



# Top Employers for Tech Talent™ in India, the US, and the UK – 2024

July 2024

Market Report  
IT Talent Excellence



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## IT Talent Excellence

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- ▶ Cyber Threat Detection and Response
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- ▶ GBS Talent Excellence
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- ▶ Google Cloud
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- ▶ 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 Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
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- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
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- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ 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
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# Introduction and overview

Research methodology

Background and context

Importance of an outside-in perspective and key data sources

Understanding the purpose and utilization of this analysis

Key drivers of employer brand perception in 2024

Approach to determine the overall positioning of each tech employer

Summary of key takeaways

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

## 01 Robust definitions and frameworks

Function-specific pyramid, Total Value Equation (TVE), PEAK Matrix®, and market maturity

## 02 Primary sources of information

Annual contractual and operational RFIs, provider briefings and buyer interviews, web-based surveys

## 03 Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests

## 04 Fact-based research

Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and providers

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Proprietary database of 9000+ GBS centers globally (updated annually)

Year-round tracking of 300+ locations around the world

Large repository of existing research in on offshore, nearshore, and onshore locations across (APAC, Europe, North America, LATAM, and Africa)

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

# Background and context

Amid the transition from the economic challenges of slowdown and layoffs to a revitalized landscape marked by fierce competition for top talent, the significance of maintaining a positive brand image remains critical for attracting and retaining high-quality talent. In this era where specialized functional and behavioral skills are becoming ever more critical, the quest to attract and retain exceptional talent has become paramount for organizations. Talent is undoubtedly the key differentiating factor and tech employers need a multi-pronged approach to build, maintain, and strengthen their employer brand perception in local markets.

In its latest iteration, Top Employers for Tech Talent™ research analyzes the employer brand perception of 420+ leading tech employers across India, the US, and the UK across multiple dimensions – compensation and benefits, work environment, office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, career development, and diversity and inclusion.

This study also analyzes the perceived performance of each of these tech employers in the local talent markets based on prevailing attrition rates, growth, and employee satisfaction ratings. We also assess the initiatives best-in-class tech employers undertake to differentiate themselves in talent markets.

Leading 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 top employers for tech talent. This assessment is reflective of market trends as of H1 2024. We will continue to track this market and refresh this assessment annually.

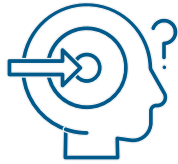
## Scope of coverage

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

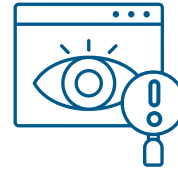
## What will you learn?

The 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) on overall employer brand perception and subsequent perceived success in the local talent markets

# Understanding the importance of an outside-in perspective on employer brand perception and key data sources used for the analysis



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



There is a lack of employer brand perception studies focused specifically on how tech employers are perceived



Tech employers are unaware of the evolving employee needs 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.

Data sources used for the analysis

[NOT EXHAUSTIVE]



# Understanding the purpose and utilization of this analysis

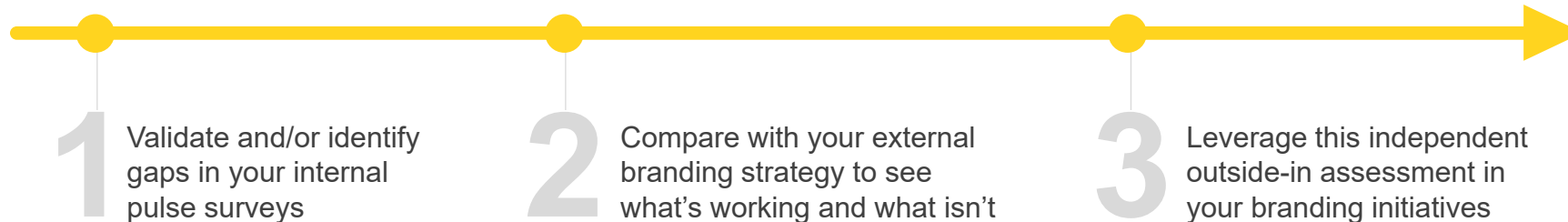
## Understanding what this analysis is (by design)...

- ...a reflection of employee/candidate sentiment
- ...unbiased, non-manipulated data
- ...reporting from your employee/candidate perspective
- ...comparison of your tech brand perception with peers in the local market
- ...targeted assessment for tech branding, excluding general brand perception of the parent company

## This analysis is **NOT**...


- ...a survey- or interview-based research of your employees / target candidates
- ...contextualized to your inputs – all privileged information with Everest Group is confidential and not used in this analysis
- ...guaranteed reflection of reality – this study analyzes and reports perception
- ...a prescription – this study highlights areas that demand investigation by correlating with other data sources to improve/sustain brand position

