

Lundquist Employer Branding Online Awards 1st Edition Austria

Study assesses how Austrian companies use the web to communicate their brand and values to current and potential employees

11 March 2011

Lundquist Employer Branding Online Awards

1st Edition Austria

1st annual study of online employer branding communications

20 biggest Austrian companies by market capitalisation ranked (English language sites evaluated)

58 evaluation criteria

100 points maximum

35.4 points average score

424 responses to employer branding survey

Employer branding is a company's pitch to current and potential employees.

It is the company's bid to show why it is a desirable place to work

Lundquist Employer Branding Survey 2010

Responses from more than 400 professionals in 37 countries on what is good employer branding. 95% use the corporate website before applying for a job.

Most of Austria's largest companies under-utilise their websites to attract and retain employees and explain why they are a great place to work. OMV and Zumtobel share first place for best use of a corporate website for employer branding. Voestalpine is third.

Most of Austria's largest companies do not exploit the potential of their corporate website to project their brand to attract and retain the best employees, according to the **Employer Branding Online Awards 1st Edition Austria** released today by communications consultancy Lundquist.

The first edition of the research ranked the online employer branding of the 20 members of Austria's ATX index. The research showed that most companies do not use their corporate site to leverage their brands to get an advantage in the battle for the best employees. Employer branding, like all types of corporate branding, is an on-going exercise that must continue even in times of economic crisis so as to ensure that companies remain competitive in the long term.

When done successfully, employer branding not only attracts talent but also creates value across all corporate areas. Effective employer branding projects a company's brand and values helping to convince financial markets that the company will be able to compete and create value for shareholders well into the future.

OMV, Austria's largest energy company, and **Zumtobel**, a lighting manufacturer, both earned 44 points out of 100 to share first place in the Employer Branding Online Awards Austria. **Voestalpine**, a steel manufacturer, followed closely with 43.5 to finish third. The 20 companies ranked, which were evaluated in December 2010, averaged 35.4 points.

The Austrian results should be seen in the context of the **Lundquist Employer Branding Online Awards 2010 Global 100**, which ranked the 100 companies from around the world with the strongest brands. **Royal Dutch Shell** won that ranking with 71.5 points while the average was 41.9. There were no Austrian companies in the Global 100.

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Main findings

The battle to attract and retain the best talent has largely moved online yet the vast majority of Austrian companies do not use their corporate website to transmit the values of their brand and give a clear idea of what makes theirs a desirable place to work. This is the key finding to emerge from the **Lundquist Employer Branding Online Awards 1st Edition Austria**.

Employer branding is about attracting and retaining talent, but another aspect is linked to projecting the idea that the company is strong and has a viable future.

Back to basics

Looking at the results, the overall average was 35.4 points, well below the 50-point marker that indicates a company has a rich offering of information and functionalities for job seekers.

More than 80% of the companies evaluated provide what would be considered the basic requirements for a job seeker such as a list of open positions and the possibilities to upload a CV and cover letter for a specifically advertised position. However, the majority of them neglect to provide a convincing reason why they are different from other employers and why a job seeker should want to work there. This is a lost opportunity to convey their story given that 95% of the professionals in our employer branding survey (see page 8) consult the website before applying for a job.

“The first stop for any user seeking information about employment is the corporate website so the first impression made by the brand must be positive and lasting,” said **Eric Sylvers**, the head of employer branding at Lundquist. *“A list of job vacancies is no longer enough. Companies must exploit the potential the web offers to move beyond the bare essentials and demonstrate why theirs is a great place to work.”*

The overall presentation of the corporate websites in the ranking exceeds the quality of their content, indicating that over the years corporate websites in Austria have been refined to improve navigability and presentation, but that has not yet translated into richer content directed specifically at job seekers.

A closer look demonstrates where companies are excelling and where they are failing in their bid to use their website to convey their employer brand while grabbing and retaining the best employees.

Excelling:

- >> 100% maintain a consistent presentation (style, layout, formatting, links, colours) across the website
- >> 90% provide a comprehensive overview of the company
- >> 90% provide a list of open positions
- >> 80% allow users to upload a CV for a specific job opening

Disappointing:

- >> 95% don't provide a FAQ page for the job selection process
- >> 95% do not provide employee statistics in the careers section
- >> No company provides information on CSR activities available to employees

- >> No company uses at least two social media outlets to advertise job openings (the corporate website had to provide links to the social media sites to receive points)
- >> 5% use social media to promote their brand (there had to be links from the corporate homepage)
- >> 95% do not provide a company code of ethics

