

Top Employers for Tech Talent™ in India, the US, and the UK – 2023

July 2023



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 - ▶ Exponential Technologies
 - ▶ Finance and Accounting
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 - ▶ Global Business Services
 - ▶ Google Cloud
 - ▶ Healthcare Business Process
 - ▶ Healthcare Information Technology
 - ▶ HealthTech
 - ▶ Human Resources
 - ▶ Insurance Business Process
 - ▶ Insurance Information Technology
 - ▶ Insurance Technology (InsurTech)
 - ▶ Insurance Third-Party Administration (TPA) Services
 - ▶ Intelligent Document Processing
 - ▶ Interactive Experience (IX) Services
 - ▶ IT Services Excellence
 - ▶ IT Services Executive Insights™
 - ▶ IT Talent Excellence
 - ▶ Life Sciences Business Process
 - ▶ Life Sciences Commercial Technologies
 - ▶ Life Sciences Information Technology
 - ▶ Locations Insider™
 - ▶ Marketing Services
 - ▶ Market Vista™
 - ▶ Microsoft Azure
 - ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
 - ▶ Multi-country Payroll
 - ▶ Network Services and 5G
 - ▶ Oracle Services
 - ▶ Outsourcing Excellence
 - ▶ Pricing Analytics as a Service
 - ▶ Process Mining
 - ▶ Process Orchestration
 - ▶ Procurement and Supply Chain
 - ▶ Recruitment
 - ▶ Retail and CPG Information Technology
 - ▶ Retirement Technologies
 - ▶ Revenue Cycle Management
 - ▶ Rewards and Recognition
 - ▶ SAP Services
 - ▶ Service Optimization Technologies
 - ▶ Software Product Engineering Services
 - ▶ Supply Chain Management (SCM) Services
 - ▶ Sustainability Technology and Services
 - ▶ Talent Genius™
 - ▶ Technology Skills and Talent
 - ▶ Trust and Safety
 - ▶ Value and Quality Assurance (VQA)

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Introduction and overview

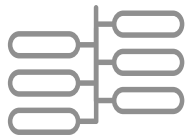
- Background of the research
- About Everest Group Top Employers for Tech Talent™ 2023 report
- Research methodology
- Key takeaways

Background of the research

As the world moves on from talent wars of 2021-22 to the slowdown and layoff cycles of 2023, maintaining a positive brand image remains critical for attracting and retaining high-quality tech talent. With advances in technology, the markets are becoming more competitive and the employees with niche technology skillsets and expertise are becoming critical to sustain the organizational success. Attracting and retaining talent is the key differentiating factor and employers need a multi-pronged approach to build, maintain, and strengthen their employer brand perception to maintain the competitive edge in the talent market.

In its second edition, our Top Employers for Tech Talent™ research analyzes the employer brand perception of 400+ leading tech employers based out of India, the US, and the UK across multiple dimensions – compensation & benefits, work environment, office ecosystem, work-life balance, hybrid work policies, culture & values, leadership, career development, and diversity & inclusion. This study also analyzes the perceived performance of each of these tech employers in the local talent markets based on prevailing attrition rates, talent growth, and employee satisfaction ratings. We have also assessed the initiatives undertaken by best-in-class tech employers to differentiate themselves in talent markets.

Global tech employers can leverage these insights in addition to Everest Group’s talent performance framework to optimize their talent management strategies and build future-proof talent models. By design, this analysis is based on publicly available information only with an intent to capture prospective employees’ perceptions about employers of tech talent. This assessment is reflective of market trends as of H1 2023. We will continue to track this market and refresh this assessment annually.



Scope of coverage
Benchmarking top tech employers on their employer brand perception, location-specific and industry-specific variations, and key implications for tech employers



What will you learn?
Impact of various factors (compensation and benefits, work environment, office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, career development, diversity and inclusion, etc.) on overall employer brand perception and success in the talent markets

Everest Group Top Employers for Tech Talent™ – why is brand perception important?



Tech employer leaders lack an outside-in perspective on employer brand perception

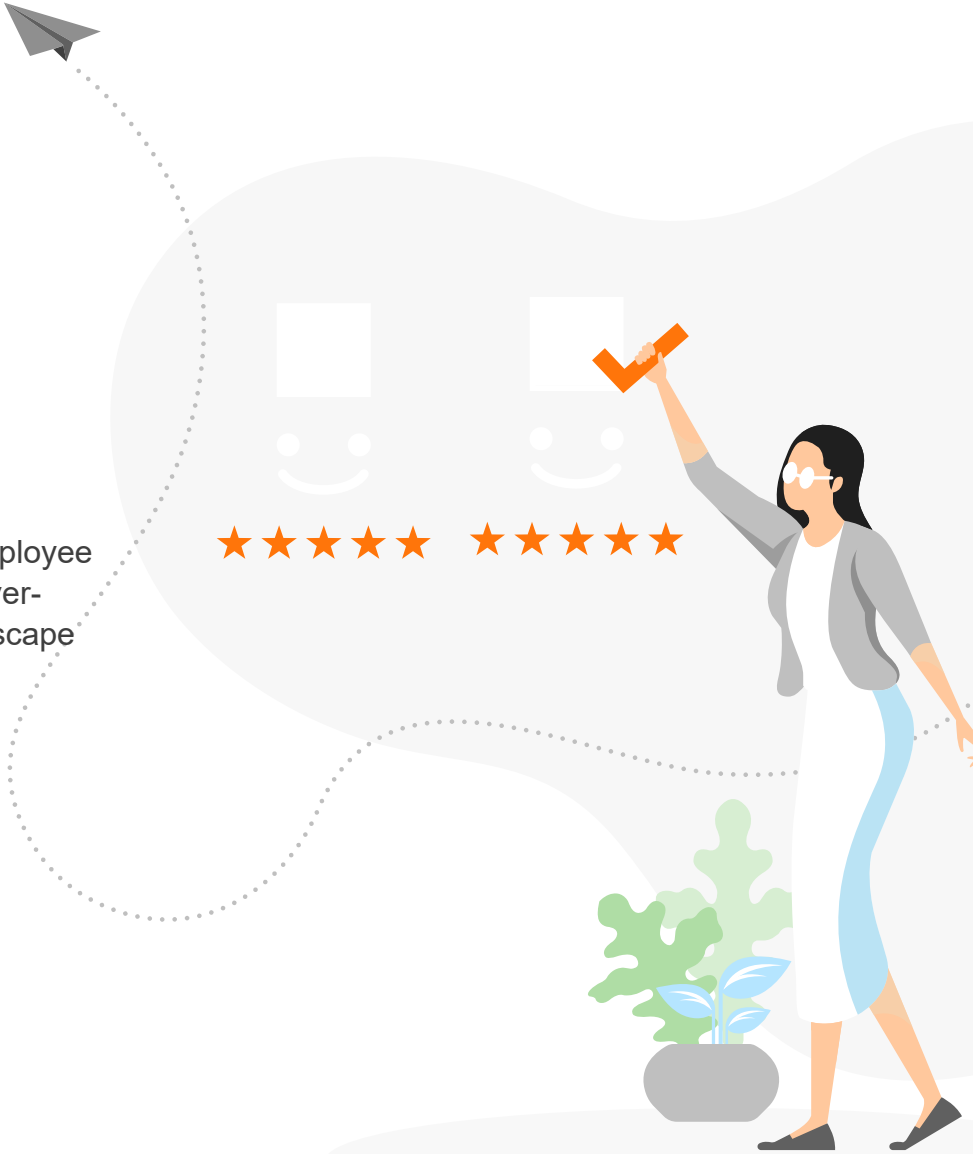


There is a lack of employer brand perception studies focused specifically on technology talent



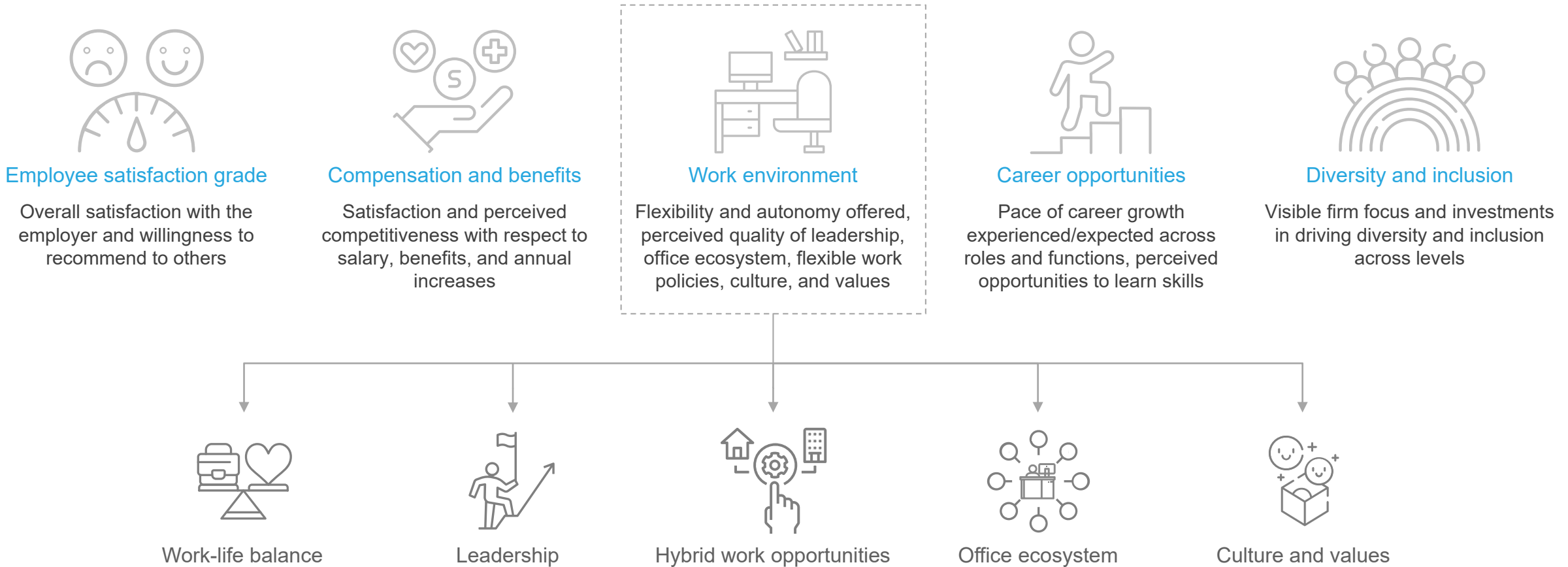
Unaware of the evolving employee needs, concerns, and ever-changing competitive landscape

Everest Group Top Employers for Tech Talent™ fulfills this need and provides an **outside-in proxy** along with data-backed perspectives on the top employers' brand perception in key markets, market trends on key Employee Value Proposition (EVP) levers, variations across geographies and industries, and learnings from top employers







Everest Group Top Employers for Tech Talent™ provides a comparative snapshot of leading firms' market perceptions from third-party sources

Core dimensions of employer brand perceptions



We determined the ratings based on reviews and feedback from popular public sites that are critical sources for candidates conducting employer research

Data sets and feedback sources used to determine the ratings

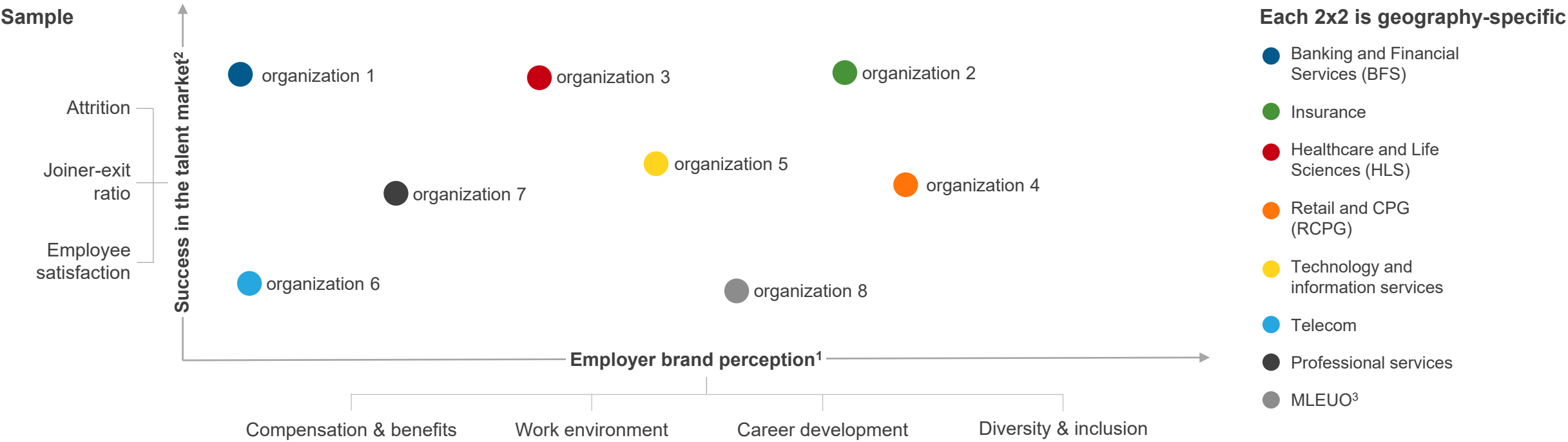
Sources	Data sets and feedback
 Multiple global, regional, and local employee forums	Primary source of employee feedback and ratings on enterprises
 Various job posting websites	<ul style="list-style-type: none">• Additional inputs on employee ratings for validation of analysis• Qualitative feedback for sentiment analysis
 Various social media and professional media	Qualitative feedback for sentiment analysis
	Analyst points of view (SMEs from Everest Group's Talent Excellence and GBS programs) to validate findings

Platforms used for the analysis



Everest Group Top Employers for Tech Talent™ 2023

Illustration of methodology used to determine dimensional ratings



Criteria for selection of companies in each industry

Revenue

Scale

Popularity

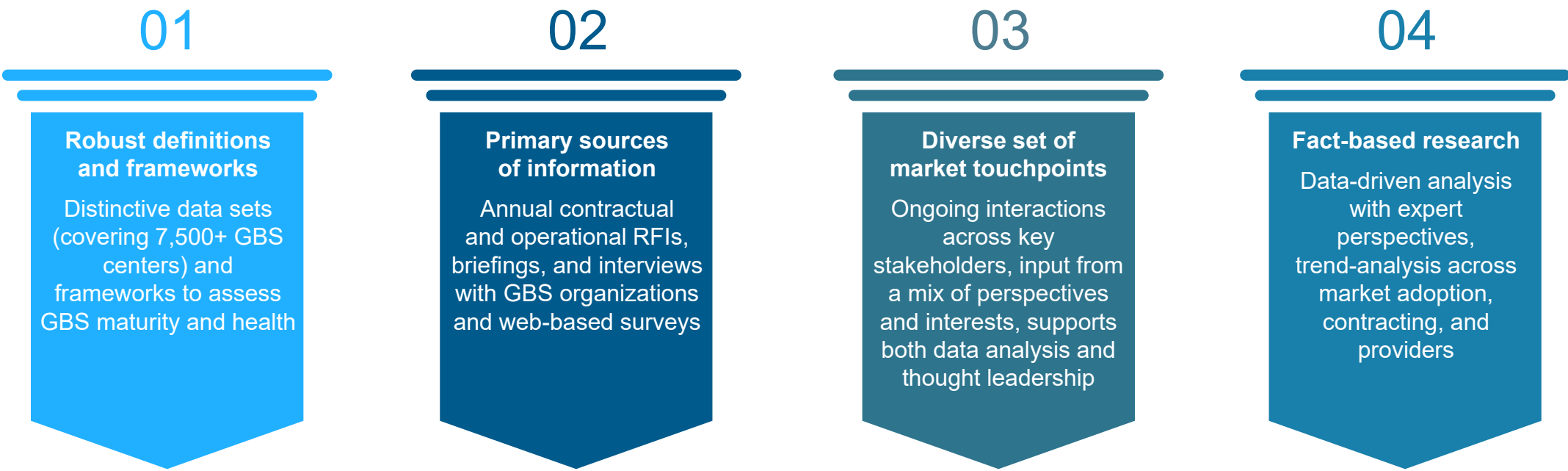
Data availability

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

3 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals

Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry



Year-round tracking through proprietary tools and IP (such as the GBS database and location database) covering 7,500+ GBS centers globally

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing

Executive-level relationships with buyers, providers, technology providers, and industry associations

Key takeaways



Employer brand perception is dynamic and fluctuates over time. In 2022-23, we observed a notable dip in employer brand perception ratings across the US, while tech employers in India have maintained their brand perception ratings.

Holding the top position as the preferred employer for tech talent is a formidable challenge, as approximately 40% of last year's top performers have slipped from the top quadrant in India and the US. However, some tech employers have achieved significant improvements in brand perception through multi-pronged initiatives.

Employee expectations are continuously evolving. Work flexibility and diversity and inclusion emerged as crucial factors in attracting and retaining talent in addition to compensation and benefits.

Systematic differences impact employer brand perception. Employees in India generally exhibit more importance to compensation and benefits whereas employees in the US and the UK are more concerned about career development.

Perceived brand perception strongly influences and **correlates with success in the talent markets** for tech employers.

Despite a temporary ceasefire in the talent war, **structural gaps in the demand and supply of skilled workers still exists**, emphasizing the critical need for investments in maintaining and enhancing employer brand perception for tech employers' success in diverse markets.