## How can you use this analysis?



## Criteria for selection of companies in each industry


### Step 1: Selection

 Revenue


 Scale

 Popularity

### Step 2: Elimination

 Lack of data availability

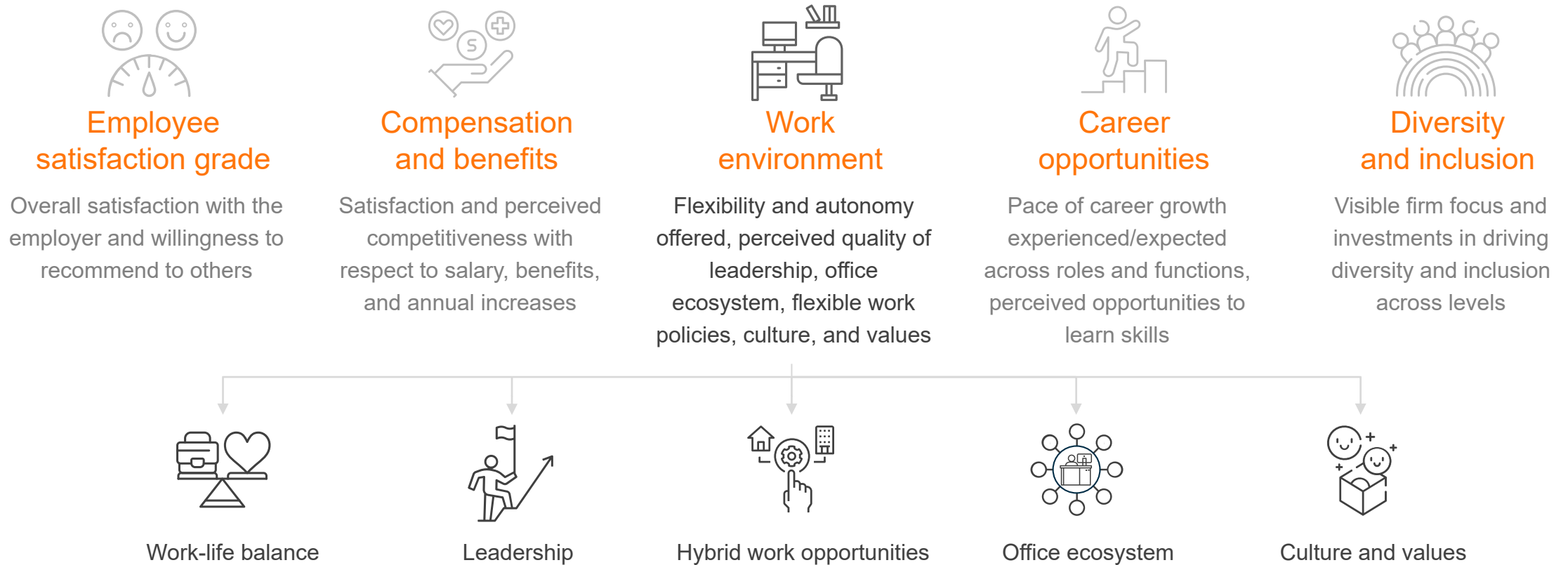
### Step 3: Validation

 Sanity check by Everest Group SMEs



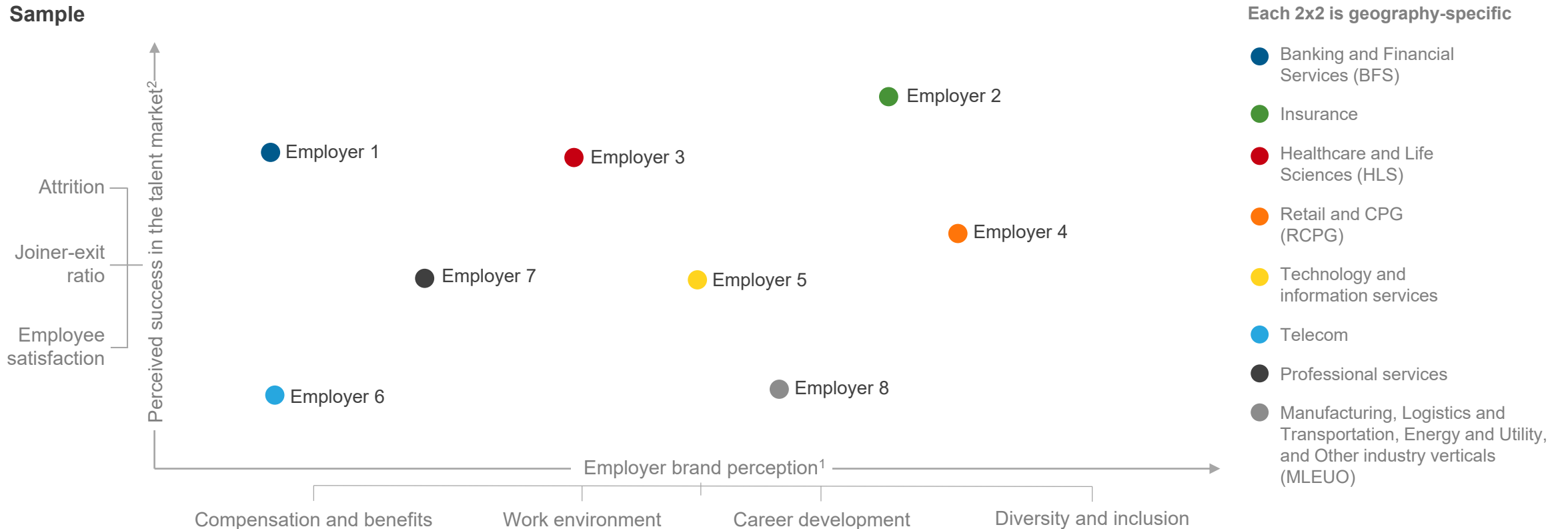
# Key drivers of employer brand perception in 2024

This analysis provides a comparative snapshot of leading firms' market perceptions from third-party sources



# Everest Group Top Employers for Tech Talent™ 2024

Approach to determine the overall positioning of each tech employer



<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

## Summary of key takeaways

Shift from an employee's market to an employer's market has increased general employee dissatisfaction, reflected in employer brand perception and sentiment analysis

Employer brand perception continues to deteriorate with average tech brand perception scores declining 2% in India, 5% in the US, and 10% in the UK



Brand perception is volatile, 44% of last year's top employers for tech talent have fallen out of the top quadrant



Perception of work environment and diversity and inclusion are crucial for tech employers; 64% of companies with high ratings in these areas outperform peers. However, it is important to note that compensation and benefits is a close third, and poor perception of this factor negatively impacts the overall brand



Perceived lack of investment in career development and upskilling remains a major concern for tech employees; ratings for this parameter in India, the US, and the UK have dropped by 8-12% respectively since last year



Employer brand perception for some markets such as India tends to be better than markets such as the US and the UK. Average scores in India over the last three years were 8-11% higher than average scores in the US and the UK over the same period. Cultural differences play a key role in how much kindness employees exhibit for their employers



## Summary of key takeaways | by center location



### What is common for tech employers across geographies

- There is a trend of declining employer brand perception, regardless of the location center
- Previous strong performances, foundations, and similar talent strategies do not necessarily guarantee retention in the top quadrant
- Perceived focus on career development and work environment ratings are declining due to perceived slow growth, rapid technological changes, and growing skills gap
- MLEUO and professional services are consistently underperformed in India whereas RCPG consistently underperformed in the US and the UK