Top performers

Top 10

1= OMV	(44 points)
1= Zumtobel	(44)
3. Voestalpine	(43.5)
4. Erste Group Bank	(42)
5= RHI	(40.5)
6= Andritz	(40)
6= Verbund	(40)
6= Vienna Insurance Group	(40)
9. Telekom Austria	(38)
10. Strabag	(35.5)

Top 10

1. Royal Dutch Shell	(71.5 points)
2. Mercedes-Benz	(64)
3= BP	(63.5)
3= General Electric	(63.5)
5. JPMorgan	(62.5)
6. Goldman Sachs	(61)
7. Allianz	(60.5)
8= Danone	(58.5)
8= American Express	(58.5)
10. Axa	(57.5)

OMV and **Zumtobel** tied for first place in the first edition of the **Lundquist Employer Branding Online Awards Austria** with 44 points out of a possible 100. **OMV** scored the highest number of points in two of the 12 sections considered in the ranking while **Zumtobel** beat out the competition in three sections.

Voestalpine came a close third with 43.5 points, only half a point behind the winners.

Backstage

The struggle to attract and retain the best employees transcends national boundaries and as such the Austrian results must be evaluated in a larger context. Austrian companies generally performed worse than their counterparts from around the world, suggesting that a less developed culture exists in the area of online employer branding.

In the **Lundquist Employer Branding Online Awards 2010 Global 100**, which ranked the 100 companies from around the world with the strongest brands as rated by Businessweek, Anglo-Dutch oil giant **Royal Dutch Shell** won with 71.5 points. **Mercedes-Benz** came in second with 64 while **BP** and **General Electric** tied for third with 63.5.

Breaking it down

The websites were assessed using a 58-part protocol developed with the input of the **Lundquist Employer Branding Survey** that received more than 400 responses from 37 countries. The protocol considered a vast array of information job seekers use to evaluate whether to apply at a company as well as what companies disseminate to encourage current employees to remain.

Three fundamental components of online employer branding were considered in ranking the companies: the **proposition** (what the company offers employees), **recruitment** (how the company recruits and how the application process is structured) and **user experience** (how the site is presented and its functionality).

Telekom Austria with 13 of 30 points performed best on the proposition section while **Verbund** had the richest recruitment section (24 of 42 points). **Erste Group Bank** had the best overall user experience section (15.5 of 26 points).

Table 1

Breakdown of average score by macro-area (average points and maximum shown)

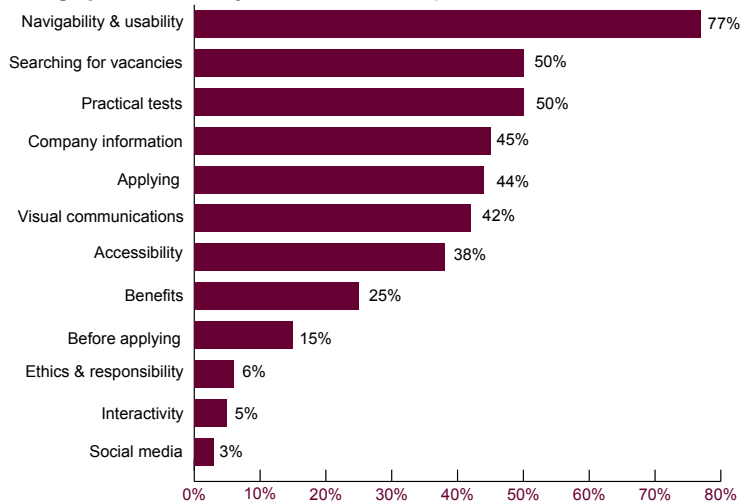


Source: Lundquist Employer Branding Online Awards 1st Edition Austria

A look at the breakdown by section (see table below) shows companies do quite well in presentation (navigability, visual communications, company information), but they provide only the basic tools for a job seeker (searching for vacancies, applying) and fail to supply the extra information that would illustrate how they distinguish themselves as an employer (before applying, benefits, ethics & responsibility). The companies also perform poorly in making their employer branding more engaging by utilising the new possibilities offered by the internet (social media, interactivity).

Table 2

Average performance by section (% of max points)



Source: Lundquist Employer Branding Online Awards 1st Edition Austria

The vast majority of companies fail to embark upon continuous engagement with job seekers by communicating openings and company updates through the use of email alerts and RSS feeds. Only one company offers the former and only two the latter.

“If companies want to attract and hold the attention of potential employees, the careers section needs to embody the brand just as actively as the rest of the corporate site,” said **Angela Evans**, an employer branding researcher at Lundquist. *“There is simply no excuse anymore for companies not to prioritise their online brand identity.”*

Top performers in...