02

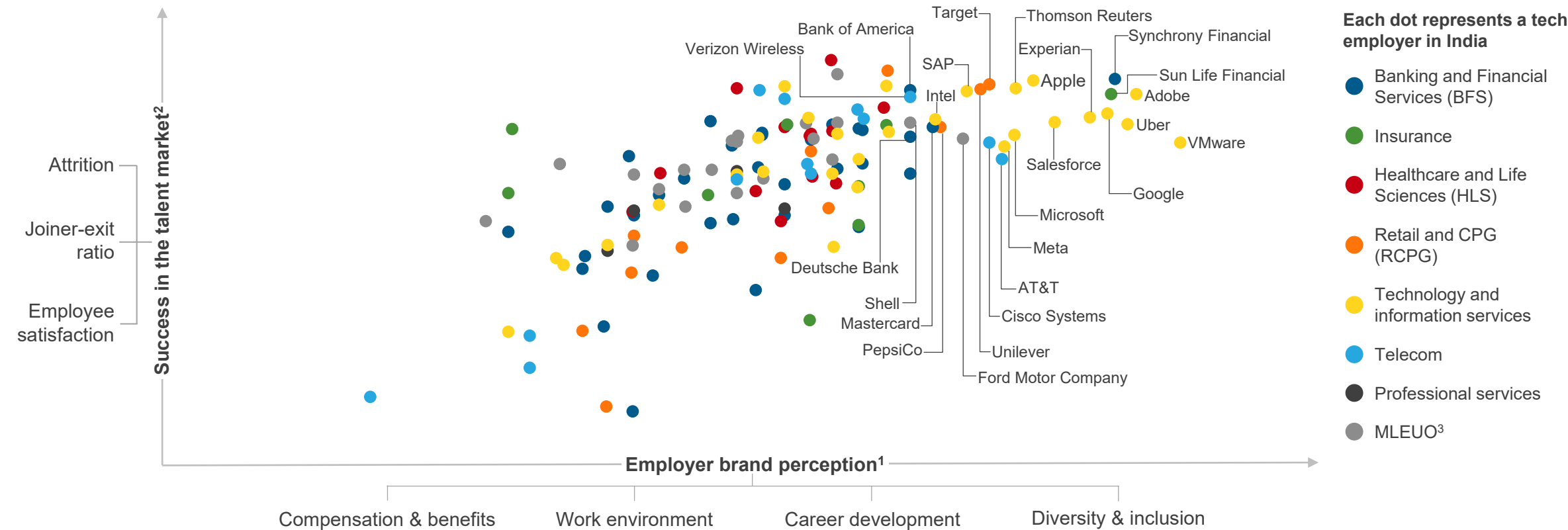
Top Employers for Tech Talent™ in key talent markets – India

- List of Top Employers for Tech Talent™ 2023
- Longitudinal study of Top Employers for Tech Talent™ 2022-23
- Critical EVP levers impacting brand perception of tech employers
- Comparative assessment across industries
- Industry-specific insights
- List of tech employers analyzed



Everest Group Top Employers for Tech Talent™ 2023 – India

Everest Group Top Employers for Tech Talent™ 2023 – India, N⁴=135



1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

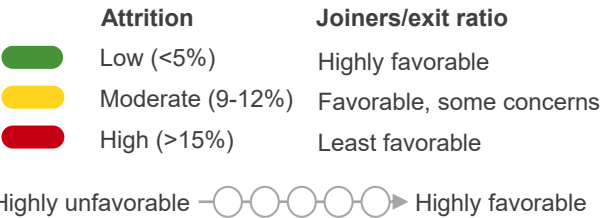
3 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals

4 N = number of companies in the analysis

Source: This analysis is based on various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – India

Top 25 employers for tech talent (page 1 of 3)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²		
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Adobe Systems Incorporated	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+
Alphabet Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Apple Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+
AT&T Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
Bank of America Corporation	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+
Cisco Systems, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Deutsche Bank AG	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Experian plc	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Ford Motor Company	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A

1

Represents the aggregate rating of outside-in perception across multiple parameters such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

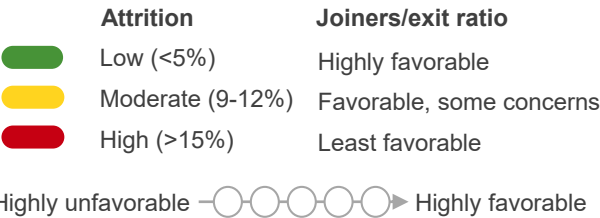
2

Represents the aggregate ratings of parameters such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – India

Top 25 employers for tech talent (page 2 of 3)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²			
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade	
Intel Corporation	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A
Mastercard Incorporated	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A
Meta Platforms, Inc.	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A
Microsoft Corporation	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A
PepsiCo, Inc.	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A
Salesforce.com, Inc.	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A
SAP SE	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A+
Shell plc	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A
Sun Life Financial Inc.	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	A+

1

Represents the aggregate rating of outside-in perception across multiple parameters such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

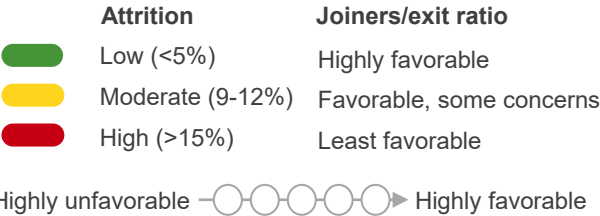
2

Represents the aggregate ratings of parameters such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – India

Top 25 employers for tech talent (page 3 of 3)



EMPLOYER BRAND PERCEPTION¹

SUCCESS IN THE TALENT MARKET²

Company	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Synchrony Financial	\$\$\$		★★★★★		Low (<5%)	Highly favorable	A+
Target Corporation	\$\$\$		★★★★★		Moderate (9-12%)	Highly favorable	A+
Thomson Reuters Corporation	\$\$\$		★★★★★		Moderate (9-12%)	Highly favorable	A+
Uber Technologies, Inc.	\$\$\$		★★★★★		Moderate (9-12%)	Highly favorable	A
Unilever plc	\$\$\$		★★★★★		Moderate (9-12%)	Highly favorable	A+
Verizon Communications Inc.	\$\$\$		★★★★★		Moderate (9-12%)	Highly favorable	A+
VMware, Inc.	\$\$\$		★★★★★		Moderate (9-12%)	Highly favorable	A

1 Represents the aggregate rating of outside-in perception across multiple parameters such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Represents the aggregate ratings of parameters such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Longitudinal study of Top Employers for Tech Talent™ 2022-23 – India

How has the brand perception of companies changed from 2022 to 2023?

↓ Decline ↕ No change ↑ Improvement

Performance trends for 2022’s top 20 percentile employers for tech talent

45% ↕

Retained position as top employer for tech talent

55% ↓

Deterioration in brand perception; no longer a top employer for tech talent

Performance trends for 2022’s up to 50th percentile employers for tech talent

33% ↑

Improvement in tech brand perception; moved to top employers for tech talent list

35% ↕

Retained position in similar quadrant

32% ↓

Deterioration in tech brand perception; dropped to bottom 50% employer for tech talent

Performance trends for 2022’s bottom 50% employers for tech talent

6% ↑↑

Significant improvement in tech brand perception; moved to top employers for tech talent list

29% ↑

Improvement in tech brand perception; moved up by one category

65% ↕

Limited/no change in tech brand perception

- Employer initiatives and actions in 2022 had a significant impact on the brand perception of tech employers. This highlights the importance of strategic efforts to shape and enhance the image of companies in the industry
- The landscape of top tech employers underwent a considerable shift, with only 45% of the previous year's top employers able to maintain their position. This indicates the need for ongoing adaptability and improvement to stay competitive
- Many tech employers demonstrated an improvement in brand perception compared to 2022. This positive change was the result of continuous efforts to enhance the employee experience, emphasizing the value of prioritizing employee satisfaction and well-being
- The market's sensitivity to brand perception highlights the importance of continuous efforts in delivering a superior employee value proposition

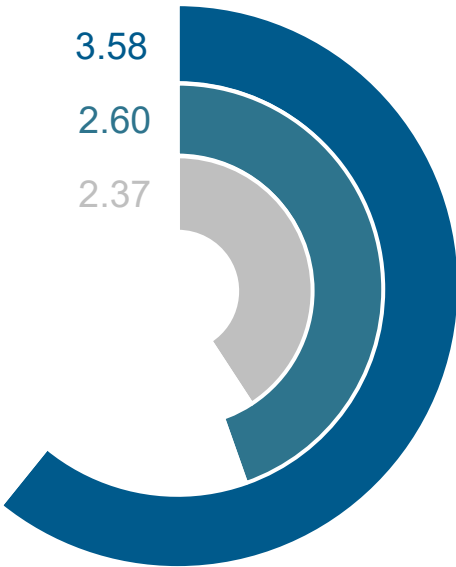
Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – India (page 1 of 4)

Compensation & benefits

Compensation & benefits

- Top 25 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">Competitive salary and flexible compensation structureInvestments in employee benefits, e.g., enhanced health coverage including parents and family, transportation services, food options, relocation benefits, and additional allowance for WFH set-upsAdditional healthcare benefits such as overage for medical expenses, hospitalization, and in some cases, dental and vision careEnsuring transparency in compensation bands and performance appraisal structure	<ul style="list-style-type: none">Salary disparities within the organization or compared to other companies based on skills, experience, and prevalent market conditionsLimited / no rewards / compensation / financial support for overtimeLack of transparency and fairness in the variable pay structure and evaluation criteriaLow coverage and accessibility of comprehensive benefits packages and additional perks	<ul style="list-style-type: none">Sentiment analysis shows that in the Indian tech market, themes, such as maintaining open communication, providing transparent information about compensation and benefits, and conducting regular salary reviews, have become important and employers must address these themesEmployees are satisfied and appreciative of additional perks and benefits such as healthcare, food and transportation services, events, and other complimentary benefitsThe top employers for tech talent in India are perceived as employers that provide a competitive and flexible compensation structure along with competitive additional perks and benefitsThe gap between ratings for the top employers for tech talent and the rest of the tech employers has further increased this year, with a 24% difference observed, opposed to 14% in 2022

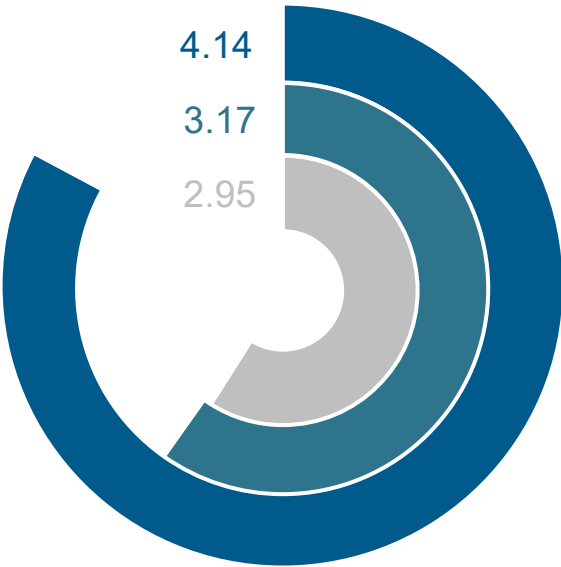
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – India (page 2 of 4)

Work environment

Work environment

- Top 25 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">Flexible work arrangements such as flexible working hours, options for remote work, and compressed workweeksModern and well-equipped workspaces including open-plan offices and collaboration areas to encourage creativity, teamwork, and innovationRegular team building activities and events such as off-site retreats, sports competitions, and hackathonsImplementation of employee recognition programs to acknowledge and appreciate the efforts and achievements of employees	<ul style="list-style-type: none">Lack of robust systems in place to acknowledge and reward employee achievementsRisk of layoffs and tech employers restructuringMandatory return to office or inflexible WFH policiesLimited support for personal and family responsibilities such as parental leave, childcare assistance, or eldercare supportLack of opportunities for growth and creativity due to toxic work environment	<ul style="list-style-type: none">Employees expect flexible work arrangements, such as flexible working hours, flexible start and end time, and compressed workweeks, along with options for remote work and a good work-life balance to be a basic requirementCompared to 2022, tech employees are increasingly expressing concerns about inflexible work policies and the lack of robust systems to acknowledge and reward achievementsTeam building activities, well-equipped workplaces, and emphasis on improving work-life balance has worked well for top employers for tech talent in IndiaThe gap between ratings for the top employers for tech talent and the rest of the tech employers has further increased this year, with a 24% difference observed, as opposed to 19% in 2022

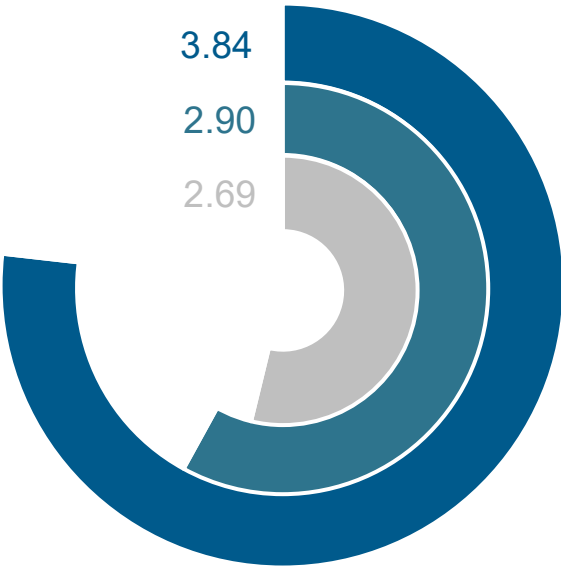
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Note: The work environment dimension includes perceptions on work culture, flexibility, work-life balance, office ecosystem, hybrid work policies, and leadership
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – India (page 3 of 4)

Career development

Career development

- Top 25 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">• Opportunities for internal mobility, onshore movement, and career advancement based on performance• Opportunities to work with the latest technologies and tech stacks• Training programs, online learning platforms, and workshops to enhance technical skills and keep employees updated with the latest industry trends and technologies• Mentorship programs to guide and support employees in their career development, sharing insights, and to help navigate their career paths	<ul style="list-style-type: none">• Lack of growth prospects, limited internal job postings, or a rigid promotion process• Limited recognition and development of non-technical skills such as leadership, communication, and project management• Lack of objective decision-making resulting in certain groups having better access to career development opportunities• Lack of alignment with individual goals due to predefined career paths that do not cater to specific needs and interests	<ul style="list-style-type: none">• It is crucial for employers to address career development concerns. Employers should actively capture employee feedback, build transparency in career development processes, offer personalized development plans, and ensure equal access to career development opportunities• Tech employers that focus on creating a culture that values continuous learning, supports employees' diverse career aspirations, and caters to their individual goals have been given higher ratings• Due to the perception of slower growth among employees, tech employers in India have seen a decline in the ratings for this dimension compared to 2022• The gap between ratings for the top employers for tech talent and the rest of the tech employers has further increased this year, with a 23% difference observed, opposed to 11% in 2022

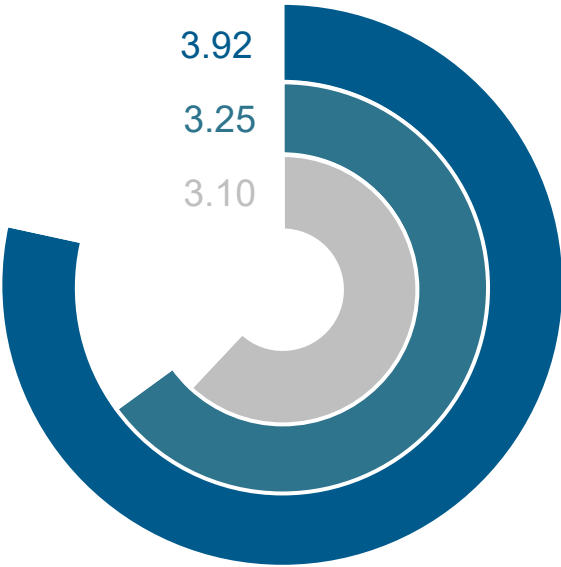
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – India (page 4 of 4)

Diversity & inclusion

Diversity & inclusion

- Top 25 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">• Conduct diversity and inclusion training programs and workshops to raise awareness, foster inclusive behavior, and promote understanding of diverse perspectives• Collaborate with external tech employers that focus on diversity and inclusion to learn best practices, share knowledge, and drive collective efforts to create inclusive tech ecosystems• Ensuring inclusive benefits and policies such as parental leave, childcare assistance, healthcare coverage, and accommodation for disabilities	<ul style="list-style-type: none">• Lack of diversity at leadership positions• Perceived as box-ticking exercises rather than genuine efforts to create an inclusive work environment• Lack of communication regarding the organization's goals, progress, and challenges in creating an inclusive workplace• Lack of policies in place to support diversity other than gender diversity policies	<ul style="list-style-type: none">• While diversity & inclusion may be a less discussed topic in employee reviews, it is consistently rated higher by employees, and it plays a critical role in shaping the overall employer brand perception• Employees do express concerns majorly relating to lack of diversity at key leadership positions and lack of policies in place to support diversity other than gender diversity policies• In addition to sensitizing the employees about diversity & inclusion through training programs and workshops, the top employers for tech talent in India are also reviewing and updating their benefits packages and policies to ensure inclusivity• The gap between ratings for the top employers for tech talent and the rest of the tech employers has remained the same, with a 16% difference observed this year, similar to 2022

¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – India (page 1 of 3)

Employer brand perception and success in the talent market

↑ 1-5% increase ↑↑ >5% increase ↓ 1-5% decrease ↓↓ >5% decrease ↕ -1-1% change - Average

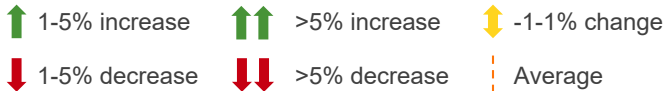
Aggregate ratings on factors contributing to employer value proposition