### What varies for tech employers across geographies

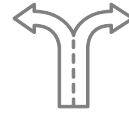
- While the trend of declining employer brand perception is consistent, the severity of decline differs with the UK facing the most substantial decline of 10% compared to India and the US (2% and 5% respectively)
- India and the US boast a notable increase in retention among top employers with 56% and 63%, respectively, retaining position in the top quadrant, while the UK shows lower retention rates of 33%
- The US and the UK tech employers continue to experience concerning sentiment on career development and work environment seeing declines of 8-12%, whereas declines in India are on the lower side between 7-8%
- Verticals (except for MLEOU in India and RCPG in the US and the UK) do not impact the perception across geographies as much as the individual tech employers' performance

## Summary of key takeaways | by industry vertical



### What is common for tech employers across verticals

- All verticals have observed a noticeable decline in their employer brand perception scores across all geographies
- Companies in all verticals experienced a decline of more than 35% in employer brand perception across all geographies
- While the retention rates in the top quadrant may vary, all regions have some verticals where companies are maintaining high retention rates in the top quadrant
- In 2024, most verticals have an equal share of 5-16% in the top employers for tech talent quadrant overall



### What varies for tech employers across verticals

- The HLS has seen YoY improvement of 1-3% across all locations, while the insurance industry has seen YoY improvements of 3-4% in India and the US
- The extent of decline of employer brand perception of companies varies greatly for verticals such as insurance (16-55%), RCPG (52-80%), and professional services (25-100%) across geographies
- Industries such as insurance (25-100%) and professional services (0-50%) have significant variation in retention rates across different geographies, while no 2023 HLS top employer was able to retain its position in the top quadrant in any geography in 2024
- Technology and information services vertical shows a significant variation in the percentage share in the top quadrant (28-47%) and also holds the highest share across geographies of 40%

# Top Employers for Tech Talent™ in key talent markets

India

The US

The UK

# Top Employers for Tech Talent™ in key talent markets

## India

Everest Group Top Employers for Tech Talent™ 2024

Scorecards of top employers for tech talent

Insights on perceived strengths of different EVP levers

- Compensation and benefits
- Work environment
- Career development
- Diversity and inclusion

Assessment of the top employers for tech talent over time

Comparative assessment across industries

Industry-specific insights

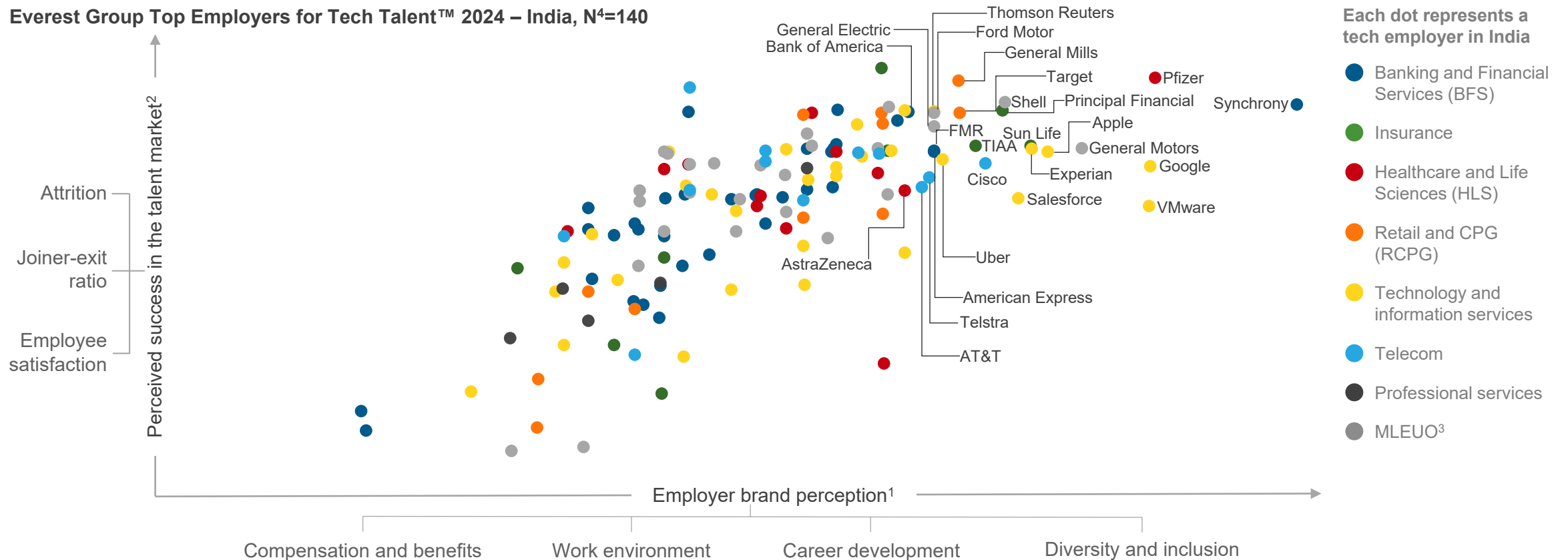
List of tech employers analyzed

The US

The UK

# Everest Group Top Employers for Tech Talent™ 2024 – India

Everest Group Top Employers for Tech Talent™ 2024 – India, N<sup>4</sup>=140



<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

<sup>3</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

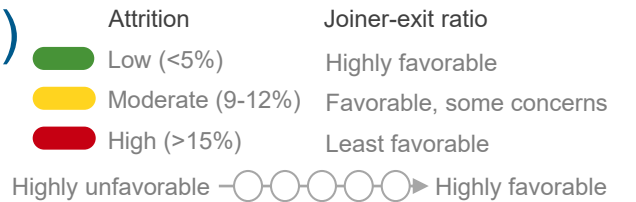
<sup>4</sup> N = number of companies in the analysis

Source: This analysis is based on various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