Company information
 Zumtobel

Benefits
 EVN

Social media
 Telekom Austria

Ethics & responsibility
 Andritz

Before applying
 OMV

Searching for vacancies
 Verbund

Applying
 Strabag, Vienna Insurance Group, Voestalpine

Practical email test
 Raiffeisen International Bank, Erste Group Bank, Vienna Insurance Group

Navigability
 Erste Group Bank, OMV

Visual communications
 Voestalpine, Zumtobel

Interactivity
 BWIN, Erste Group Bank, Flughafen Wien, Strabag, Voestalpine, Zumtobel

NB: if more than one company listed for a particular section, it means they tied

Desperately seeking... engagement

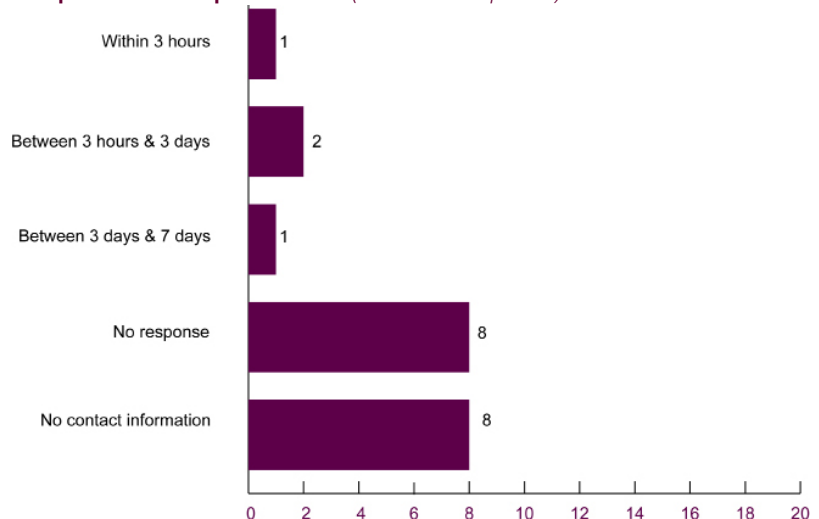
The failure to make the careers section more engaging is coupled with a general lack of responsiveness towards job seekers. To test responsiveness, Lundquist carried out a practical email test as part of the research. All companies with contact information for the human resources department were sent an email from a fictitious job seeker asking for information about when he could expect a response to his job application.

One company (**Raiffeisen International Bank**) was particularly swift and responded within one hour while another two (**Erste Group Bank** and **Vienna Insurance Group**) did so within three days to also earn the full two points on the practical email test. Intercell responded after three days, but within a week to get one point.

Though almost half of the companies ranked have no contact information for people with questions related to careers (and therefore got zero points), Austrian companies outperformed their international counterparts in this area. The 15% of companies (3 out of 20) that got the full points compares with 7% for the Global 100.

Table 3

Response times to practical test (% of 100 companies)



Source: Lundquist Employer Branding Online Awards 1st Edition Austria

Going above and beyond

The ranking awarded points to companies that have commendable information or functions on the website that engage users and go beyond what the protocol was officially looking for. The research has shown that more engagement is both what users want and what makes for a more successful corporate website.

Only **Zumtobel** received the full score for its extensive list of human resources contacts. For each area that comprises the department (such as HR Marketing and Apprenticeship Training) there is a personal contact name, their phone number and personal email address.

Approach & methodology

The **Lundquist Employer Branding Online Awards** research is underpinned by a series of assumptions about the main ingredients necessary for successful online corporate communications. These pillars of online communications are the result of many years of experience working with leading European companies on their web strategy and were reinforced by the **Lundquist 2010 Employer Branding Survey** that asked people what they would like to find on a corporate website when they are looking for a job.

Assumptions behind the research

Five pillars of online employer branding communications

Comprehensive

A website must satisfy all the requirements of its key users, eliminating their need to go elsewhere for information

Integrated

a website must work as a whole by integrating different sections (CSR, corporate governance, IR, careers, etc.) and linking seamlessly with off-site social media channels

User friendly

Users must be able to find what they are looking for with minimum time and clicks through intuitive and jargon-free navigation

Engaging

A website should employ a range of multimedia tools – including video, animation, images, graphics and interviews – to draw the audience in and tell a dynamic story

Concrete

Users want hard facts, pertinent and credible data and testimonials that tell a real story about what it is like to work in a particular company; self-promotion and marketing messages should be avoided

Developing the evaluation protocol

The evaluation criteria were based on both best practice websites from around the world that were used as benchmarks and on the survey. The protocol consists of 58 criteria divided into 17 sections giving a total of 100 points. The protocol has three macro-areas:

- >> **Proposition** (what the company offers employees) – 4 sections, 18 criteria, 30 points
- >> **Recruitment** (how open positions are advertised and the application process) – 4 sections, 20 criteria, 42 points
- >> **User experience** (functionality and ease of use of the site) – four sections, 19 criteria, 26 points; this section is broadly the same as that used for the **Lundquist CSR Online Awards research** (for more information see www.lundquist.it)
- >> A final criterion, **commendable information**, was not part of any of the sections and awarded two points for companies that offered a particularly engaging feature or information not covered in the criteria

This division of the protocol takes into account that the most important aspect of online communications is content (proposition and recruitment), but also that success involves taking advantage of the internet to make employer branding information easily available and simple to use (user experience).