Category/industry	Employer brand perception	Change compared to 2022	Success in the talent market	Change compared to 2022	Comments
Top employers	3.82	↑↑	3.93	↑↑	<ul style="list-style-type: none">The overall average employer brand perception of tech employers in India has remained constant over the last year, though the industries have shown varying trendsThe top employers for tech talent in India have improved the brand perception compared to the rest of the tech employers creating a more differentiated employer brandPerception of success in the talent market of tech employers in India has improved compared to 2022The BFS and insurance industries have improved across both the parameters whereas RCPG, telecom, and professional services industries have shown a declining trend across both the parameters
Banking and financial services	2.79	↑	3.15	↑	
Insurance	2.90	↑↑	3.29	↑↑	
Healthcare and life sciences	2.90	↓↓	3.57	↑↑	
Retail and CPG	2.89	↓↓	3.03	↓↓	
Technology and information services	3.27	↕	3.51	↑↑	
Telecom	2.83	↓↓	3.18	↓↓	
Professional services	2.54	↓↓	2.94	↓↓	
MLEUO ¹	2.76	↑	3.47	↑↑	
	2.91		3.31		

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – India (page 2 of 3)

Compensation & benefits and work environment



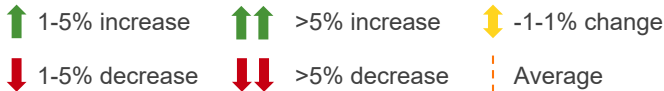
Aggregate ratings on factors contributing to employer value proposition

Category/industry	Compensation & benefits	Change compared to 2022	Work environment	Change compared to 2022	Comments
Top employers	3.58	↑↑	4.14	↑↑	<ul style="list-style-type: none">The overall perception of compensation and benefits and work environment has remained relatively stable over the last year, though the industries have shown significant variance in trendsThe top employers have outperformed the rest of the tech employers with higher improvement compared to 2022The difference between the average ratings of top employers and that of others is highest for work environment. This indicates significant efforts by top employers as against the rest of the employersThe RCPG and telecom industries have declining trends for compensation and benefits and work environment. On the other hand, the BFS industry has improved perception on both the parameters and is now closer to the overall India average
Banking and financial services	2.46	↑	3.00	↓	
Insurance	2.56	↑↑	3.33	↑↑	
Healthcare and life sciences	2.62	↓↓	3.19	↓↓	
Retail and CPG	2.71	↓↓	2.96	↓↓	
Technology and information services	3.00	↕	3.60	↓	
Telecom	2.69	↓	2.92	↓↓	
Professional services	2.13	↓↓	2.63	↕	
MLEUO ¹	2.24	↑↑	3.14	↕	
2.60			3.17		

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: a) The work environment dimension includes perceptions on work culture, flexibility, work-life balance, office ecosystem, hybrid work policies and leadership
b) Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – India (page 3 of 3)

Career development and diversity & inclusion



Aggregate ratings on factors contributing to employer value proposition

Category/industry	Career development	Change compared to 2022	Diversity & inclusion	Change compared to 2022	Comments
Top employers	3.84	↑↑	3.92	↔	<ul style="list-style-type: none">Overall perception for career development has declined slightly and the perception of diversity and inclusion has remained stable compared to 2022Diversity and inclusion perception has minimum variance in perception ratings of tech employers across all the analyzed EVP levers. The industry averages for diversity and inclusion are also closerThe difference between average ratings of the top employers and the rest of the tech employers is lowest for diversity and inclusion. The efforts and initiatives of top employers are not significantly differentThe top employers for tech talent in India have improved the perception despite the overall declining trend. Career trajectories and learning opportunities are emerging as the key differentiators for the top employers
Banking and financial services	2.76	↑	3.21	↔	
Insurance	2.94	↑↑	3.06	↔	
Healthcare and life sciences	2.81	↓↓	3.23	↔	
Retail and CPG	2.92	↓↓	3.13	↓	
Technology and information services	3.28	↓↓	3.45	↑	
Telecom	2.77	↓↓	3.08	↓	
Professional services	2.75	↓↓	3.00	↑↑	
MLEUO ¹	2.76	↔	3.36	↔	
	2.90		3.25		

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – India (page 1 of 8)

Banking and financial services



- Banking and financial services employers dominate 2023's top employers for tech talent list with 16% share of the top quadrant
- While some tech employers, such as Deutsche Bank AG and Synchrony Financial, have retained their top employer position, several others have experienced significant improvement in the brand perception in 2022-23 and have entered the top employer list
- The rest of the BFS players are distributed across the spectrum of brand employer perception, with a higher concentration toward the middle. There are limited employers from the BFS industry in the bottom quadrant
- The overall average brand perception of the BFS industry has improved marginally compared to 2022

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.79	2.46	3.00	2.76	3.21
2022 rating	2.75	2.40	3.05	2.64	3.19

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – India (page 2 of 8)

Insurance



- Except the lower left quadrant of the chart, insurance industry employers are scattered all over the spectrum with Sun Life Financial Inc. being the only top employer for tech talent
- Average brand perception of insurance vertical has increased significantly over the last year as the majority of the insurance employers have improved the brand perception
- Despite the increase in brand perception, the overall average brand perception of insurance vertical is marginally lower than the average of all Indian employers
- The insurance industry has experienced the highest improvement in work environment perception. It now has one of the highest perception of work environment

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.90	2.56	3.33	2.94	3.06
2022 rating	2.18	2.17	2.50	2.33	3.08

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

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Industry-specific insights – India (page 3 of 8)

Health and life sciences



- HLS tech employers are concentrated near the center of the chart with no representation in the top right quadrant
- Employer brand perception average of HLS tech employers has declined significantly over the last year as the majority of the HLS employers have seen a dip in the employer brand perception rating
- The highest decline is observed across the compensation and benefits EVP lever because of the cost pressures, especially post COVID-19. Despite the decline, the perception rating of compensation and benefits is slightly above the average perception across India
- Like most of the other industry verticals, HLS has also maintained the diversity and inclusion perception and has seen a decline in the career development perception

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.90	2.62	3.19	2.81	3.23
2022 rating	3.28	3.30	3.50	3.10	3.20

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

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Industry-specific insights – India (page 4 of 8)

Retail and CPG



- Target Corporation and Unilever plc have retained their position as top employers for tech talent whereas PepsiCo has improved perception rating significantly and entered the top employer list
- The rest of the RCPG employers are scattered across the spectrum of the chart with a few players in the bottom left quadrant
- On average, the brand perception rating of RCPG employers has declined significantly. Few tech employers have improved their employer brand perceptions against industry trends
- Compensation and benefits has emerged as the top concern for the RCPG industry tech employers as it has declined the most over the last year and is now the lowest rated EVP parameter for the RCPG industry

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.89	2.71	2.96	2.92	3.13
2022 rating	3.36	3.45	3.20	3.40	3.30

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

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Industry-specific insights – India (page 5 of 8)

Technology and information services



- With ~50% share of the top employer for tech talent, the technology and information services industry dominates the top employers list
- While tech employers, such as Dell technologies Inc., Alphabet Inc., Meta platforms Inc., SAP SE, and Microsoft Corporation, have retained their position. The others have improved the perception and entered the top employer list
- The technology and information services industry has the highest brand perception rating compared to other industry verticals across all the analyzed EVP levers
- The technology and information services is the only industry with a relatively stable average employer brand perception over the last year. But the industry still has variations in the performance of employers and needs to be wary of changing employee expectations

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	3.28	3.00	3.60	3.28	3.45
2022 rating	3.35	3.00	3.72	3.56	3.39

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

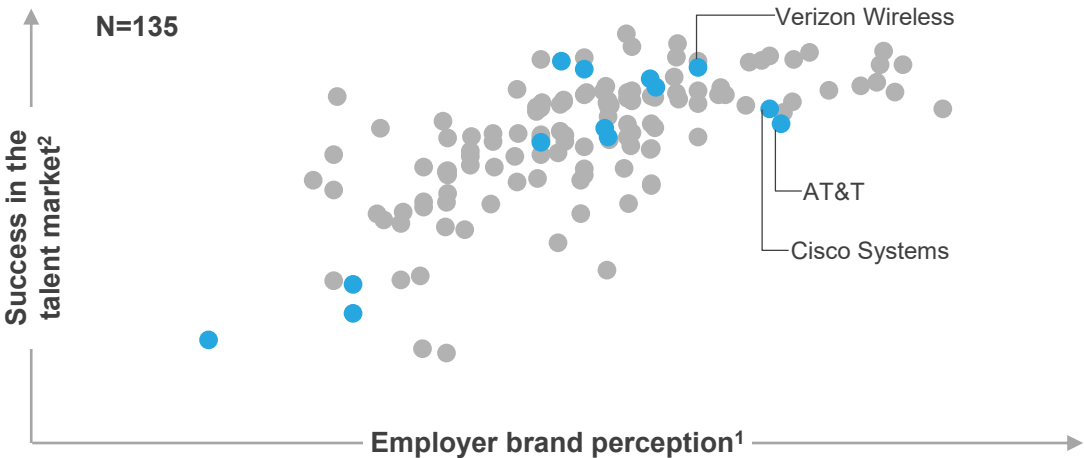
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – India (page 6 of 8)

Telecom



- With three new entrants in the top right quadrant, the telecom industry captures ~10% share of the top employer for tech talent list
- The rest of the telecom industry employers are positioned either near the top right quadrant with a few in the bottom left quadrant. This highlights the disparity in the perception of telecom industry organization
- Average employer brand perception rating of the telecom industry has declined below the overall Indian tech employers brand perception rating
- The perception rating has declined across all the EVP levers, but the highest decline is observed across career development followed closely by work environment
- Perception of compensation and benefit has seen lowest decline, yet it continues to remain a concern

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.83	2.69	2.92	2.77	3.08
2022 rating	3.06	2.75	3.25	3.25	3.25

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

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Industry-specific insights – India (page 7 of 8)

Professional services



- None of the professional services employers make it to the top employers for tech talent list as all of them are concentrated near the center of the chart
- The average employer brand perception of the professional services employers has fallen drastically compared to the last year as most of the tech employers have seen a decline in the brand perception rating over last year
- The perception of compensation and benefits has declined the most and is now lowest across all the industries in India. This highlights the top concern for the professional services industry when viewed from the tech employee perspective
- The professional services industry is one of the two industries to have maintained its work environment perception rating

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.54	2.13	2.63	2.75	3.00
2022 rating	2.76	2.50	2.63	3.38	2.75

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

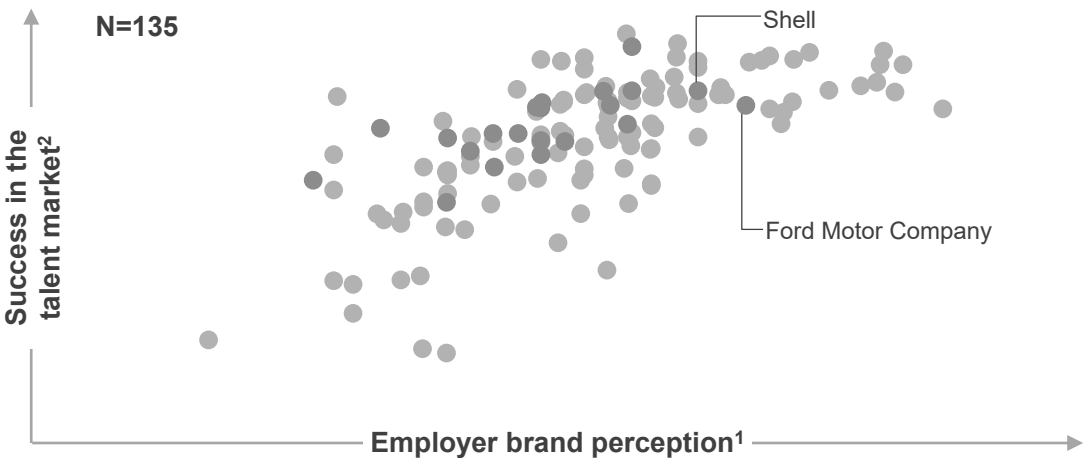
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

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Industry-specific insights – India (page 8 of 8)

MLEUO³



- Ford Motor Company has maintained the top employer position while Shell plc has improved its performance and entered the top right quadrant. The rest of the MLEUO tech employers are scattered in the top half of the plot
- The MLEUO industry has improved its brand perception over the last year. The improvement is predominantly driven by significant jump in the compensation and benefits perception
- While the perception of compensation and benefits has improved significantly, it is still one of the lowest and remains a concern for the industry
- The MLEUO industry has maintained the perception of work environment and career development and has slightly improved the diversity and inclusion perception

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.76	2.24	3.14	2.76	3.36
2022 rating	2.66	1.95	3.18	2.77	3.32

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

3 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

We assessed the following 135 tech employers in India (page 1 of 2)

1. A.P. Moller-Maersk Group	15. AstraZeneca plc	29. Cisco Systems, Inc.	43. Ernst & Young Global Limited	57. Honeywell International Inc.
2. Ab InBev	16. AT&T Inc.	30. Citigroup Inc.	44. Experian plc	58. HSBC Holdings plc
3. ABB Ltd.	17. Australia and New Zealand Banking Group Limited	31. Continental AG	45. ExxonMobil Corporation	59. Huawei Technologies Co., Ltd.
4. Adobe Systems Incorporated	18. AXA S.A.	32. Credit Suisse Group AG	46. Fidelity Investments	60. Intel Corporation
5. Airbus SE	19. Bank of America Corporation	33. D.E. Shaw & Co., L.P.	47. Fidelity National Financial, Inc.	61. JPMorgan Chase & Co.
6. Aker Solutions ASA	20. Barclays plc	34. Dassault systems SE	48. First American	62. Koninklijke Philips N.V.
7. Allianz SE	21. Baxter International Inc.	35. DBS Bank Limited	49. Ford Motor Company	63. KPMG International Cooperative
8. Alphabet Inc.	22. Blackrock, Inc.	36. Dell Inc.	50. Franklin Templeton Investments	64. Lowe's Companies, Inc.
9. Amazon Web Services, Inc.	23. BNP Paribas	37. Deloitte Touche Tohmatsu Limited	51. GE HealthCare Technologies Inc.	65. Mastercard Incorporated
10. Amazon.com, Inc.	24. Broadcom Inc.	38. Deutsche Bank AG	52. General Electric Company	66. Medtronic plc
11. American Express Company	25. BT Group plc	39. Dickinson & Company	53. General Mills, Inc.	67. Meta Platforms, Inc.
12. Ameriprise Financial, Inc.	26. Cargill Global Solutions	40. Dun & Bradstreet Holdings, Inc.	54. General Motors Company	68. Microsoft Corporation
13. Analog Devices, Inc.	27. Cargill Incorporated	41. Eaton Corporation plc	55. Goldman Sachs Group, Inc.	69. Morgan Stanley
14. Apple Inc.	28. Carrier Global Corporation	42. Emerson Electric Co.	56. Guardian Life Insurance Company of America	70. Motorola Solutions, Inc.

We assessed the following 135 tech employers in India (page 2 of 2)

71. NatWest Group plc	85. PricewaterhouseCoopers International Ltd.	99. Sears Holdings Corporation	113. Telstra Corporation Ltd.	127. Visa Inc.
72. Nielsen Holdings plc	86. Principal Financial Group Inc.	100. Shell plc	114. Tesco plc	128. VMware, Inc.
73. Nokia Corporation	87. Qualcomm Incorporated	101. Siemens AG	115. The Allstate Corporation	129. Vodafone Group plc
74. Nomura Holdings, Inc.	88. Rakuten, Inc.	102. Siemens Healthineers AG	116. The Bank of New York Mellon Corporation	130. Volvo Group AB
75. Northern Trust Corporation	89. Robert Bosch GmbH	103. Société Générale S.A.	117. The Boeing Company	131. Walmart Inc.
76. Novartis AG	90. Rockwell Automation, Inc.	104. Sony Corporation	118. Thermo Fisher Scientific Inc.	132. Wells Fargo & Company
77. NXP Semiconductors N.V.	91. S&P Global Inc.	105. Standard Chartered plc	119. Thomson Reuters Corporation	133. Western Union Company
78. Optum, Inc.	92. Salesforce.com, Inc.	106. State Street Corporation	120. TransUnion	134. Willis Towers Watson plc
79. Oracle Corporation	93. Samsung Electronics Co., Ltd.	107. Stryker Corporation	121. Uber Technologies, Inc.	135. Wolters Kluwer N.V.
80. Orange S.A.	94. SAP SE	108. Sun Life Financial Inc.	122. Ubisoft Entertainment S.A.	
81. PayPal Holdings, Inc.	95. Saxo Bank A/S	109. Synchrony Financial	123. UBS Group AG	
82. PepsiCo, Inc.	96. Schlumberger Limited	110. Target Corporation	124. Unilever PLC	
83. Pfizer Inc.	97. Schneider Electric SE	111. Teachers Insurance and Annuity Association of America	125. Varian Medical Systems, Inc.	
84. Pitney Bowes Inc.	98. Scientific Games Corporation	112. Telefonaktiebolaget LM Ericsson	126. Verizon Communications Inc.	