# Everest Group Top Employers for Tech Talent™ 2024 – India (page 1 of 3)

## Top 25 employers for tech talent



Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
American Express	\$\$\$ \$ \$		★★★★★		Low	Low	A
Apple	\$\$\$ \$ \$ \$		★★★★★		Low	Low	A
AstraZeneca	\$\$\$ \$ \$ \$		★★★★★		Low	Low	B+
AT&T	\$\$\$ \$ \$ \$ \$		★★★★★		Low	Low	B+
Bank of America	\$\$\$ \$ \$ \$ \$		★★★★★		Low	Low	A+
Cisco	\$\$\$ \$ \$ \$ \$		★★★★★		Low	Moderate	A
Experian	\$\$\$ \$ \$ \$ \$		★★★★★		Low	Low	A
Fidelity Investments	\$\$\$ \$ \$ \$ \$		★★★★★		Low	Low	A
Ford Motor	\$\$\$ \$ \$ \$ \$		★★★★★		Low	Low	A+

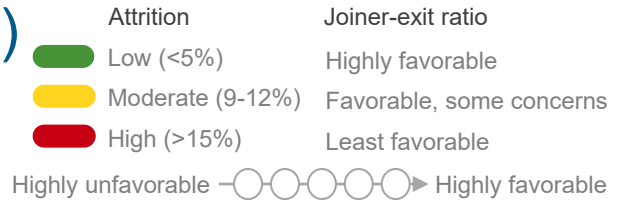
<sup>1</sup> Represents the aggregate rating of outside-in perception across parameters such as compensation and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

<sup>2</sup> 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 such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

# Everest Group Top Employers for Tech Talent™ 2024 – India (page 2 of 3)

## Top 25 employers for tech talent



Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
General Electric	\$\$\$ \$ \$		★★★★★		Low (<5%)	Moderate (9-12%)	A+
General Mills	\$\$\$ \$ \$		★★★★★		Low (<5%)	Moderate (9-12%)	A+
General Motors	\$\$\$ \$ \$		★★★★★		Low (<5%)	Low (<5%)	A
Google	\$\$\$ \$ \$		★★★★★		Moderate (9-12%)	Moderate (9-12%)	A
Pfizer	\$\$\$ \$ \$		★★★★★		Low (<5%)	Low (<5%)	A+
Principal Financial	\$\$\$ \$ \$		★★★★★		Low (<5%)	Low (<5%)	A+
Shell	\$\$\$ \$ \$		★★★★★		Low (<5%)	Low (<5%)	A+
Salesforce	\$\$\$ \$ \$		★★★★★		Moderate (9-12%)	Low (<5%)	B+

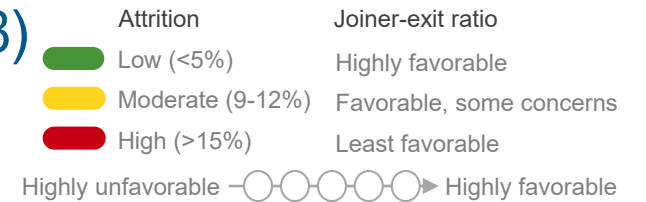
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Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

# Everest Group Top Employers for Tech Talent™ 2024 – India (page 3 of 3)

## Top 25 employers for tech talent



Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Sun Life	\$\$\$ \$ \$		★★★★★		Low	Low	A
Synchrony	\$\$\$ \$ \$ \$		★★★★★		Low	Low	A+
Target	\$\$\$ \$ \$ \$		★★★★★		Moderate	Low	A+
Telstra	\$\$\$ \$ \$ \$		★★★★★		Low	Low	B+
Thomson Reuters	\$\$\$ \$ \$ \$		★★★★★		Moderate	Low	A+
TIAA	\$\$\$ \$ \$ \$		★★★★★		Moderate	Low	A
Uber	\$\$\$ \$ \$ \$		★★★★★		Moderate	Low	A
VMware	\$\$\$ \$ \$ \$		★★★★★		High	High	A

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

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

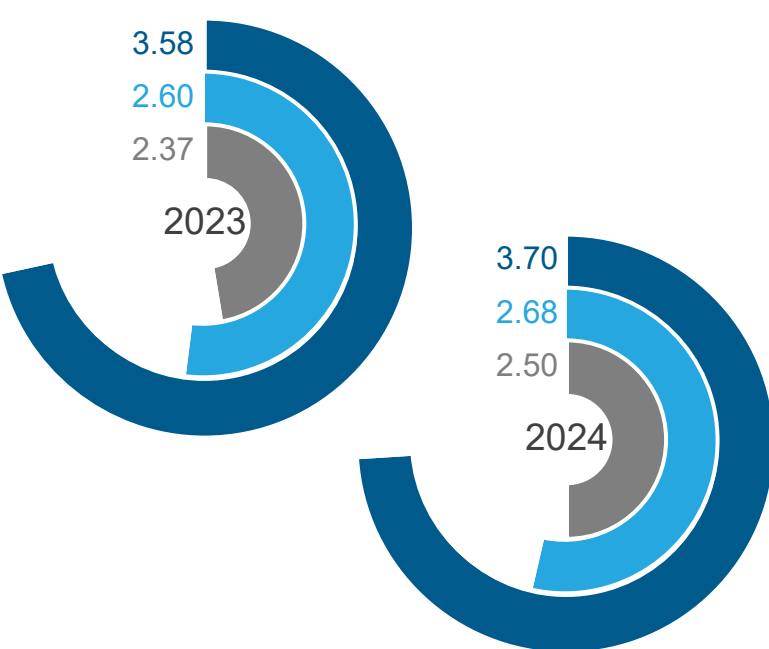
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Compensation and benefits

### Compensation and benefits

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Providing competitive salaries and flexible compensation structures
- Implementing bonus structures tied to individual and company performance creating openness and clarity regarding compensation levels and performance evaluation criteria
- Implementing holistic wellness initiatives including gym memberships, health screenings, and mental health support
- Offering comprehensive healthcare coverage including medical insurance for employees and their families

#### Challenges/Grievances

- Addressing potential inequities in compensation by considering skills, experience, and prevailing market rates
- Enforcing salary adjustments to counteract the impact of rising inflation and maintain employee purchasing power
- Preventing inadequate salary increases from falling below industry benchmarks
- Providing compensation for overtime hours worked to recognize additional efforts
- Enhancing communication about available benefits to ensure employees are well-informed

