



Case study

Elevating Employer Brand: Boosting Net Promoter Score



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LEADING EFFECTIVE CHANGE

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Client Profile:

- Improve Low Net Promoter Score of Employer Branding E-commerce Software Development
- Serving globally 40 clients
- 30+ employees
- <5M revenue
- Project timeline implementation: 6 months



Key Challenges

The initial branding strategy lacks a clear plan on how to attract top talent including not so clear compensation and benefits and general offer to the candidates

The company did not consider culturological contexts when developing strategies tailored to the motivation, habits, needs, and demographics of different target groups

The lack of knowledge and financial capacity to enhance the internal situation before promoting the company externally poses a significant challenge

Branding is narrowly defined as showcasing shiny photos from team buildings, office life, and corporate events, without a clear employee value proposition

The absence of employee value proposition contributes to the challenge of effectively communicating the company's unique advantages to potential talent pool

STAGES OF WORK





Solution:

Prioritize setting up competitive Employee Value Propositions (EVPs) and attractive packages to enhance the overall employee experience

Focus on enhancing essential aspects of the employee life cycle, such as working conditions, to create a positive and conducive work environment

Temporarily pause ongoing activities to introduce a new strategy and plan, acknowledging past shortcomings and providing a transparent view of the organization

Implement personalized incentives and benefits tailored to individual teams and employees, addressing specific needs and reducing dissatisfaction

Ensure that the Employer Branding Strategy aligns seamlessly with the organization's vision, mission, business strategy, and people strategy

Communicate internal culture transparently, addressing day-to-day practices, performance management, expectations, conflict resolution, challenges, and leadership styles

Foster collaboration between HR and Marketing to synchronize language, frequency, tools, and channels for effective communication of all organizational activities

Prioritize the well-being of employees by concentrating on fundamental aspects of their work life, ensuring a holistic and satisfying employee experience

Emphasize transparency in communication, openly admitting past shortcomings and presenting a new, more authentic organizational strategy

Develop hiring plans that are sustainable for small offices, avoiding aggressive approaches to maintain long-term employee satisfaction

Implement an employee-centric approach

Outcome

Best Places To Work Award
Winner

Achieve a **25-30%** increase in
trust and confidence among
employees through
transparent communication
about organizational changes

Achieve a **15-20%** increase
in employee satisfaction

Experience a **15-20%**
decrease in employee
dissatisfaction

Achieve a **25-30%** increase in
the perceived alignment of
the organization's brand with
its vision, mission, and values

Increase communication
effectiveness by **20-30%**

Ensure a **10-15%**
improvement in employee
retention rates

Improved organizational
performance, leading to a
15% increase in net profits



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