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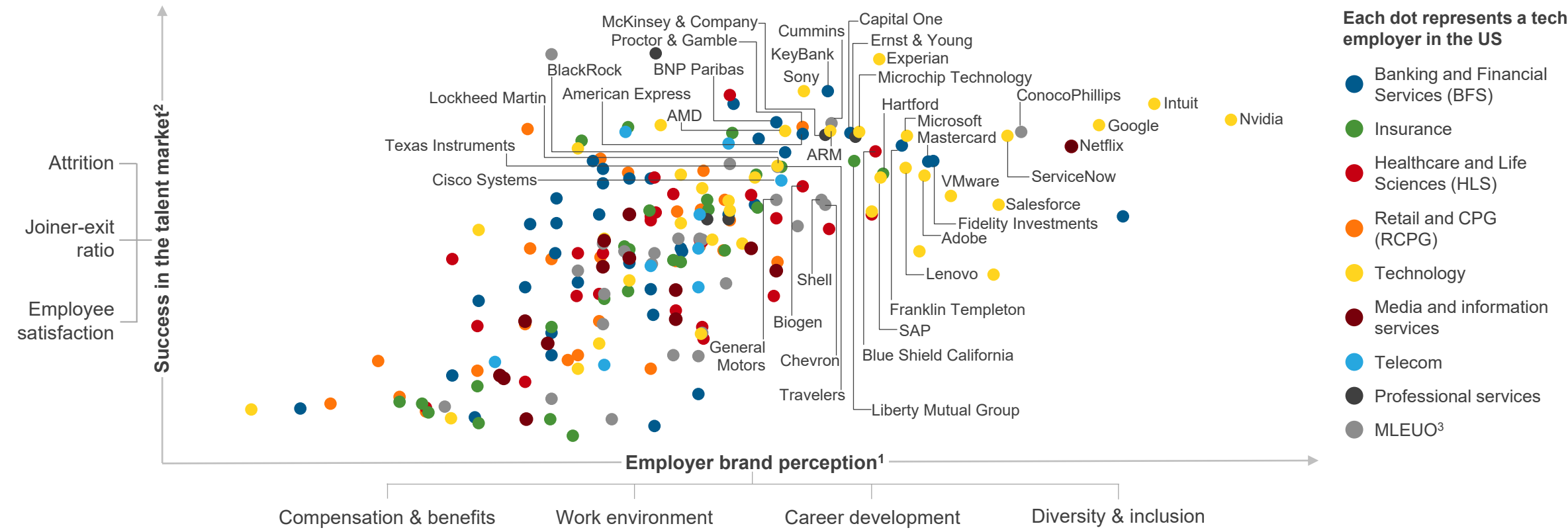
Top Employers for Tech Talent™ in key talent markets – The US

- List of Top Employers for Tech Talent™ 2023
- Longitudinal study of Top Employers for Tech Talent™ 2022-23
- Critical EVP levers impacting brand perception of tech employers
- Comparative assessment across industries
- Industry-specific insights
- List of tech employers analyzed



Everest Group Top Employers for Tech Talent™ 2023 – The US

Everest Group Top Employers for Tech Talent™ 2023 – The US, N⁴=210



1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

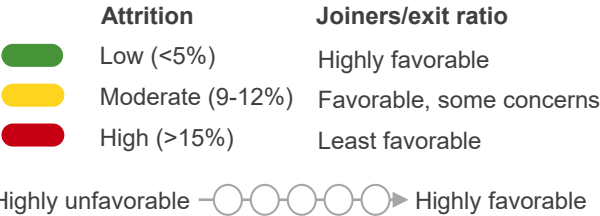
3 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals

4 N = number of companies in the analysis

Source: This analysis is based on various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – The US

Top 40 employers for tech talent (page 1 of 4)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²		
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Adobe Inc.	\$\$\$ \$		★★★★☆				B+
Advanced Micro Devices, Inc.	\$\$\$ \$		★★★★☆				A
Alphabet Inc.	\$\$\$ \$		★★★★☆				A
American Express Company	\$\$\$ \$		★★★★☆				A
ARM Holdings plc	\$\$\$ \$		★★★★☆				A
Biogen Inc.	\$\$\$ \$		★★★★☆				B+
BlackRock, Inc.	\$\$\$ \$		★★★★☆				A
Blue Shield of California	\$\$\$ \$		★★★★☆				A
BNP Paribas SA	\$\$\$ \$		★★★★☆				A+
Capital One Financial Corporation	\$\$\$ \$		★★★★☆				A

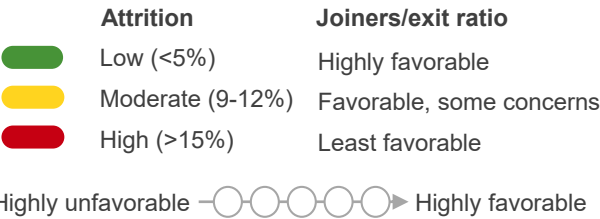
1 Represents the aggregate rating of outside-in perception across multiple parameters such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Represents the aggregate ratings of parameters such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – The US

Top 40 employers for tech talent (page 2 of 4)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²		
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Chevron Corporation	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B
Cisco Systems, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
ConocoPhillips Company	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Cummins Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Ernst & Young Global Limited	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Experian plc	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+
Fidelity Investments	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
Franklin Resources, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
General Motors Company	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B
Intuit Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+

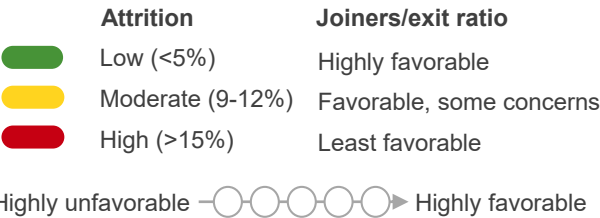
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Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – The US

Top 40 employers for tech talent (page 3 of 4)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²		
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
KeyCorp	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+
Lenovo Group Limited	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
Liberty Mutual Insurance	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
Lockheed Martin Corporation	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
Mastercard Incorporated	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
McKinsey & Company, Inc.	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Microchip Technology, Inc.	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Microsoft Corporation	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Netflix, Inc.	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
NVIDIA Corporation	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A

1

Represents the aggregate rating of outside-in perception across multiple parameters such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

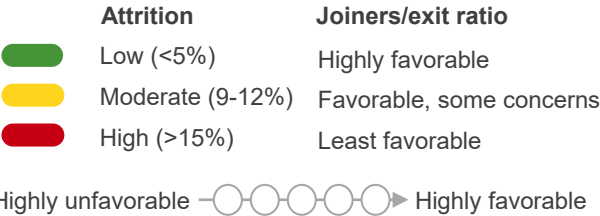
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Everest Group Top Employers for Tech Talent™ 2023 – The US

Top 40 employers for tech talent (page 4 of 4)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²		
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Procter & Gamble Company	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Salesforce.com, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B
SAP SE	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
ServiceNow, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Sony Corporation	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+
Shell plc	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B
Texas Instruments Incorporated	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
The Hartford Financial Services Group, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
Travelers Companies, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+
VMware, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B+

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Longitudinal study of Top Employers for Tech Talent™ 2022-23 – The US

How has the brand perception of companies changed from 2022 to 2023?

↓ Decline ↕ No change ↑ Improvement

Performance trends for 2022’s top 20 percentile employers for tech talent

60% ↕

Retained position as top employer for tech talent

40% ↓

Deterioration in brand perception; no longer a top employer for tech talent

Performance trends for 2022’s up to 50th percentile employers for tech talent

19% ↑

Improvement in tech brand perception; moved to top employers for tech talent list

52% ↕

Retained position in similar quadrant

29% ↓

Deterioration in tech brand perception; dropped to bottom 50% employer for tech talent

Performance trends for 2022’s bottom 50% employers for tech talent

3% ↑↑

Significant improvement in tech brand perception; moved to top employers for tech talent list

19% ↑

Improvement in tech brand perception; moved up by one category

78% ↕

Limited/no change in tech brand perception

- Employer initiatives in the US in 2022 had a significant impact on brand perception. It is crucial for employers to understand the influence their actions can have on how they are perceived by tech talent
- While approximately 60% of the top employers for tech talent in 2022 maintained their position, around 40% of employers slipped down. This indicates the competitive nature of the market and the need for continuous improvement to sustain a favorable brand perception
- Many employers experienced an upward shift in brand perception compared to the previous year. This positive change was driven by initiatives aimed at creating a superior employee experience
- There is often a certain lag between the implementation of employer initiatives and their impact on brand perception

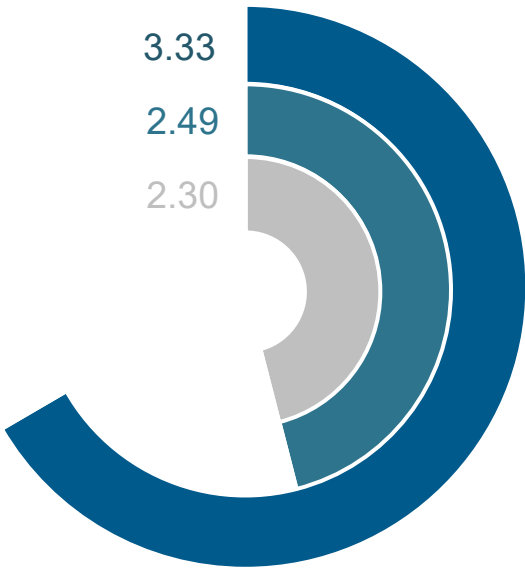
Note: Few data points of the Top employers for tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – The US (page 1 of 4)

Compensation & benefits (page 1 of 4)

Compensation & benefits

- Top 40 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">Competitive base payment and additional perks in accessories, commute assistance, entertainment and relaxation zones etc.Retirement planning support by matching contributions in 401KBonuses, rewards, and recognition based on the performanceIncrements and growth in accordance with the market standards and performanceTransparent and equitable compensation structure	<ul style="list-style-type: none">Although base pay offered is good, the increments are slower and are not as per the market standardsDifference in compensation across the same hierarchal and experience levelQuality of perks and benefits can be improved such as the condition of play area and better food and transport servicesCost component of perks in compensation is higher compared to the usage. It inflates the compensation package too much	<ul style="list-style-type: none">Employees in the US expect a holistic compensation and benefits package and are not just looking at the base pay, they are looking for benefits beyond simple office-related perks such as food options, transport service, play area, and parking serviceEmployees are appreciative about the programs focused on mental and physical well-being, healthcare support, additional support for family members, and retirement planning assistanceEmployees in the US have also voiced their concerns about pay parity within the same role and slower increment compared to market dynamicsThe top employers for tech talent in the US have mechanisms in place to ensure equity and fairness in designing compensation structure and in appraisal calculationsThe ratings for the top employers for tech talent have 45% higher perception for compensation and benefits compared to the rest of the tech employers

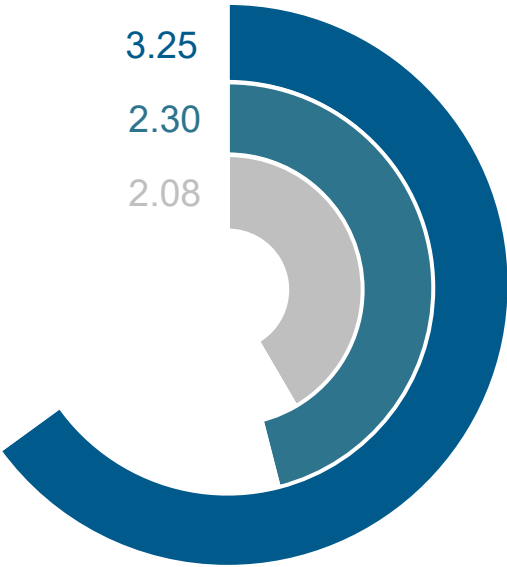
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – The US (page 2 of 4)

Work environment

Work environment

- Top 40 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">Competitive colleagues and collaborative work culture helps in personal developmentHigher autonomy and work flexibility in terms of location, schedule, and workplaceSupportive and competent team management makes the work-life balance betterFocus on work-life balance and mental and physical well-being of the employeesChallenging work assignments and support for innovative ideas	<ul style="list-style-type: none">Longer work hoursReduced flexibility in deciding timings and locationsDiminishing sense of job security as there is always risk of layoffsInadequate support from the team members and senior managementUncertainty and frequent changes in policies and work streamsLack of agility in decision-making and lower autonomy to individualsLot of procedural delays and restructuring	<ul style="list-style-type: none">Sentiment analysis of the reviews revalidates the increased importance and preference given by employees to newer and more agile work modelsYounger generation workforce expects higher levels of autonomy and work flexibility and is ready to switch jobs if the employer fails to meet the work environment expectationsJob security and consistent breach of work-life balance are the top concerns raised by tech employees in the USThe top employers for tech talent in the US are enabling employees to achieve their full potential by creating an agile and purpose-driven work environmentThe ratings for the top employers for tech talent have 56% higher perception for work environment compared to the rest of the tech employers

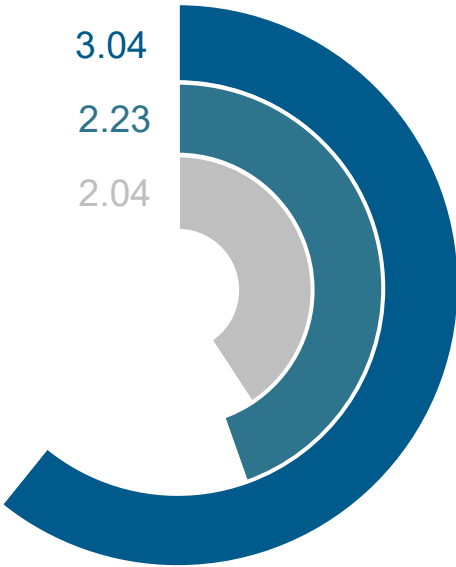
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Note: The work environment dimension includes perceptions on work culture, flexibility, work-life balance, office ecosystem, hybrid work policies, and leadership
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – The US (page 3 of 4)

Career development

Career development

- Top 40 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">Support from the management for professional development and promotion opportunitiesClear career progression plans with feedback and guidance to improve performanceUpskilling and reskilling opportunities and option to switch internallyAutonomy in selecting own learning and development programs even if they are of a different domain	<ul style="list-style-type: none">Performance evaluation process and career progression decisions are driven by peoples' opinion and not the rulebookLeadership development training should be conducted more oftenLimited hands-on experience on new technology and no transferrable skill developmentsHardly able to complete trainings within work hours, employees must complete trainings by working overtimeMore time to promotion compared to industry standard	<ul style="list-style-type: none">Career development has emerged as one of the major concerns of tech employees in the US, over the last yearSentiment analysis of the employee reviews indicates that employees appreciate upskilling and reskilling opportunities and expect a dialogue with senior managers on overall expectations, performance assessment, and guidance for career developmentAs the layoffs are resulting in restructuring of the tech employers', themes such as internal mobility, reskilling opportunities, and learning transferable skillsets have become more critical to the employeesEmployees have also voiced concerns about the slower career progression and the need to work overtime to compensate for the time spent on trainingsThe ratings for the top employers for tech talent have 49% higher perception for career development, compared to the rest of the tech employers

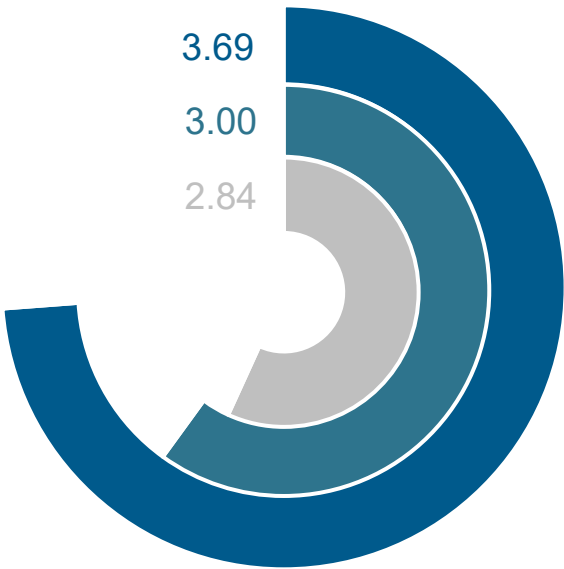
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Insights on perceived strengths of different EVP levers – The US (page 4 of 4)

Diversity & inclusion

Diversity & inclusion

- Top 40 tech employers
- Overall average
- Rest of the tech employers



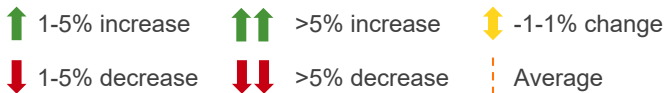
VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">• Purpose-driven efforts to build a diverse, equitable, and inclusive culture• Mandatory trainings and programs to create awareness• Celebration of diverse culture through various events, activities, and initiatives• Support and active participation of the top leadership in making employees feel welcome and comfortable• Active implementation of policies and frameworks supporting a diverse and inclusive culture	<ul style="list-style-type: none">• Diversity and inclusion efforts are driven because of mandate and obligation• Significant lack of diversity in certain teams• Limited support and encouragement from the top leadership• Need to sensitize employees as well as external partners	<ul style="list-style-type: none">• Diversity and inclusion is still the least talked about EVP lever, but the employee expectations are changing fast. Tech employers who are not aware of the changing expectations, will face challenges in maintaining employer brand perception• Employees expect the tech employers to walk the talk on diversity and inclusion policies. They are not satisfied with the surface level efforts by tech employers and are vocal about it too• Employees have been appreciative of the direct involvement of the senior leadership in multiple initiatives. They are also applauding the autonomy to create employee-led groups and programs• The top employers for tech talent have a relatively lower edge over the rest of the tech employers in diversity and inclusion perception as they have only 30% higher perception rating

¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – The US (page 1 of 3)

Employer brand perception and success in the talent market



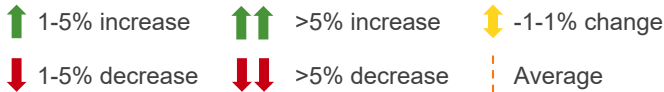
Aggregate ratings on factors contributing to employer value proposition