#### Observations

- Sentiment analysis highlights the **need for open communication, compensation transparency, and regular salary reviews** in India's tech market
- Top employers for tech talent in India are perceived as offering **competitive and flexible compensation structures** along with attractive perks and benefits
- The gap between ratings for top tech employers and others has narrowed to **48%** this year, down from **~51%** in 2023

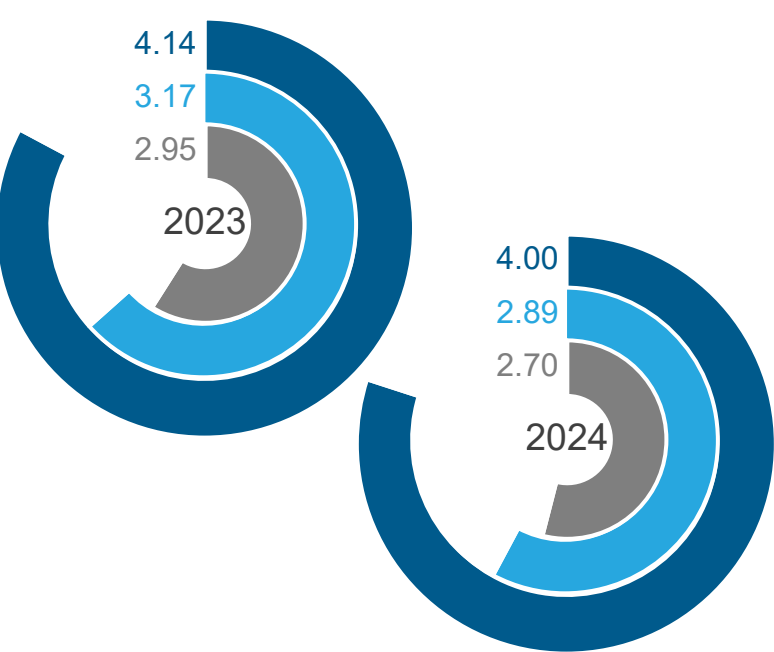
<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Work environment

### Work environment

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Offering flexible work hours, remote work options, and compressed work weeks
- Instituting employee recognition initiatives to commend and valorize diligent efforts and notable accomplishments
- Fostering team cohesion through collaborative activities such as company retreats, athletic contests, and coding challenges
- Providing mental health training and programs such as mindfulness and free counseling to manage stress

#### Challenges/Grievances

- Enforcing inflexible Work From Home (WFH) policies or mandatory return-to-office requirements
- Creating a toxic workplace atmosphere that stifles growth prospects and curtails creativity
- Characterizing work cultures by micromanagement and lack of decision-making autonomy
- Risking layoffs and restructuring among tech employers
- Requiring long commutes in major Indian cities, which eat into personal time and disrupt work-life balance

#### Observations

- Employees expect **flexible work arrangements** including hybrid work, flexible hours, remote options, and a good work-life balance
- Rising **concerns over inflexible work policies and mandatory return-to-office requirements** have led to a dip in top tech employer ratings
- The gap between ratings for top tech employers and the rest has increased from **~40%** to **~48%** in 2024, highlighting growing disparities

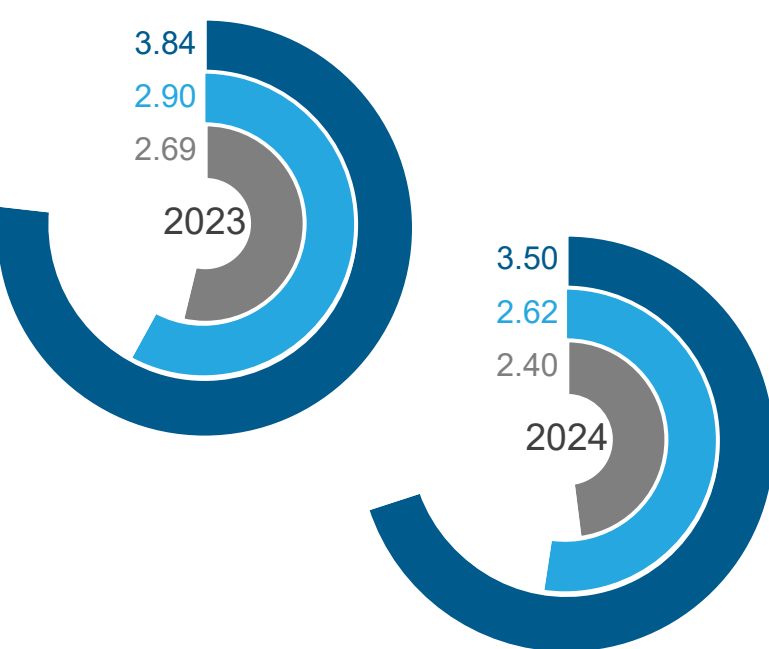
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# Insights on perceived strengths of different EVP levers – India (page 3 of 4)

## Career development

### Career development

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Creating opportunities to engage with cutting-edge technologies and modern tech stacks
- Enabling internal role transitions, cross-geographic relocations, and performance-driven career progression to foster professional growth
- Implementing skill-enhancing initiatives such as training programs, e-learning platforms, and workshops on the latest industry trends, complemented by mentorship programs

#### Challenges/Grievances

- Creating rigid hierarchical structures that bottleneck smooth career transitions or lateral movements
- Enforcing inadequate mentorship programs and coaching initiatives that impact individual goals and career trajectory
- Focusing performance evaluations solely on short-term results and productivity, discouraging investment in skill development for future roles

#### Observations

- **Tech employees prioritize career development** and seek active feedback for transparent growth opportunities. Employers must ensure equal access to such opportunities
- Tech employers in India face **declining ratings** due to perceived slower growth and layoffs among employees
- The gap between ratings for top employers for tech talent and others has widened this year, with a difference of **~46%** compared to **~43%** in 2023