Table 4

Subdivision of evaluation protocol by section

Macro area	Section	Criteria	Points
Proposition	Company information	5	10
	Benefits	5	6
	Social media	3	7
	Ethics & responsibility	5	7
	TOTAL	18	30
Recruitment	Before applying	7	12
	Searching for vacancies	5	12
	Applying	6	14
	Practical test	2	4
	TOTAL	20	42
User experience	Interactivity	7	12
	Visual communications	4	5
	Accessibility	4	3
	Interactivity	4	6
	TOTAL	19	26
	Commendable information	1	2
	GRAND TOTAL	58	100

Source: Lundquist Employer Branding Online Awards 1st edition

Website assessment

The 20 members of Austria's ATX index were chosen as the components of the **Lundquist Employer Branding Online Awards 1st Edition Austria**. Two Lundquist researchers ranked the companies' **English language websites** in December 2010 (evaluations formally closed on December 20). Top-ranking companies were evaluated a third time.

Most of the criteria only awarded points if the information was housed in the **careers section** (or equivalent) of the website so as to reflect one of the main assumptions behind the research, that sites should be user friendly and make relevant information for a particular subject easy to find.

Standalone company sites dedicated just to careers (i.e. not contained within the general corporate website) were also considered in the research.

Employer Branding Survey

The Lundquist 2010 Employer Branding Survey, conducted between April and June 2010, sought to find out what job seekers are looking for when they visit a corporate website and are considering whether to apply for a job. The results of the survey (for details see www.lundquist.it/research), which gathered responses from more than 400 people in 37 countries, were used to refine the 58-criterion protocol used to rank the companies in the Employer Branding Online Awards.

The survey showed that increasingly the corporate website is the primary spot where job seekers expect to be informed about details on everything from training programs to job mobility, vacation policy and compensation.

Key findings

- >> 95% of those surveyed said they look at the corporate website of a company before deciding whether to apply for a job
- >> A third of the people ranked the corporate website as the most important source of information for a job seeker, only word of mouth ranked higher (40%)
- >> Only 6% considered job fairs the best place to find out information about companies where they were considering applying
- >> Respondents said it's more important to find details about training they will receive on the job and how their career might progress at the company rather than to have information about compensation
- >> 57% want to know if and when they can expect a response back
- >> Three-quarters of respondents want to find personal contact information for somebody in the HR department for queries that arise during the application process
- >> Given the chance to air their views beyond checking off boxes, respondents were clear about what they are after: simplicity, clarity, real information and interaction with real people

About Lundquist

Lundquist is a European strategic communications consultancy based in Milan, Italy, specialising in online corporate communications. Our consultancy services and extensive research programs cover online financial communications, the corporate website and social media. We have particular expertise in the communication of employer branding and corporate social responsibility (CSR) as well as copy editing and content strategy, all founded upon intimate knowledge of international best practice and emerging trends in online communications.

Employer Branding Online Awards research team

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Full ranking of Lundquist Employer Branding Online Awards 1st Edition Austria*

Position	Companies	Score
1=	OMV	44
1=	Zumtobel	44
3	Voestalpine	43.5
4	Erste Group Bank	42
5	RHI	40.5
6 =	Andritz	40
6 =	Verbund	40
6 =	Vienna Insurance Group	40
9	Telekom Austria	38
10	Strabag	35.5
11=	Mayr-Melnhof Karton	33.5
11=	Wienerberger	33.5
11=	Bwin	33.5
11 =	Raiffeisen International Bank	33.5
15 =	Semperit	30.5
15 =	Intercell	30.5
15 =	Flughafen Wien	30.5
15 =	Oesterreich Post	30.5
19	Schoeller-Bleckmann	25
20	EVN	20

Source: Lundquist Employer Branding Online Awards 1st Edition Austria

* The ranking considered the 20 members of Austria's ATX index as of December 2010

Information about the Employer Branding Online Awards Global 100 and the country studies for Italy and Switzerland can be found at www.lundquist.it.