Category/industry	Employer brand perception	Change compared to 2022	Success in the talent market	Change compared to 2022	Comments
Top employers	3.32	↓↓	3.60	↓	<ul style="list-style-type: none">• The overall average employer brand perception rating of the US tech employers has significantly declined over the last year• Except for technology and professional services industries, average brand perception rating of all the industries is lower than the overall US average rating• Except professional services, all the other industries have seen declining trends in the brand perception rating• The media and information services industry has declined the most, followed by the telecom and technology industry• Tech employers in the US need to understand the trends across EVP levers to address the YoY decline in the overall employer brand perception rating
Banking and financial services	2.45	↓↓	2.70	↑↑	
Insurance	2.32	↓↓	2.37	↓	
Healthcare and life sciences	2.47	↓↓	2.54	↓↓	
Retail and CPG	2.19	↕	2.33	↓	
Media and information services	2.34	↓↓	2.01	↓↓	
Technology	2.92	↓↓	3.03	↓	
Telecom	2.45	↓↓	2.61	↓↓	
Professional services	2.80	↑	2.79	↑↑	
MLEUO ¹	2.55	↓↓	3.06	↓	
	2.50		2.59		

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – The US (page 2 of 3)

Compensation & benefits and work environment



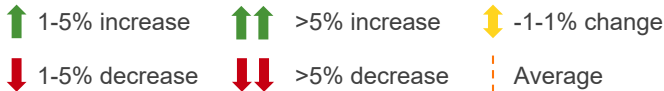
Aggregate ratings on factors contributing to employer brand perception

Category/industry	Compensation & benefits	Change compared to 2022	Work environment	Change compared to 2022	Comments
Top employers	3.33	↓↓	3.25	↓↓	<ul style="list-style-type: none">• Compensation and benefits and work environment have shown similar trends and high correlation in perception trends over the last year• The overall average perception rating of compensation and benefits, as well as the work environment, have declined over the last year• Except for telecom and RCPG, all the other industries have experienced similar trends across both the parameters. Work environment has slightly higher volatility than the compensation and benefits perception• The difference in average perception of top employers and the rest is highest for work environment and it has emerged as one of the most critical factors• Top employers for tech talent have also seen a decline in the compensation and benefits and work environment perception
Banking and financial services	2.31	↓↓	2.43	↓↓	
Insurance	2.12	↓↓	2.29	↓↓	
Healthcare and life sciences	2.52	↓↓	2.19	↓↓	
Retail and CPG	2.23	↓↓	1.81	↑↑	
Media and information services	2.43	↓↓	2.20	↓↓	
Technology	2.89	↓↓	2.80	↓↓	
Telecom	2.61	↓↓	2.06	↓↓	
Professional services	2.60	↑↑	2.40	↑	
MLEUO ¹	2.79	↓↓	2.17	↓↓	
	2.49		2.30		

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: a) The work environment dimension includes perceptions on work culture, flexibility, work-life balance, office ecosystem, hybrid work policies and leadership
b) Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – The US (page 3 of 3)

Career development and diversity & inclusion



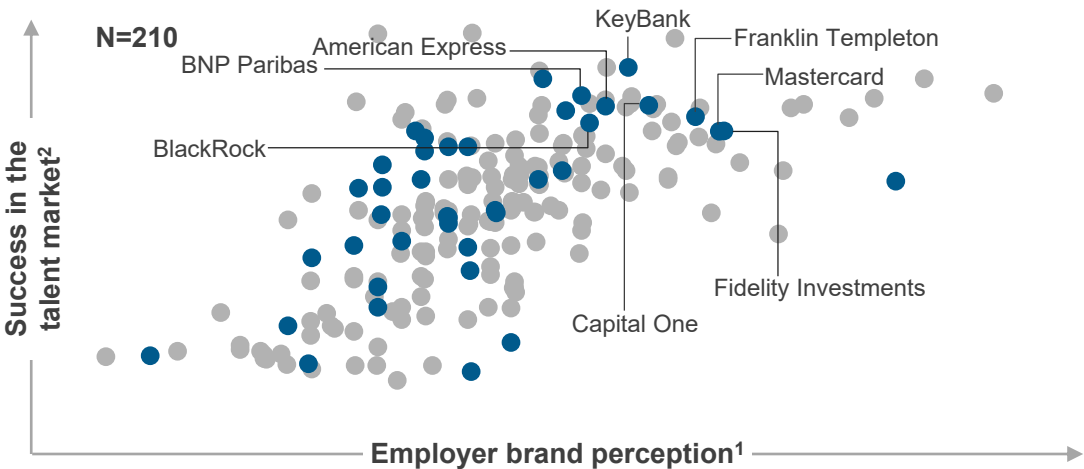
Aggregate ratings on factors contributing to employer brand perception

Category/industry	Career development	Change compared to 2022	Diversity & inclusion	Change compared to 2022	Comments
Top employers	3.04	↓↓	3.69	↓↓	<ul style="list-style-type: none">• Career development has the lowest average perception rating whereas diversity and inclusion has the highest average perception rating across all the analyzed EVP parameters• Like other EVP levers, career development and diversity and inclusion both have lower average ratings compared to last year• Career development and diversity and inclusion have moved in tandem over the last year as most of the industries have similar trends• Top employers have further strengthened their positioning as they have lower decline in diversity and inclusion compared to the rest of the tech employers
Banking and financial services	2.15	↓↓	3.04	↓	
Insurance	2.00	↓↓	3.10	↓↓	
Healthcare and life sciences	2.15	↓↓	2.98	↓↓	
Retail and CPG	2.00	↓↓	2.69	↓↓	
Media and information services	1.87	↓↓	2.83	↓↓	
Technology	2.72	↓↓	3.34	↓↓	
Telecom	2.17	↓↓	2.83	↓↓	
Professional services	3.10	↓↓	3.30	↓	
MLEUO ¹	2.27	↓↓	2.77	↓↓	
	2.23		3.00		

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 1 of 9)

Banking and financial services



- The banking and financial services industry has one of the highest shares of the 2023 top employers for tech talent list with 20% share of the top quadrant
- The rest of the BFS tech employers are scattered over the plot
- The overall brand perception of the BFS industry has declined as compared to last year. In a trend opposite to the industry, some of the BFS tech employers have improved the performance over last year
- Except for diversity and inclusion, the BFS industry has lower average than the overall US average perception for all the EVP levers
- Career development remains the key concern for the BFS industry as it has declined the most and is the lowest rated EVP lever

	Employer brand perception ¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.45	2.31	2.43	2.15	3.04
2022 rating	2.67	2.54	2.67	2.41	3.17

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 2 of 9)

Insurance



- With three tech employers in the top quadrant, the insurance industry has 7.5% share of the top employer for tech talent in the US list
- The rest of the insurance industry tech employers are scattered across the spectrum of the chart with a visible concentration of tech employers in the bottom left quadrant
- The insurance industry has one of the lowest brand perception across all the analyzed industries, and the overall average brand perception of the insurance industry has declined significantly over last year
- Career development has emerged as the key concern for the insurance industry as most of the tech employers have seen a decline in career development perception
- Except for diversity and inclusion, averages of insurance industry EVP levers are lower compared to US averages

	Employer brand perception ¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.32	2.12	2.29	2.00	3.10
2022 rating	2.73	2.54	2.72	2.52	3.30

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 3 of 9)

Health and life sciences



- With two tech employers in top right quadrant, the HLS industry has 5% share of the top employer for tech talent in the US list
- The rest of the HLS industry tech employers are scattered across the spectrum of plot with most of them clustered near the center of the plot
- Like most of the other industries, the HLS industry has also seen a decline in the average employer brand perception over the last year as most of the HLS employers have seen a decline in the overall perception rating
- In addition to career development concerns, work environment has also emerged as one of the key issues for the HLS industry as it has declined the most over the last year

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.47	2.52	2.19	2.15	2.98
2022 rating	2.93	3.00	2.64	2.50	3.54

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 4 of 9)

Retail and CPG



- The RCPG industry has only one organization in the top employer for tech talent list. The rest of the RCPG tech employers are scattered to the left of top quadrant, with the majority in the bottom left quadrant
- The RCPG industry is the one of the few exceptions to the overall declining employer brand perception trend across the US industries as it has relatively stable employer brand perception score
- The RCPG industry still has the lowest brand perception scores among all the other industries
- Work environment is the major concern for RCPG industry tech employers despite improvement in the perception compared to last year
- RCPG industry tech employers also should be wary of the declining trends in compensation and benefits and career development

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.19	2.23	1.81	2.00	2.69
2022 rating	2.21	2.43	1.61	2.14	2.50

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

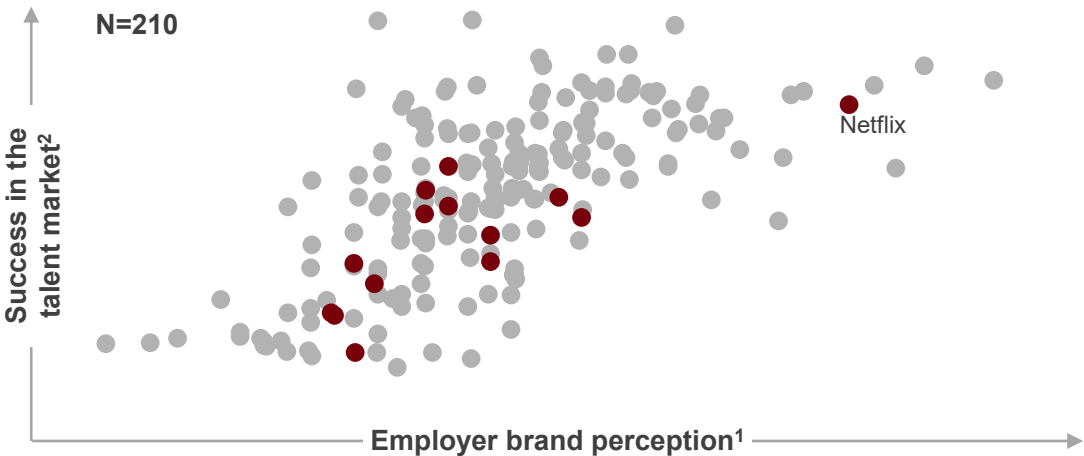
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 5 of 9)

Media and information services



- Netflix, Inc. is the only organization from the media and information services industry in the top employer for tech talent list. It has managed to create a differentiated brand perception across the media and information services industry as no other organization is near to the top right quadrant
- Apart from Netflix, Inc. the other tech employers are spread in the bottom half of the plot, forming small clusters of closely spaced tech employers
- Average brand perception of media and information services tech employers has declined compared to last year as barring a few tech employers, all the tech employers have seen a decline in perception
- Career development and diversity and inclusion are the top concerns for the media and information services industry as it has the lowest average perception score for these parameters across all the industries

	Employer brand perception ¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.39	2.43	2.20	1.87	2.83
2022 rating	2.97	3.14	2.71	2.36	3.57

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

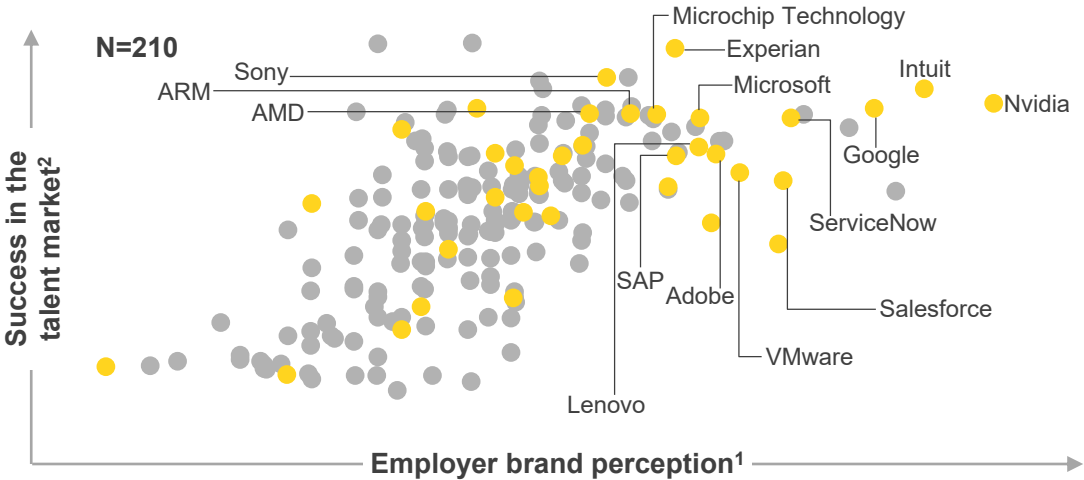
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 6 of 9)

Technology



- With a 38% share of the top right quadrant, the technology industry dominates the top employer for tech talent list
- ~44% of the analyzed technology tech employers are part of the top employer for tech talent list, indicating highest density of top employers for the technology industry
- The technology industry has the highest perception ratings across all the parameters except for career development. The industry has maintained the lead position despite significant decline in perception rating of all the EVP parameters
- Career development remains the area of concern for the technology industry as it is the lowest rated EVP lever, but the decline in diversity and inclusion and compensation and benefits perception is equally alarming

	Employer brand perception ¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.92	2.89	2.80	2.72	3.34
2022 rating	3.49	3.60	3.23	3.25	3.83

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

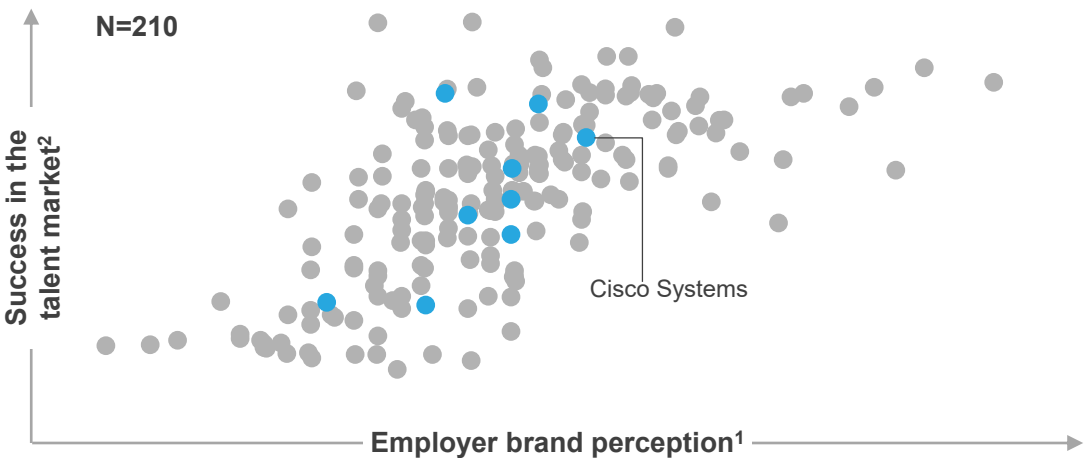
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 7 of 9)

Telecom



- Cisco Systems, Inc. is the only tech employer from the telecom industry in the top employer for tech talent list
- The rest of the tech employers are crowded near the center of the plot with a few positioned in the bottom left quadrant
- The telecom industry has experienced a sharp decline in all the EVP levers as the majority of the tech employers have slipped down in perception rating
- Average perception rating of the telecom industry has also declined and is now lower than the overall average of the US
- The telecom industry has one of the lowest perception ratings for work environment in the US. Work environment has emerged as a major concern for the telecom industry as the perception has experienced a sharp decline over the last year

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.45	2.61	2.06	2.17	2.83
2022 rating	2.96	3.00	2.75	2.58	3.50

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

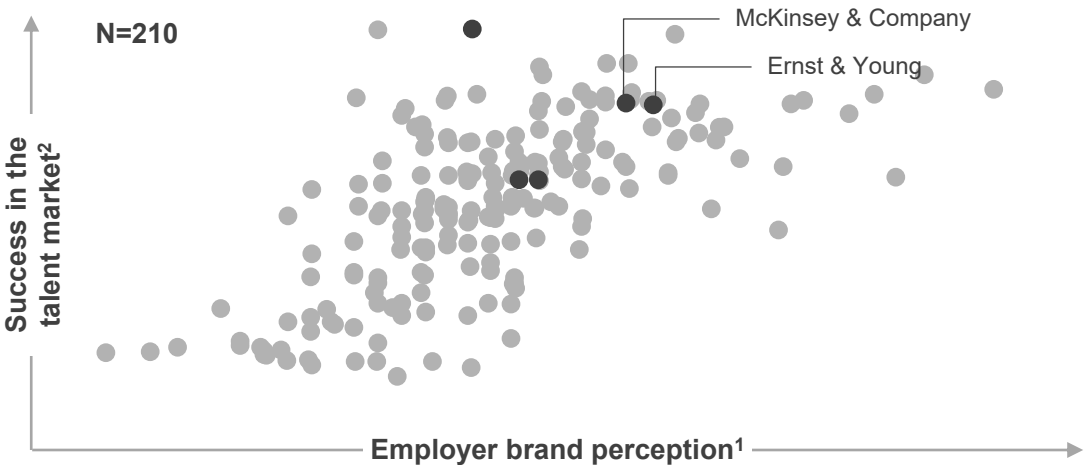
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 8 of 9)

Professional services



- With two new entrants in the top right quadrant, the professional services industry has a 5% share of the top employer for tech talent list
- 40% of the professional services tech employers analyzed are a part of the top employer for tech talent list and the rest are positioned closer to the top right quadrant
- Contrary to the overall US trend, the majority of the professional services industry tech employers have marginally improved brand perception compared to last year
- Except for work environment, the professional services industry has a higher perception rating than the overall US average for all the EVP levers
- Across all the industries, the professional services industry has the highest average perception for career development, but the industry needs to be wary of the sharp decline in the career development perception

	Employer brand perception ¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.80	2.60	2.40	3.10	3.30
2022 rating	2.76	2.00	2.33	3.83	3.50