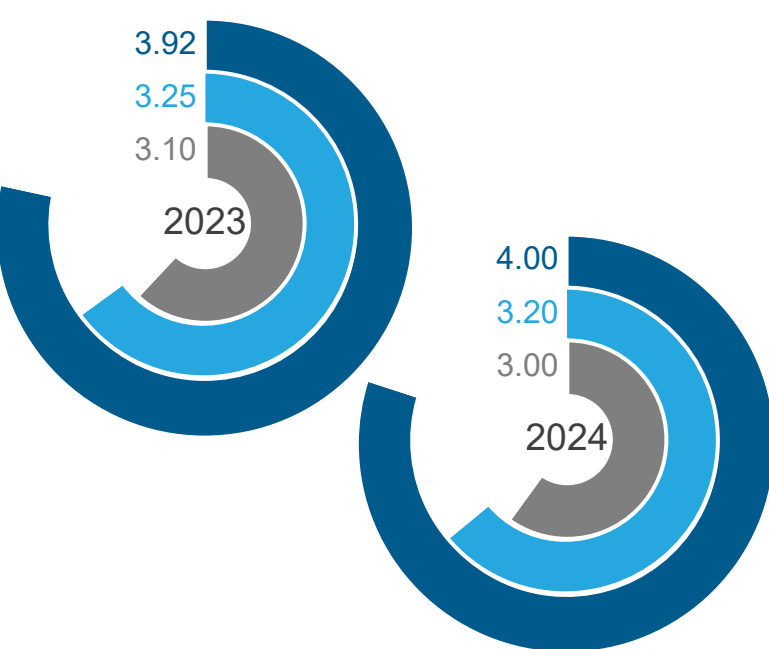
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# Insights on perceived strengths of different EVP levers – India (page 4 of 4)

## Diversity and inclusion

### Diversity and inclusion

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Implementing educational initiatives such as diversity and inclusion training programs and workshops to heighten consciousness, cultivate inclusive conduct, and engender appreciation for varied viewpoints and backgrounds
- Providing inclusive benefits such as parental leave, childcare, healthcare, and disability accommodations to foster an equitable workplace culture

#### Challenges/Grievances

- Lacking diversity in leadership positions
- Failing to provide transparency and dialogue concerning the organization's objectives, advances, and obstacles in nurturing an environment that embraces diversity and promotes inclusion
- Allowing subtle forms of discrimination and unconscious bias to create a hostile work environment for diverse employees, impacting their morale and performance

#### Observations

- Diversity and inclusion continues to be an **important metric** in measuring the overall brand perception of an employer
- Employees primarily voice concerns regarding the **absence of diversity in key leadership roles and the lack of policies supporting diversity** beyond those focused solely on gender
- The gap between ratings for the top employers for tech talent and the rest of the tech employers has increased from **~26% to ~33%** in 2024

<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Assessment of the top employers for tech talent over time – India

There has been a notable improvement among top- and mid-tier tech employers in India regarding brand perception for tech talent

↓ Decline   ● No change   ↑ Improvement

### Performance trends of top 20 percentile tech employers

2022-23      2023-24

45%   vs.   56% ●

Retained position as top employer for tech talent

55%   vs.   44% ↓

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

### Performance trends of 20th to 50th percentile tech employers

2022-23      2023-24

35%   vs.   57% ●

Retained position in similar quadrant

32%   vs.   23% ↓

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

33%   vs.   20% ↑

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

### Performance trends of bottom 50% tech employers

2022-23      2023-24

65%   vs.   81% ●

Limited/No change in tech brand perception

29%   vs.   17% ↑

Improvement in tech brand perception; moved up by one category

06%   vs.   02% ↑

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

According to our assessment

- There is a **general trend of increased stability and retention** among the top 20 and 20th to 50th percentile tech employers
- The bottom 50 percentile tech employers show **limited upward mobility**, with a higher percentage **maintaining their current brand perception**
- **Improvements and upward movement** are more pronounced in the top 20 and 20th to 50th percentile compared to the bottom 50 percentile, suggesting a **more competitive environment among the higher-ranked employers**

Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



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

## Employer brand perception and perceived success in the talent market

### Aggregate ratings on factors contributing to EVP

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

Category/Industry	Employer brand perception 2024	Change compared to 2023	Perceived success in the talent market 2024	Change compared to 2023	Comments
Top employers for tech talent	3.81	●	3.96	●	<ul style="list-style-type: none"> <li>Market average for <b>employer brand perception ratings has declined by 3%</b> over the last year, reflecting the challenging environment for tech employers</li> <li>Industry analysis shows certain industries, such as <b>insurance, HLS, and MLEUO</b> have <b>improved</b> their employer brand perception against the overall trend</li> <li>The <b>perception of success in the talent market has been more resilient</b> over last year</li> <li><b>RCPG, telecom, and BFS</b> industries have <b>improved their perception</b> of success in the talent market significantly, whereas <b>technology and information services and professional services</b> industries ratings have declined</li> </ul>
BFS	2.69	↓	3.23	↑	
Insurance	2.98	↑	3.27	●	
HLS	3.00	↑	3.48	↓	
RCPG	2.84	↓	3.19	↑↑	
Technology and information services	2.99	↓↓	3.25	↓↓	
Telecom	2.93	↓	3.52	↑↑	
Professional services	2.25	↓↓	2.54	↓↓	
MLEUO <sup>1</sup>	2.84	↑	3.42	●	
	2.81		3.24		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

### Compensation and benefits and work environment

#### Aggregate ratings on factors contributing to employer brand perception

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

Category/Industry	Compensation and benefits 2024	Change compared to 2023	Work environment 2024	Change compared to 2023	Comments
Top employers for tech talent	3.70	↑	4.00	↓	<ul style="list-style-type: none"> <li>Despite improvements, <b>compensation and benefits perception alone did not enhance overall employer brand perception</b>, highlighting the importance of other factors</li> <li><b>Compensation and benefits perception increased</b> across industries, except for technology and information services</li> <li><b>Work environment perception declined</b> over the past year by ~7%</li> <li>Top employers for tech talent <b>struggled to maintain positive work environment perception</b> but still hold an edge over other employers</li> <li><b>Telecom, MLEUO, and HLS industries improved their work environment perception</b></li> </ul>
BFS	2.60	↑↑	2.77	↓↓	
Insurance	2.78	↑↑	3.28	↓	
HLS	2.71	↑	3.33	↑	
RCPG	2.77	↑	2.86	↓	
Technology and information services	2.93	↓	3.03	↓↓	
Telecom	2.79	↑	3.00	↑	
Professional services	2.30	↑↑	1.60	↓↓	
MLEUO <sup>1</sup>	2.52	↑↑	3.23	↑	
	2.68		2.89		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

