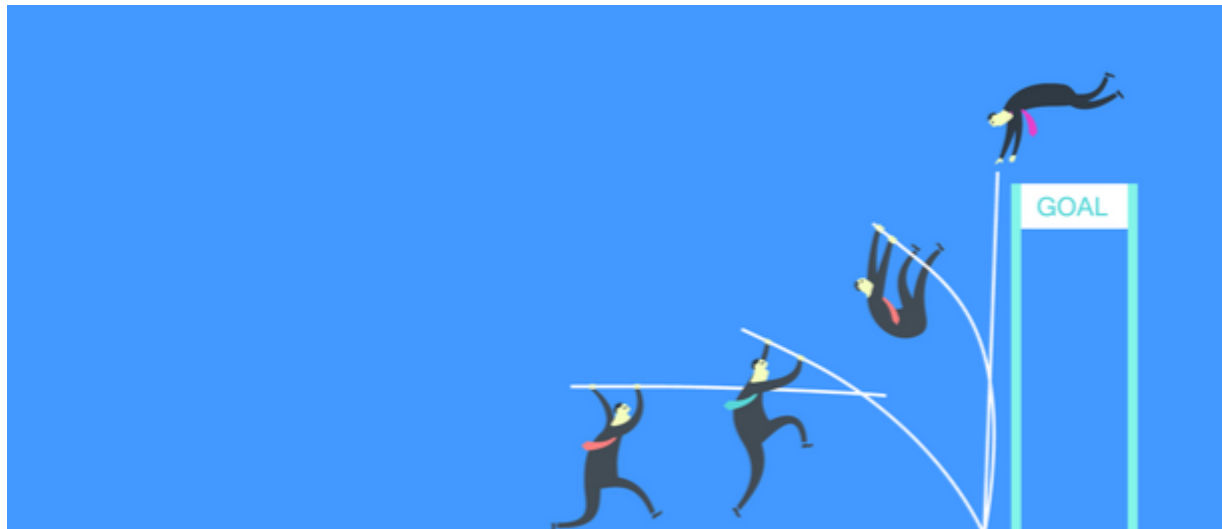
# THE CHALLENGE

- Ineffective recruitment process
- Consistently low advertisement views and applications
- Lack of gender diversity
- Ineffective use of recruitment technology and screening
- Drawn-out recruitment processes frustrated hiring managers
- Ineffective candidate care strategy



# THE SOLUTION

- Employer branding project
- Implementing best practice
- Timeframes and transparency for hiring managers
- Candidate care strategy
- Recruitment technology
- Position-specific advertising strategies
- Screening questions
- Recorded two-way video interviews
- Talent pooling and recruitment marketing.



# THE RESULTS

- Time-to-hire reduced by 47 days (35%)
- Consistently higher volume advertisement views
- 94% increase in quantity of applications
- Overall better quality of applicants
- A more engaged and active talent pool
- Reduced time investment required from hiring managers
- A better candidate experience.

As a result of critical positions being filled 35% faster, Qenos has generated an additional estimated **\$2.5m in revenue for the organisation in six months.**



# SUMMARY: KEY METRICS

Turnover

Cost per hire

Quality of applications

Time to hire

Average number of applications

Employee engagement and satisfaction

Quality of hire



# QUESTIONS

Type questions into action pane on the right hand side.

Stick with us. Complimentary offer from the Employment Office Employer Branding Team to follow.



# COMPLIMENTARY OFFER

Employer branding assessment by one of our experienced specialists to assess your strengths and areas for improvement.

We would also like to extend to all our attendees and registrants a complimentary **premium subscription to Recruitment Marketing Magazine.**

Details for the above complimentary offer will be sent in a follow up email.

# THANK YOU!

Continue the conversation with us on LinkedIn:  
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# CONTACT US



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