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

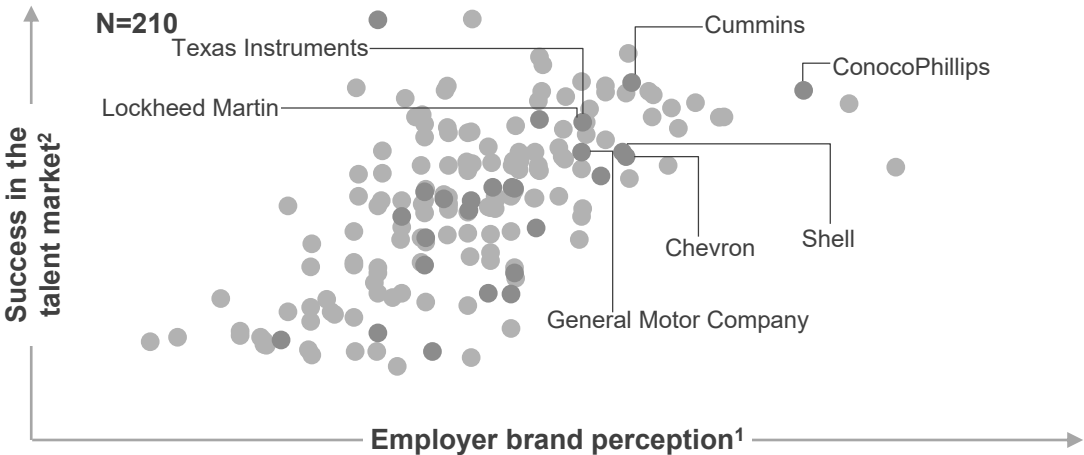
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The US (page 9 of 9)

MLEUO³



- With seven employers in the top right quadrant, the MLEUO industry has 18% share of the top employer for tech talent list, which is one of the highest
- The rest of the MLEUO tech employers are scattered across the plot with the majority crowded near the center of the chart and a few in the bottom left quadrant
- Overall average employer brand perception of the MLEUO industry has declined over the last year as only a few of the MLEUO tech employers have improved the brand perception
- For the MLEUO industry, the perception of compensation and benefits has declined the most. Despite a decline, it remains the highest rated EVP lever for MLEUO industry
- Diversity and inclusion is one of the emerging concerns for the MLEUO industry as it has one of the lowest diversity and inclusion perception rating

	Employer brand perception ¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.55	2.79	2.17	2.27	2.77
2022 rating	2.85	3.20	2.43	2.53	2.95

¹ Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

² Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

³ MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals

Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

We assessed the following 210 tech employers in the US (page 1 of 3)

1. Abbott	15. Analog Devices, Inc.	29. Biogen Inc.	43. Cigna Corporation	57. Deloitte Touche Tohmatsu Limited
2. AbbVie Inc.	16. Anthem Inc.	30. BlackRock, Inc.	44. Cisco Systems, Inc.	58. Deutsche Bank AG
3. Adobe Inc.	17. Apple Inc.	31. Blue Shield of California	45. Citigroup Inc.	59. Dexcom, Inc.
4. Advanced Micro Devices, Inc.	18. Applied Materials, Inc.	32. BNP Paribas SA	46. Citizens Financial Group, Inc.	60. Dow Jones & Company, Inc.
5. Albertsons Companies, Inc.	19. Aptiv plc	33. BP plc	47. CNA Financial Corporation	61. Duke Energy Corporation
6. AllianceBernstein Holding LP	20. ARM Holdings plc	34. Bristol-Myers Squibb Company	48. Comcast Corporation	62. eBay Inc.
7. Allstate Corporation	21. Assurant, Inc.	35. Broadcom Inc.	49. ConocoPhillips Company	63. Edward Jones & Company
8. Alphabet Inc.	22. AstraZeneca plc	36. Capital Group Companies, Inc.	50. Costco Wholesale Corporation	64. Eli Lilly and Company
9. Amazon.com, Inc.	23. AT&T Inc.	37. Capital One Financial Corporation	51. Country Financial Corporation	65. Emerson Electric Co.
10. American Express Company	24. Baker Hughes Company	38. Cardinal Health, Inc.	52. Credit Suisse Group AG	66. Environmental Systems Research Institute
11. American Family Insurance Group	25. Bank of America Corporation	39. Charles Schwab Corporation	53. Cummins Inc.	67. Equifax Inc.
12. American International Group, Inc.	26. Bank of New York Mellon Corporation	40. Charter Communications, Inc.	54. CVS Health Corporation	68. Ernst & Young Global Limited
13. Ameriprise Financial, Inc.	27. Bayer AG	41. Chevron Corporation	55. Deere & Company	69. Experian plc
14. Amgen Inc.	28. Best Buy Co., Inc.	42. Chubb Limited	56. Dell Technologies Inc.	70. Exxon Mobil Corporation

We assessed the following 210 tech employers in the US (page 2 of 3)

71. Farmers Insurance Exchange	85. Huawei Technologies Co., Ltd.	99. Koninklijke Philips N.V.	113. McDonald's Corporation	127. Netflix, Inc.
72. Fidelity Investments	86. Hulu, LLC	100. KPMG International	114. McKinsey & Company, Inc.	128. New York Life Insurance Company
73. Fifth Third Bancorp	87. Humana Inc.	101. Lenovo Group Limited	115. Medtronic plc	129. Nielsen Holdings plc
74. First American Financial Corporation	88. Ingka Group	102. Liberty Mutual Insurance	116. Merck & Co., Inc.	130. Nike, Inc.
75. Ford Motor Company	89. Intel Corporation	103. Lincoln Financial Group	117. Meta Platforms, Inc.	131. Northern Trust Corporation
76. Franklin Resources, Inc.	90. International Business Machines Corporation	104. Lockheed Martin Corporation	118. MetLife, Inc.	132. Northrop Grumman Corporation
77. General Motors Company	91. Intuit Inc.	105. Lowe's Companies, Inc.	119. Microchip Technology, Inc.	133. Northwestern Mutual Life Insurance Company
78. Goldman Sachs Group, Inc.	92. Invesco Ltd.	106. Lumen Technologies, Inc.	120. Micron Technology, Inc.	134. NortonLifeLock Inc.
79. Government Employees Insurance Company	93. Jackson National Life Insurance Company	107. Lyft, Inc.	121. Microsoft Corporation	135. NVIDIA Corporation
80. GSK Plc	94. Johnson & Johnson	108. Macy's, Inc.	122. Morgan Stanley	136. NXP Semiconductors N.V.
81. Halliburton Company	95. JPMorgan Chase & Co.	109. Marsh & McLennan Companies, Inc.	123. Motorola Solutions, Inc.	137. Occidental Petroleum Corporation
82. Henkel AG & Co. KGaA	96. Kellogg Company	110. Marvell Technology Group Ltd.	124. Nationwide Mutual Insurance Company	138. Oracle Corporation
83. Home Box Office, Inc.	97. KeyCorp	111. MassMutual Financial Group	125. NBCUniversal Media, LLC	139. Paramount Global
84. Honeywell International Inc.	98. Keysight Technologies, Inc.	112. Mastercard Incorporated	126. Nestlé S.A.	140. PayPal Holdings, Inc.

We assessed the following 210 tech employers in the US (page 3 of 3)

141. PepsiCo, Inc.	155. Roche Holding AG	169. Smith & Nephew plc	183. The Vanguard Group, Inc.	197. USAA
142. Pfizer Inc.	156. Ross Stores, Inc.	170. Sony Corporation	184. The Walt Disney Company	198. Verisk Analytics, Inc.
143. Phillips 66	157. Royal Bank of Canada	171. State Farm Mutual Automobile Insurance Company	185. Thermo Fisher Scientific Inc.	199. Verizon Communications Inc.
144. PNC Financial Services Group, Inc.	158. Sabre Corporation	172. State Street Corporation	186. Thomson Reuters Corporation	200. Visa Inc.
145. PricewaterhouseCoopers	159. Safeway, Inc.	173. Synchrony Financial	187. T-Mobile US, Inc.	201. VMware, Inc.
146. Principal Financial Group, Inc.	160. Salesforce.com, Inc.	174. T. Rowe Price Group, Inc.	188. Toronto-Dominion Bank	202. Walgreens Boots Alliance, Inc.
147. Procter & Gamble Company	161. Sanofi	175. Target Corporation	189. Toyota Motor Corporation	203. Walmart Inc.
148. Progressive Insurance	162. SAP SE	176. Telefonaktiebolaget LM Ericsson	190. Travelers Companies, Inc.	204. Walmart Inc.
149. Providence Equity Partners	163. Schlumberger Limited	177. Texas Instruments Incorporated	191. Truist Financial Corporation	205. Warner Bros. Discovery, Inc.
150. Prudential Financial, Inc.	164. Scientific Games Corporation	178. The Boeing Company	192. Tyson Foods, Inc.	206. Wellington Management Company LLP
151. Publix Super Markets, Inc.	165. ServiceNow, Inc.	179. The Coca-Cola Company	193. U.S. Bancorp	207. Wells Fargo & Company
152. Qualcomm Incorporated	166. Shell plc	180. The Hartford Financial Services Group, Inc.	194. Uber Technologies, Inc.	208. Willis Towers Watson plc
153. Raytheon Technologies Corporation	167. Siemens AG	181. The Home Depot, Inc.	195. UBS Group AG	209. Wolters Kluwer N.V.
154. Robert Bosch GmbH	168. Siemens Healthineers AG	182. The Kroger Co.	196. United States Department of State	210. Xerox Corporation

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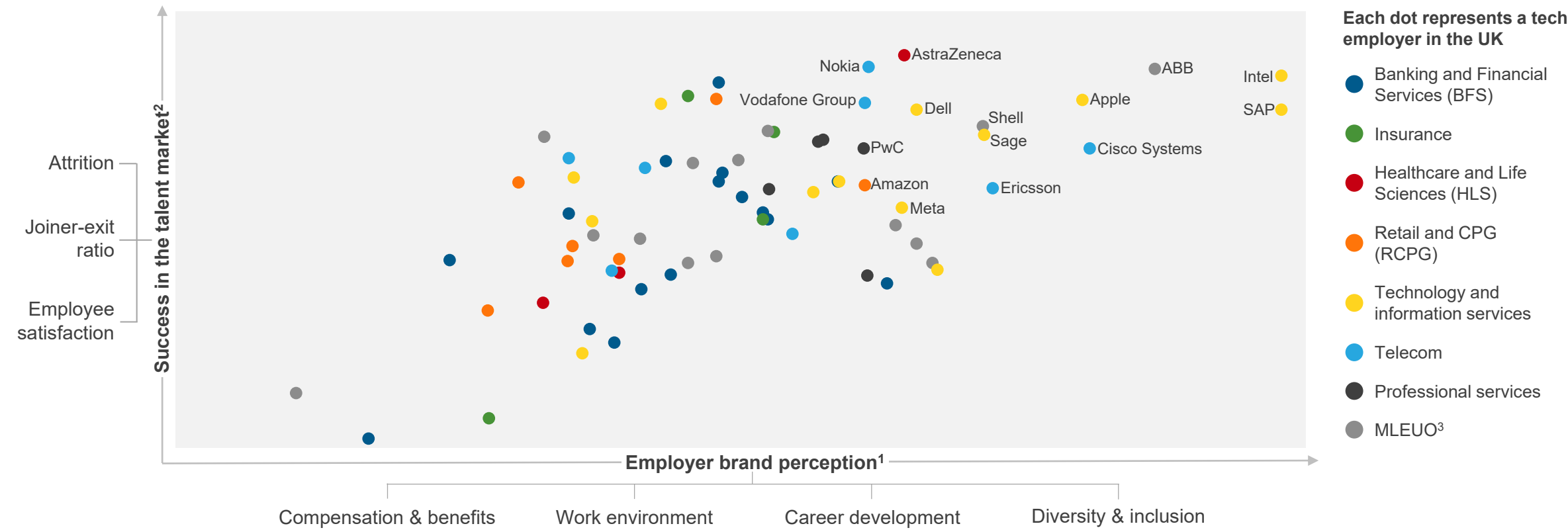
Top Employers for Tech Talent™ in key talent markets – The UK

- List of Top Employers for Tech Talent™ 2023
- Longitudinal study of Top Employers for Tech Talent™ 2022-23
- Critical EVP levers impacting brand perception of tech employers
- Comparative assessment across industries
- Industry-specific insights
- List of tech employers analyzed



Everest Group Top Employers for Tech Talent™ 2023 – The UK

Everest Group Top Employers for Tech Talent™ 2023 – The UK, N⁴=70



1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

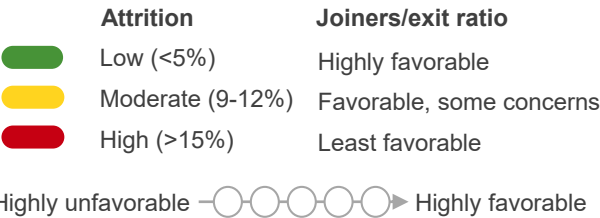
3 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals

4 N = number of companies in the analysis

Source: This analysis is based on various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – The UK

Top 15 employers for tech talent (page 1 of 2)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²		
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
ABB Ltd.	\$\$\$ \$		★★★★☆				A+
Amazon.com, Inc.	\$\$\$ \$		★★★★☆				B+
Apple Inc.	\$\$\$ \$		★★★★☆				A+
AstraZeneca plc	\$\$\$ \$		★★★★☆				A+
Cisco Systems, Inc.	\$\$\$ \$		★★★★☆				A
Dell Technologies Inc.	\$\$\$ \$		★★★★☆				A+
Ericsson AB	\$\$\$ \$		★★★★☆				B+
Intel Corporation	\$\$\$ \$		★★★★☆				A+

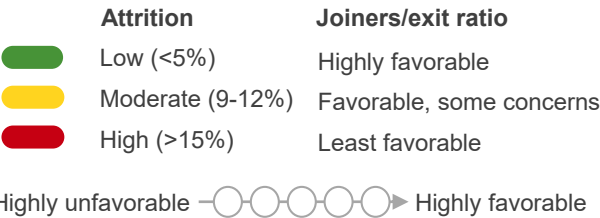
1 Represents the aggregate rating of outside-in perception across multiple parameters such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Represents the aggregate ratings of parameters such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Everest Group Top Employers for Tech Talent™ 2023 – The UK

Top 15 employers for tech talent (page 2 of 2)



Company	EMPLOYER BRAND PERCEPTION ¹				SUCCESS IN THE TALENT MARKET ²		
	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Meta Platforms, Inc.	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	B
Nokia Corporation	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+
PricewaterhouseCoopers LLP	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Sage Group plc	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
SAP SE	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Shell plc	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A
Vodafone Group plc	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	A+

1

Represents the aggregate rating of outside-in perception across multiple parameters such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2

Represents the aggregate ratings of parameters such as employee attrition, net gain-loss of talent, and employee satisfaction scores

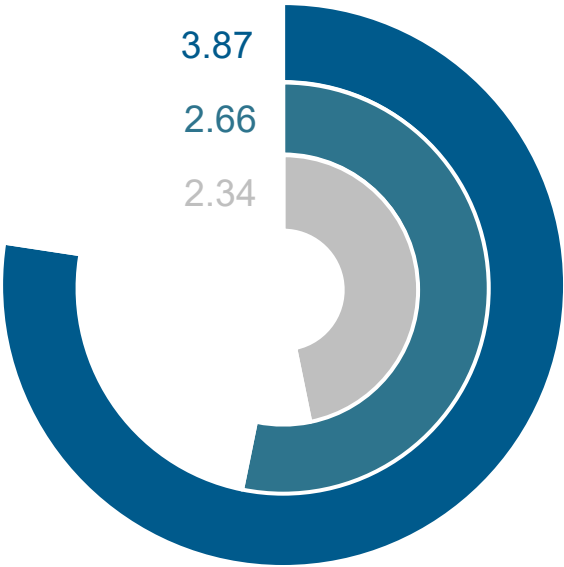
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – The UK (page 1 of 4)

Compensation & benefits

Compensation & benefits

- Top 15 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">• Good payment structure and additional benefits, such as food options, commute services, and subsidies, to buy office-related accessories• Excellent perks and benefits within office such as play area, relaxation area, and medical support• Healthcare and well-being support including regular health checkups and consultations, insurance coverage for self and family, and well-being subsidies• Contribution to pension funds, advice on financial planning and management, and tax planning supported by easy-to-use portals	<ul style="list-style-type: none">• Complicated compensation structure makes it difficult for employees to understand various parts and costs associated with it• Lower increments in base pay compared to market changes• Absence of Cost-of-living Adjustments (COLA), particularly for people working in high-cost cities such as London• Lag in increment cycle compared to changes in the overall market inflation and increments	<ul style="list-style-type: none">• Employees have a clear preference for a holistic compensation and benefits package and not just the starting base pay• Additional benefits, such as a fully-equipped office space, cafeteria, and commute services, are viewed as basic requirements and employees are rating tech employers lower for their absence• Excellent healthcare program, retirement benefits, bonuses, and rewards are nice to have but the real game changer is timely adjustments to the compensation structure• Slower and untimely increments and lack of periodic revisions are the top concerns of the employees• The top employers for tech talent have 65% higher perception rating compared to the rest of the tech employers

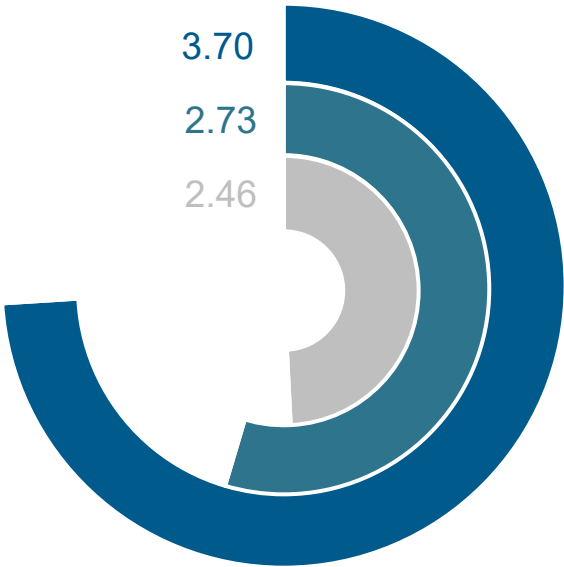
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – The UK (page 2 of 4)