### Career development and diversity and inclusion

#### Aggregate ratings on factors contributing to employer brand perception

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

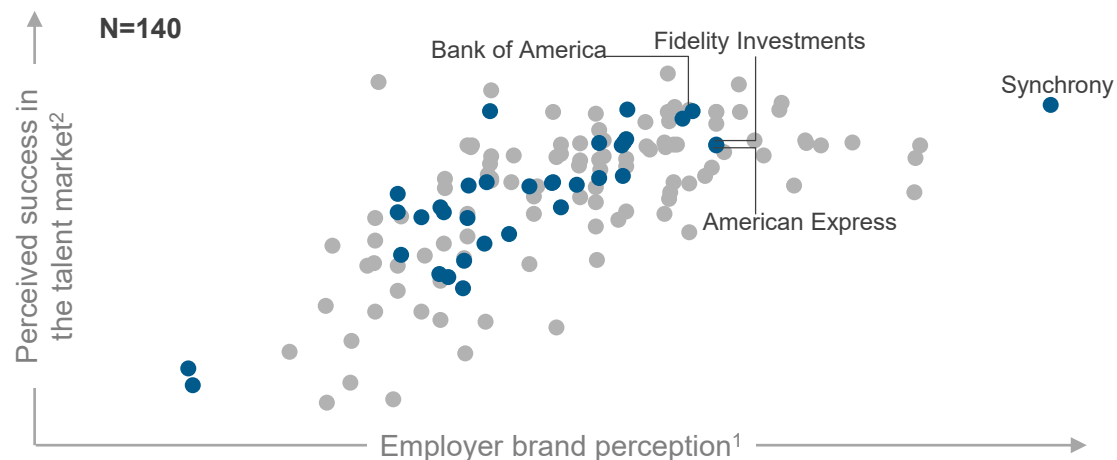
Category/Industry	Career development 2024	Change compared to 2023	Diversity and inclusion 2024	Change compared to 2023	Comments
Top employers for tech talent	3.50	↓↓	4.00	↑	<ul style="list-style-type: none"> <li>Tech employers in India observe a <b>~10% decline in career development perception</b>, indicating serious concerns for tech talent</li> </ul>
BFS	2.40	↓↓	3.07	↓	
Insurance	2.72	↓↓	3.33	↑↑	<ul style="list-style-type: none"> <li>Career development <b>perception ranks lowest among all analyzed parameters</b></li> </ul>
HLS	2.75	↓	3.46	↑↑	<ul style="list-style-type: none"> <li>Employee expectations resonate well with employer actions as there is a <b>marginal increase in diversity and inclusion perception</b></li> </ul>
RCPG	2.50	↓↓	3.32	↑↑	
Technology and information services	2.85	↓↓	3.18	↓↓	<ul style="list-style-type: none"> <li>The <b>telecom industry stands as the only exception</b> to the declining trend in career development perception</li> </ul>
Telecom	2.83	↑	3.21	↑	
Professional services	2.30	↓↓	2.80	↓↓	<ul style="list-style-type: none"> <li><b>Professional services and technology and information services</b> industries, which improved diversity and inclusion perception last year, <b>observe a sharp decline this year</b></li> </ul>
MLEUO <sup>1</sup>	2.62	↓	3.25	↓	
	2.62		3.20		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## BFS



- The BFS industry's share in the top employers for tech talent list remains steady at **16%**
- Work environment, career development, and diversity and inclusion **ratings have declined by ~8%, ~13%, and ~4%** respectively, raising significant concerns
- The BFS industry has **improved its compensation and benefits score** by ~6%, with over 80% of employers in this sector maintaining or enhancing their ratings in this parameter
- Some tech employers such as **Synchrony** and **Bank of America** have successfully retained their top employer for tech talent position with new entrants such as **Fidelity Investments** and **American Express**

	Perceived success in the talent market²	Employer brand perception¹	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	3.23	2.69	2.60	2.77	2.40	3.07
2023 rating	3.15	2.79	2.46	3.00	2.76	3.21
2022 rating	2.88	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

2 Perceived 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: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

### Insurance



- Insurance peers significantly **improved the perception of diversity and inclusion by ~9%**
- **Sun Life has retained its position** in the top quadrant with **new entrants**; **Principal Financial and TIAA** ranks among the top employers for tech talent
- The **divide among insurance peers has widened**, with better-placed peers further improving their perception while others have declined
- Improved **employer brand perception (~3%) has not correlated with perceived success in the talent market** for insurance peers
- The insurance industry **failed to sustain improved perceptions of work environment and career development and saw a decline of ~2%**

	Perceived success in the talent market²	Employer brand perception¹	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	3.27	2.98	2.78	3.28	2.72	3.33
2023 rating	3.29	2.90	2.56	3.33	2.94	3.06
2022 rating	2.76	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

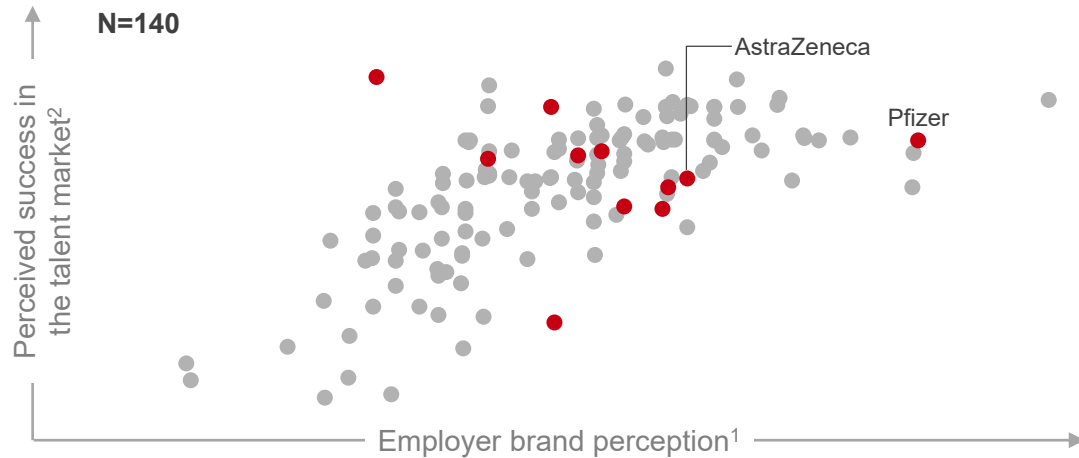
2 Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