Work environment

Work environment

- Top 15 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">• Purpose-driven work culture helps in creating a sense of ownership and camaraderie• Work flexibility in terms of timings and place of work allows employees to manage work-life balance better• Supportive colleagues and senior management• Checks and processes to limit long working hours and burnout• Effective, useful, and fun onboarding processes help employees assimilate in the culture quicker	<ul style="list-style-type: none">• Long work hours without any consideration or compensatory benefits makes the work-life balance difficult• Poor management of projects and workloads results in extra workload• Constant risk of layoffs• Short-sighted management kills the innovation spirit• Mandatory work from office and lower flexibility in deciding work timings	<ul style="list-style-type: none">• Work environment expectations of the employees have changed drastically over the period of last few years• Employees now expect more control in choosing the work timings, workplace, and collaboration modes. These changing expectations are evident in the reviews as mentions of WFH policies, shift timings, work flexibility, and autonomy have shot up• Long work hours and consistent compromise on work-life balance has emerged as the top concern for employees in the UK• The employees in the UK have been appreciative of the efforts taken by the organizations in ensuring work-life balance of employees and innovative and effective onboarding processes• The top employer for tech talent have 50% higher rating for work environment perception compared to the rest of the tech employers

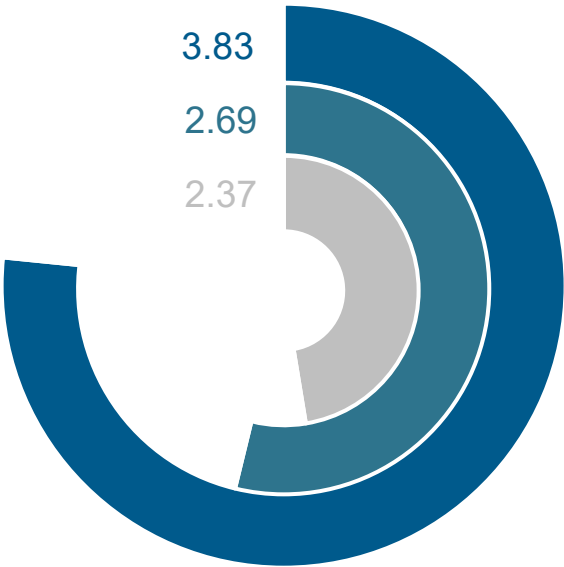
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Note: The work environment dimension includes perceptions on work culture, flexibility, work-life balance, office ecosystem, hybrid work policies, and leadership
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – The UK (page 3 of 4)

Career development

Career development

- Top 15 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">• Clear career trajectories and support for professional development• Clear and precise communication on performance and career progression track• Multiple trainings and options to schedule and go through the trainings at own pace• Cross-functional training opportunities and options for internal switch• Encouragement and sponsorship to get certified trainings• Challenging work assignments	<ul style="list-style-type: none">• Lack of clear career progression path and guidance from senior management• Slower career progression even if the employee is already taking responsibilities of the next role• Absence of structured performance management and normalization of performance• Restricted role responsibilities and autonomy• Lack of external learning and development opportunities	<ul style="list-style-type: none">• Sentiment analysis shows that employees expect employers to provide clear career growth opportunities and upskilling programs• Employees have been appreciative of learning and development opportunities, recognition of work, and support for professional development. At the same time, they have also been vocal and critical about the lack of career paths and unclear performance management processes• Employees in the UK also highlight the need to go beyond internal resources to enhance the quality and usability of the learning and development trainings• The top employers for tech talent in the UK have been applauded by the employees for clear communication of career growth plans and encouragement and resources to upskill• The top employers for tech talent have 62% higher perception for career development perception compared to the rest of the tech employers

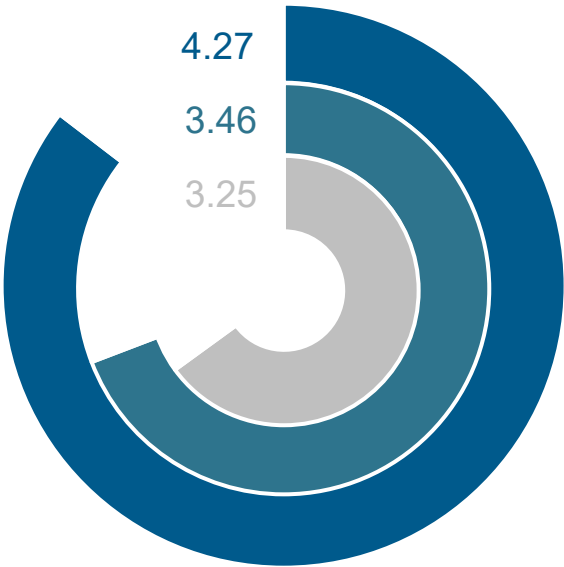
¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Insights on perceived strengths of different EVP levers – The UK (page 4 of 4)

Diversity & inclusion

Diversity & inclusion

- Top 15 tech employers
- Overall average
- Rest of the tech employers



VOICE OF EMPLOYEES¹

What works	Challenges/grievances	Observations
<ul style="list-style-type: none">Building and maintaining an open environment where employees can discuss about the challengesFollowing up on the commitment through regular connects, sessions, celebrations, trainings, and awareness campaignsVisible efforts across all the levels to create a diverse, equitable, and inclusive workplacePolicies and frameworks to support diversity and inclusion	<ul style="list-style-type: none">Limited conscious efforts to foster inclusive culture in day-to-day activitiesLack of diversity at the senior positions gives the perception of a glass ceilingLimited autonomy to employees to lead the diversity and inclusion efforts and initiatives	<ul style="list-style-type: none">Diversity and inclusion is consistently rated higher compared to other parameters, but the mention of the topic is still limited across reviewsThe sentiment analysis highlights the need for employers to walk the talk on diversity and inclusion in daily tasksEmployees appreciate the periodic events and trainings conducted on diversity and inclusion but are not satisfied with the infrequent effortsThe top employers for tech talent in the UK have been recognized for their continuous and visible efforts to maintain diversity and inclusion such as arranging multiple forums, employee lead initiatives, and providing platform for employees to raise their concerns and help them growThe gap in perception of diversity and inclusion is smaller as the top employers for tech talent are rated just 31% higher than the rest of the tech employers

¹ Voice of employees is representative of employee sentiments on employee review portals, social media, and internet
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – The UK (page 1 of 2)

Employer brand perception and success in the talent market

Average

Aggregate ratings on factors contributing to employer value proposition

Category/industry	Employer brand perception	Success in the talent market	Comments
Top employers	3.86	3.86	
Banking and financial Services	2.51	2.64	
Insurance	2.55	2.89	
Healthcare and life sciences	2.59	2.95	
Retail and CPG	2.31	2.85	
Technology and information services	3.37	3.35	
Telecom	3.06	3.40	
Professional services	3.16	3.28	
MLEUO ¹	2.85	2.98	
	2.83	3.02	

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment across industries – The UK (page 2 of 2)

Compensation & benefits, work environment, career development, and diversity & inclusion

Average

Aggregate ratings on factors contributing to employer brand perception

Category/industry	Compensation & benefits	Work environment	Career development	Diversity & inclusion	Comments
Top employers	3.87	3.70	3.83	4.27	<ul style="list-style-type: none">Diversity and inclusion has the highest average perception rating across all the analyzed EVP levers as it has the highest perception rating across all industry verticalsCompensation and benefits has the lowest perception rating across all the analyzed EVP levers, followed closely by career developmentThe difference in the average rating of top employers and the rest of the tech employers is highest for compensation and benefits parameter. This indicates the importance of compensation and benefits in creating a differentiated brand perceptionOnly the technology and information services industry has above average perception ratings across all the EVP levers
Banking and financial Services	2.31	2.56	2.16	3.22	
Insurance	2.38	2.50	1.88	3.63	
Healthcare and life sciences	2.83	2.17	2.33	2.83	
Retail and CPG	2.07	2.07	1.86	3.50	
Technology and information services	3.31	3.31	3.31	3.85	
Telecom	2.69	3.06	3.13	3.69	
Professional services	2.60	2.60	4.20	3.70	
MLEUO ¹	2.82	2.75	2.64	3.25	
<div><div>2.66</div><div>2.73</div><div>2.69</div><div>3.46</div></div>					

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: a) The work environment dimension includes perceptions on work culture, flexibility, work-life balance, office ecosystem, hybrid work policies and leadership
b) The UK was not assessed in the Top Employers for Tech Talent™ 2022 report
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The UK (page 1 of 8)

Banking and financial services



- None of the organization from the banking and financial services industry in the top employer for tech talent in the UK
- Majority of the tech employers from BFS are positioned far away from the top right quadrant
- The overall average brand perception of the BFS industry is lower compared to the overall average perception across the UK. The BFS industry has lower perception than the overall UK average perception for all the EVP levers
- Focus on employee well-being, work-life balance, and comparable compensation structure are some of the top appreciations of the BFS industry whereas, slower career growth, old tech stack, and procedural hurdles are some of the top concerns raised by the BFS employees

2023 rating	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
	2.51	2.31	2.56	2.16	3.22

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The UK (page 2 of 8)

Insurance



- None of the insurance industry organizations is positioned in the top right quadrant of the chart as most of them are clustered slightly to the left of the top right quadrant
- Like the BFS industry, the insurance industry also has lower-than-average employer brand perception score resulting from below average perception rating for most of the EVP levers
- Career development is the major concern area for insurance industry organizations as the majority of tech employers have lowest perception rating for career development
- On the other hand, the insurance industry has higher than average perception rating for diversity and inclusion

Employer brand perception¹		Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.55	2.38	2.50	1.88	3.63

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The UK (page 3 of 8)

Healthcare and life sciences



- AstraZeneca plc is the only HLS employer in the top employer for tech talent list and has created a strong differentiated brand perception within the HLS industry
- The rest of the HLS industry employers are positioned in the bottom left quadrant of the plot and need to evaluate the EVP levers in detail to bridge the gap with top employers for tech talent
- Overall average perception of the HLS industry is dominated by the sole top employer and thus, is higher than the overall UK average
- Perception of work environment is a concern area for all the HLS tech employers as the industry has one of the lowest average perception rating for work environment
- Similarly, all the HLS tech employers score lower than the overall UK average in diversity and inclusion and need to ramp up the efforts to create a stronger EVP

2023 rating	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
	2.59	2.83	2.17	2.33	2.83

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The UK (page 4 of 8)

Retail and CPG



- Amazon.com, Inc. is the only employer from the RCPG industry in the top employer for tech talent list in the UK
- The rest of the RCPG tech employers are clustered near the bottom left quadrant. As a result, the RCPG industry has the lowest average employer brand perception rating across the UK
- The RCPG industry has slightly better average perception for diversity and inclusion compared to the overall UK average but has lowest perception for all the other EVP levers
- Perception of career development appears to be the major concern for the RCPG industry as it lags the most when compared to the overall UK average and most of the RCPG players have the lowest perception for career development compared to other EVP levers

Employer brand perception ¹		Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	2.31	2.07	2.07	1.86	3.50

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The UK (page 5 of 8)

Technology and Information Services



- The technology and information services industry dominates the top employers for tech talent list with a 40% share of the top right quadrant
- ~46% of the assessed technology and information services tech employers are part of the top employer list and the rest are spread across the spectrum of plot with few positioned near the bottom left quadrant
- The technology and information services industry has the highest average employer brand perception across all the analyzed industries
- While the technology and information services industry has a significant lead over competitors in the perception of compensation and benefits, it faces a stiff competition in perception of all the other EVP levers from multiple industries

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	3.37	3.31	3.31	3.31	3.85

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

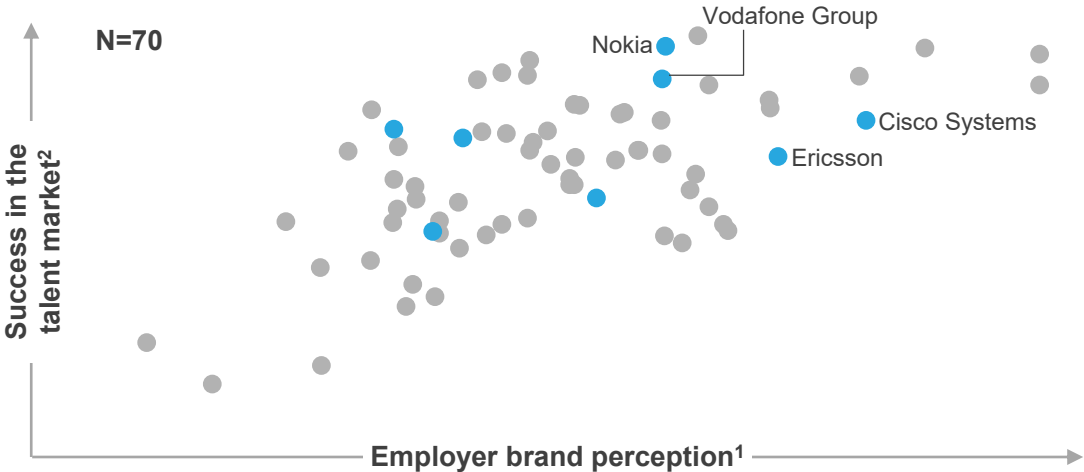
2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Industry-specific insights – The UK (page 6 of 8)

Telecom



- With four employers in the top right quadrant, the telecom industry has 26% share of the top employer for tech talent in the UK, which is one of the highest
- ~50% of the telecom tech employers assessed are a part of the top employer for tech talent list and the rest are scattered across the spectrum
- The telecom industry has higher employer brand perception compared to the overall UK average
- Perception of compensation and benefits is one of the key concern areas for the telecom industry as it is the lowest rated EVP lever
- The telecom industry's average perception of compensation and benefits is also only marginally above the overall UK average as the majority of the telecom tech employers have a lower-than-average rating for compensation and development

	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	3.06	2.69	3.06	3.13	3.69

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

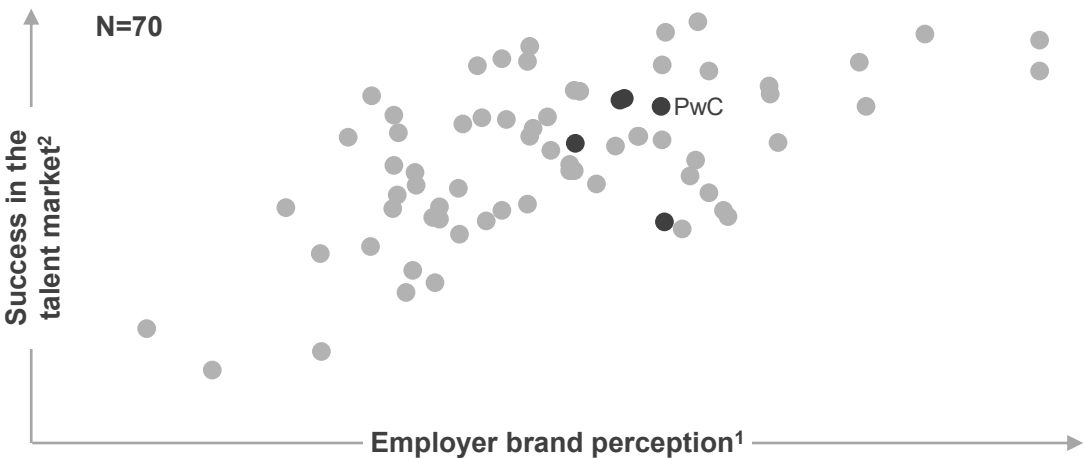
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Industry-specific insights – The UK (page 7 of 8)

Professional services



- PricewaterhouseCoopers is the only professional services tech employers in the top right quadrant. The rest of the professional services tech employers are positioned closer to the top right quadrant
- Professional services tech employers are positioned relatively closer compared to other industry tech employers. Closely positioned tech employers are reflective of the strong competition within the professional services industry and the continuous need to improve the brand perception
- Across all industries, the professional services industry has the highest perception ratings for career development and diversity and inclusion
- The professional services industry needs to be wary of below average perception ratings in compensation and benefits and work environment

Employer brand perception¹		Compensation & benefits	Work environment	Career development	Diversity & inclusion
2023 rating	3.16	2.60	2.60	4.20	3.70

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

2 Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report

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Industry-specific insights – The UK (page 8 of 8)

MLEUO³



- With two employers in the top employer for tech talent list, the MLEUO industry has a significant share of the top right quadrant
- The rest of the MLEUO tech employers are scattered across the plot in small clusters of closely positioned tech employers
- The MLEUO industry has marginally higher perception compared to the overall UK average
- The marginally higher rating of the MLEUO industry is primarily driven by higher perception ratings in the compensation and benefits and work environment
- The MLEUO industry needs to improve the diversity and inclusion and career development perception as the majority of the tech employers have lowest ratings for either of the two EVP levers

2023 rating	Employer brand perception¹	Compensation & benefits	Work environment	Career development	Diversity & inclusion
	2.85	2.82	2.75	2.64	3.25

1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

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3 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals

Note: The UK was not assessed in the Top Employers for Tech Talent™ 2022 report

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

We assessed the following 70 tech employers in the UK

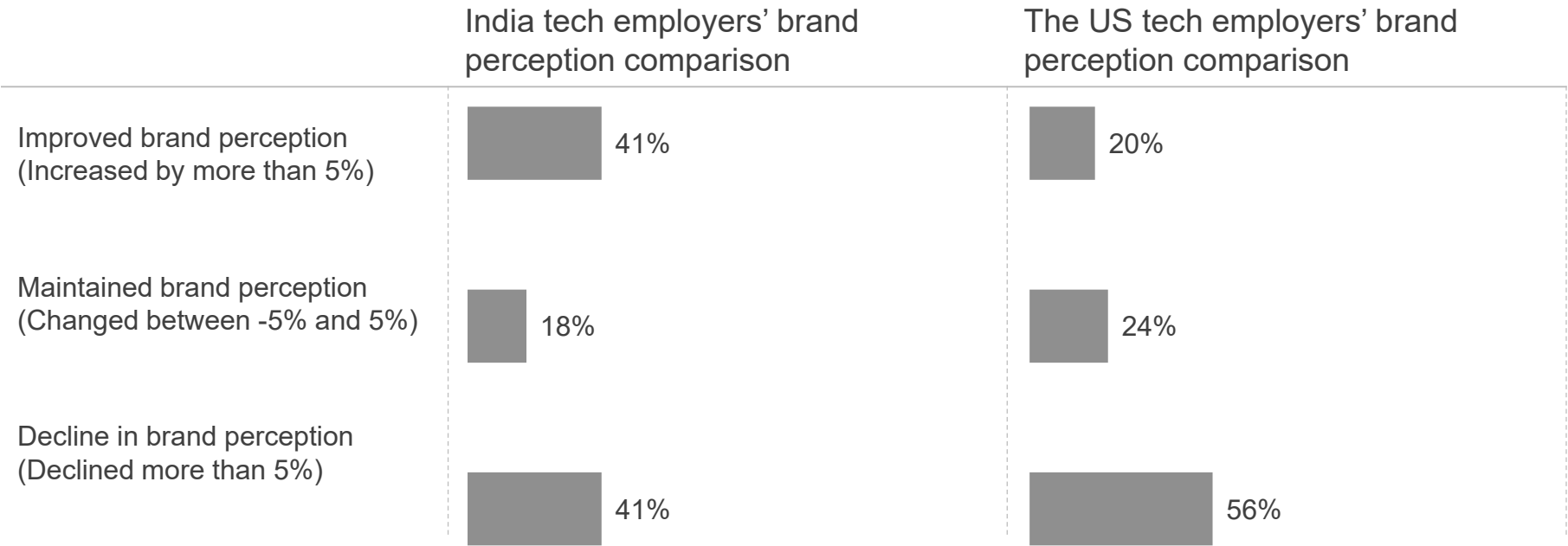
1. ABB Ltd.	15. Citigroup Inc.	29. Huawei Technologies Co., Ltd.	43. Oracle Corporation	57. SSE plc
2. Admiral Insurance plc	16. Concentrix Corporation	30. Intel Corporation	44. PricewaterhouseCoopers LLP	58. TechnipFMC plc
3. Amazon.com, Inc.	17. Credit Suisse Group AG	31. Jaguar Land Rover Limited	45. Publicis Sapient, Inc.	59. Telefonaktiebolaget LM Ericsson
4. Apple Inc.	18. Deliveroo Holdings plc	32. John Lewis Partnership plc	46. Qualcomm Incorporated	60. Teleperformance S.A.
5. AstraZeneca plc	19. Dell Technologies Inc.	33. JPMorgan Chase & Co.	47. Rolls-Royce Holdings plc	61. Tesco Bank plc
6. Aviva plc	20. Deloitte Touche Tohmatsu Limited	34. KPMG International Cooperative	48. Royal London Asset Management	62. Tesco plc
7. BAE Systems plc	21. Deutsche Bank AG	35. Lloyds Banking Group plc	49. Sage Group plc	63. Thermo Fisher Scientific Inc.
8. Bank of America Corporation	22. Ernst & Young Global Limited	36. Meta Platforms, Inc.	50. Sainsbury's Supermarkets Ltd.	64. Thomson Reuters Corporation
9. Barclays PLC	23. Expedia Group, Inc.	37. Microsoft Corporation	51. Samsung Group	65. UBS Group AG
10. BP plc	24. Experian plc	38. Morgan Stanley	52. Santander UK plc	66. Unilever plc
11. British Gas plc	25. Fidelity National Information Services, Inc.	39. National Grid plc	53. SAP SE	67. Visa Inc.
12. BT Group plc	26. Goldman Sachs Group, Inc.	40. NatWest Group plc	54. Schlumberger Limited	68. Vodafone Group plc
13. Burberry Group plc	27. GSK, plc	41. Nokia Corporation	55. Shell plc	69. Willis Towers Watson plc
14. Cisco Systems, Inc.	28. HSBC Holdings plc	42. Ocado Group plc	56. Siemens AG	70. ZF Friedrichshafen AG

03

What works or needs attention in different geographies

- Longitudinal comparison of employer brand perception across India and the US
- Comparative assessment of EVP levers across geographies
- Additional insights on other geographies – focus on Poland

Longitudinal comparison of employer brand perception across India and the US

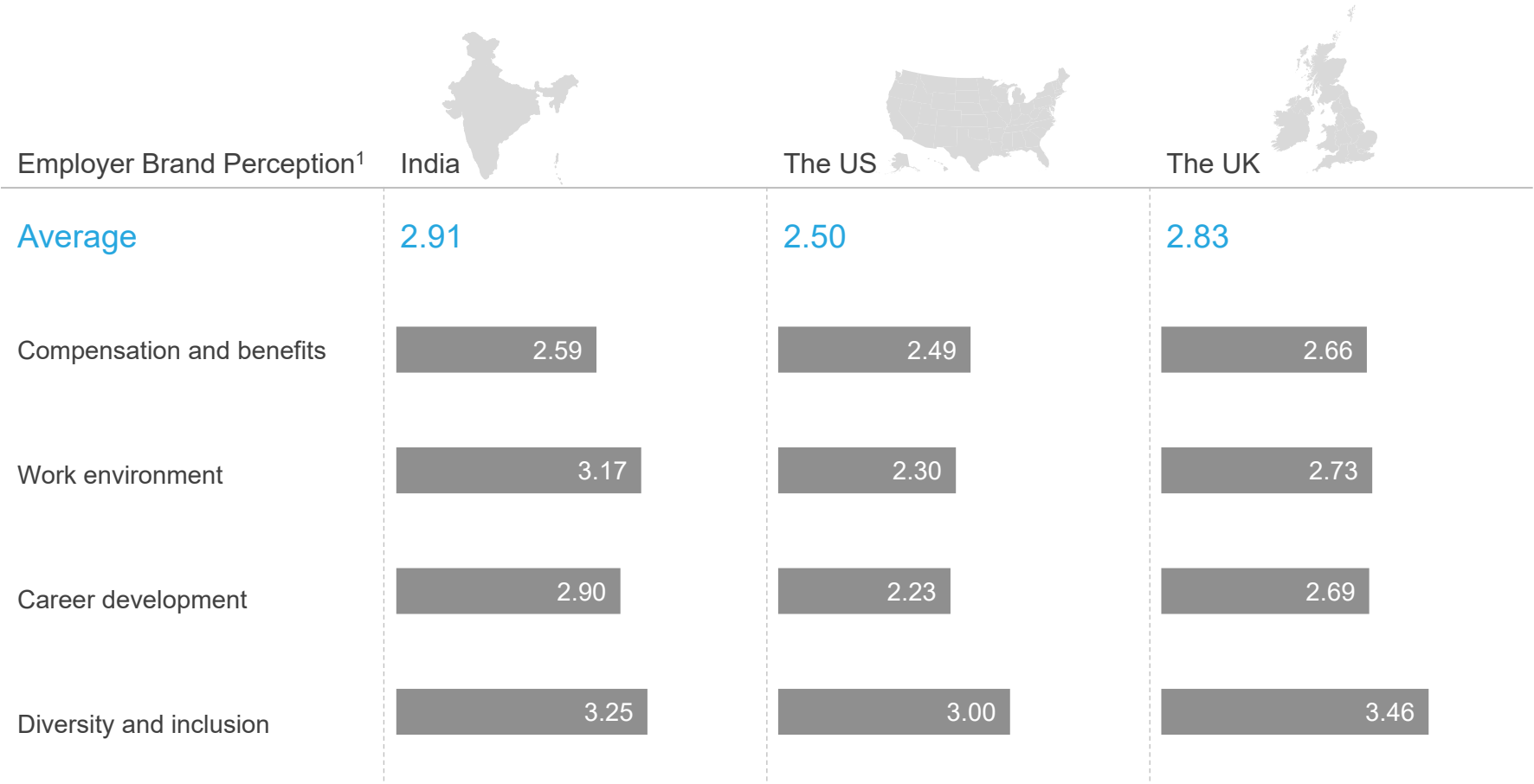


- Longitudinal comparison of employer brand perception reiterates the importance of continuous efforts to maintain the employer brand perception
- Indian tech employers have created a better employee experience as a higher share of these have improved brand perception
- The US has a relatively lower variation in the performance of tech employers as more tech employers have maintained employer brand perception
- We also observed a certain lag in materialization of impact of employer initiative implementation on brand perception across both the geographies
- The analysis also confirms that employers need to adopt to changing demands of the workforce to maintain brand perception

Note 1: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing.
Note 2: The UK was not analyzed in the Top Employers for Tech Talent™ 2022 report
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Comparative assessment of employer brand perception across geographies

Employer brand perception ratings are concentrated across geographies



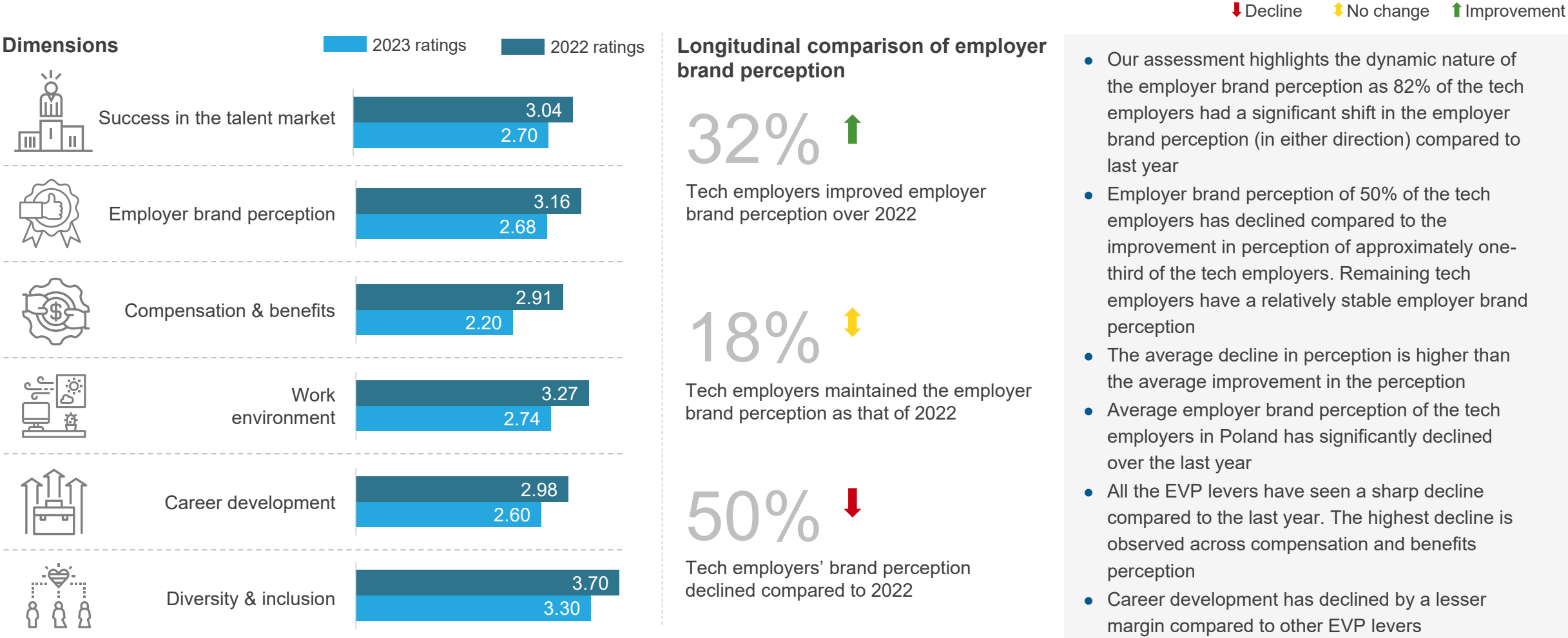
- India has the highest average employer brand perception rating followed closely by the UK
- The analysis also highlights a discernible gap in the perception across the US and the other two geographies. This indicates a lower alignment of employer initiative with employee expectation in the US compared to other geographies
- Diversity and inclusion has the highest perception rating across all the geographies. This indicates that the diversity and inclusion policies and initiatives of tech employers are more aligned with employee expectations
- Compensation and benefits is the key employee concern in India and the UK, whereas career development is the key concern for the US employees

¹ Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion

Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Additional insights on other geographies – Focus on Poland (page 1 of 2)

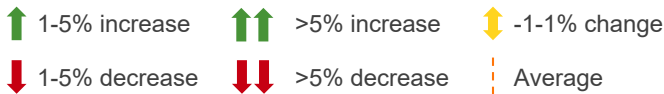
Longitudinal study of perception of different EVP levers over 2022-23



Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

Additional insights on other geographies – Focus on Poland (page 2 of 2)

Comparative assessment across industries



Category/industry	Employer brand perception	Change compared to 2022	Success in the talent market	Change compared to 2022	Comments
Banking and Financial Services (BFS)	2.76	↑↑	2.57	↑	<ul style="list-style-type: none">• Except for the BFS industry, no other industry has improved employer brand perception over 2022• Similar declining trends, with minor variations, have been observed across the perception of success in the talent market• The MLEUO industry has the highest decline in the employer brand perception over the last year, followed by the technology and professional services industries• Despite the decline in brand perception, the HLS industry has one of the highest employer brand perception ratings• Owing to the consistent employer brand perception rating, the RCPG industry has further increased the competitive advantage over other industries• Across industries, perception of compensation and benefits has declined
Health and Life Sciences (HLS)	3.20	↓↓	3.90	↑↑	
Retail and CPG (RCPG)	3.46	↓	3.05	↓↓	
Technology	2.56	↓↓	2.70	↓↓	
Telecom	3.12	↓	2.92	↓	
Professional services	1.97	↓↓	1.68	↓↓	
MLEUO ¹	2.09	↓↓	2.58	↓↓	
	2.68		2.70		

1 MLEUO includes Manufacturing, Logistics & Transportation, Energy & Utility, and Other industry verticals
Note: Few data points of the Top Employers for Tech Talent™ 2022 report have been updated post publishing
Source: Various publicly available data sources like global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group analysis

04

Appendix

- Frequently Asked Questions (FAQs)
- Glossary
- Research calendar

Frequently Asked Questions (FAQs)

What is the research approach for this analysis?

Everest Group Top Employers for tech Talent™ ratings are based on aggregation and analysis of feedback and ratings from:

- Established public sources such as Glassdoor, LinkedIn, and Indeed
- Some local public sources like AmbitionBox for India
- Company social media pages such as Twitter, Facebook, and Instagram

No data was collected from the organizations

How did Everest Group identify the firms included in this analysis?

We started with a list of the 500+ largest global tech employers with presence in each industry based on scale, popularity, market share, etc. We deprioritized about 100 companies based on lack of data/information on their operations – bringing the list to about 400, of which 135 companies were based in India, 210 in the US, and 70 in the UK. We then further assessed these companies on our five core dimensions: compensation & benefits, work environment, career opportunities, employee satisfaction, and diversity & inclusion.

What is the timing for this study?

We collected all of the information at the end of Q1 2023 and analyzed it early in Q2 2023

What do the top employers for tech talent receive?

The identified top employers for tech talent receive a digital badge identifying them as Everest Group's Top Employers for Tech Talent™ <Geography> – 2023. They can use the badge on social media, email signatures, and job boards free of charge

Glossary of key terms used in this report

Attrition	Rate at which employees leave an organization by the average number of employees at the organization over trailing 12 months
BFS	Banking and financial services
Employer brand perception	Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation & benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership), career development, and diversity & inclusion
EVP	Employee value proposition refers to the perceived value employees benefit from by associating with an employer
HLS	Health and life sciences
Joiner-exit ratio	Ratio of total number of hires by the total number of departures in the last 12 months
MLEUO	Manufacturing, Logistics and transport, Energy, Utility, and Other industry verticals
RCPG	Retail and consumer product goods
Success in the talent market	Success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores
WFH	Work from home

Research calendar

GBS Talent Excellence; IT Talent Excellence

Published Planned Current release

Reports title	Release date
Marketing Services Adoption in Retail and Consumer Product Goods (CPG) Global Business Services (GBS)	May 2022
Practitioner Perspectives – Top Employers for Tech Talent – Who is Winning the Tech Talent War?	July 2022
Webinar Deck: Elevate Your GBS Employer Brand: Lessons from Top Employers	August 2022
Top GBS Employers™ in India, the Philippines, and Poland – 2022	August 2022
Webinar Deck: Planning for a Recession: Is the War for Tech Talent Finally Over?	September 2022
The War for Talent in Data, Analytics, and AI (DAAI): Finding the Ideal Operating Model for tech employers	November 2022
Future of Work: Shift to Hybrid Delivery Models	January 2023
Webinar Deck: The Talent Crisis Mystery: Scarcity in Times of Layoffs	February 2023
Cautious Optimism Amid Disruption – 2023 Key Issues, Enterprise IT Perspective	March 2023
Top GBS Employers™ in India, the Philippines, and Poland – 2023	July 2023
Top Employers for Tech Talent™ in India, the US, and the UK – 2023	July 2023
Improving the Robustness of Talent Acquisition Supply Chain	Q3 2023
Diversity and Inclusion for Tech and Ops Talent	Q3 2023
Top Tech Skills Demand-Supply	Q3 2023
Future of Work Focus on IT Services	Q4 2023

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