### HLS



- **AstraZeneca** and **Pfizer** have entered the top employers list for tech talent
- The HLS industry has **considerably improved its employer brand perception** rating (~3%) over the last year, though it remains lower than 2022
- The HLS industry has further **improved diversity and inclusion perception**(~7%) while **continuing to decline in career development perception** (~2%)
- The HLS industry **has improved compensation and benefits** perception and **work environment** perception by ~3% and ~4% respectively
- **The slight decrease in perceived success in the talent market (~3%)**, despite improved brand perception, aligns with last year's lagging trend

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	3.48	3.00	2.71	3.33	2.75	3.46
2023 rating	3.57	2.90	2.62	3.19	2.81	3.23
2022 rating	3.16	3.28	3.30	3.50	3.10	3.20

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

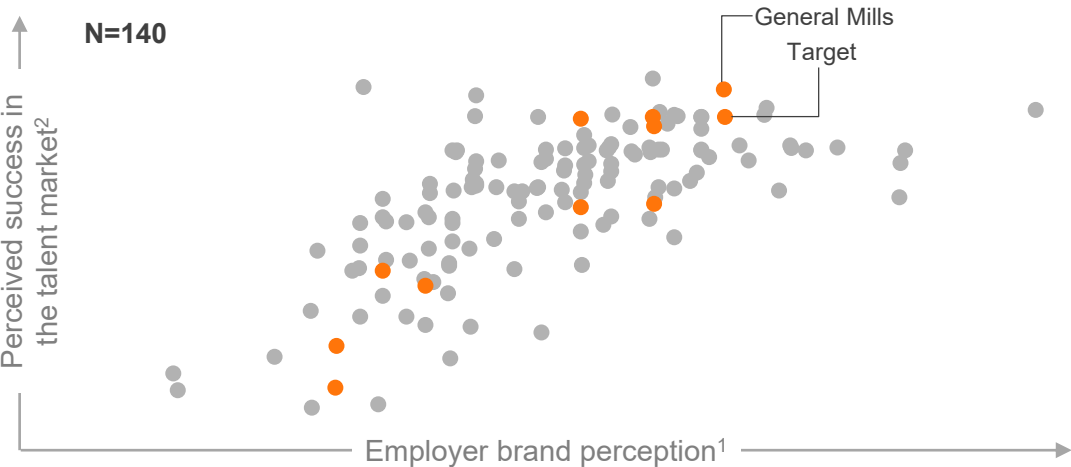
<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

RCPG



- The RCPG industry shows a **considerable change in player ratings** despite minimal movement in average employer brand perception
- **General Mills** enters the top employer category, while **two other top employers lose their positions; Target** retains its spot in the top quadrant
- The **gap between better-perceived RCPG players and their peers has widened**, indicating a divergence in collective industry perception and individual ratings
- The industry has **successfully rebuilt diversity and inclusion perception (~6%)** and **improved compensation and benefits perception (~2%)**
- Career development remains a concern, with a **~14% decline**, and work environment issues persist for the industry with a ~3% decline

	Perceived success in the talent market²	Employer brand perception¹	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	3.19	2.84	2.77	2.86	2.50	3.32
2023 rating	2.98	2.89	2.71	2.96	2.92	3.13
2022 rating	3.38	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

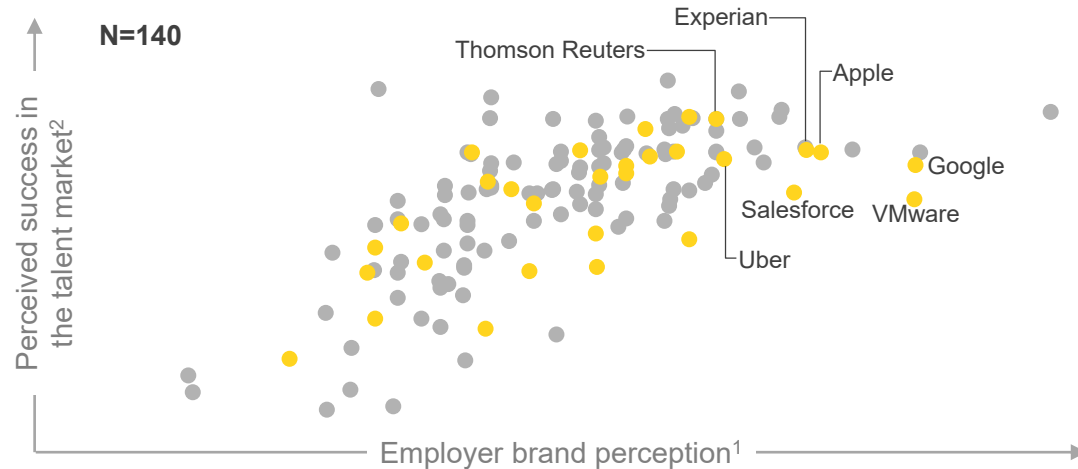
2 Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

### Technology and information services



- The technology and information services industry has a **28% share in the top quadrant in 2024**
- This industry faces **the highest decline in perception ratings across all analyzed parameters**
- **Career development remains the biggest concern for the industry**, showing the **most significant decline for the second consecutive year of ~13%**, which is also a concern for top employers
- The decline in perceived success in the talent market (~8%) and employer brand perception (~9%) parameters highlights the industry's **high sensitivity and minimal lag in perceptions**

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	3.25	2.99	2.93	3.03	2.85	3.18
2023 rating	3.52	3.28	3.00	3.60	3.28	3.45
2022 rating	3.02	3.35	3.00	3.72	3.56	3.39

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

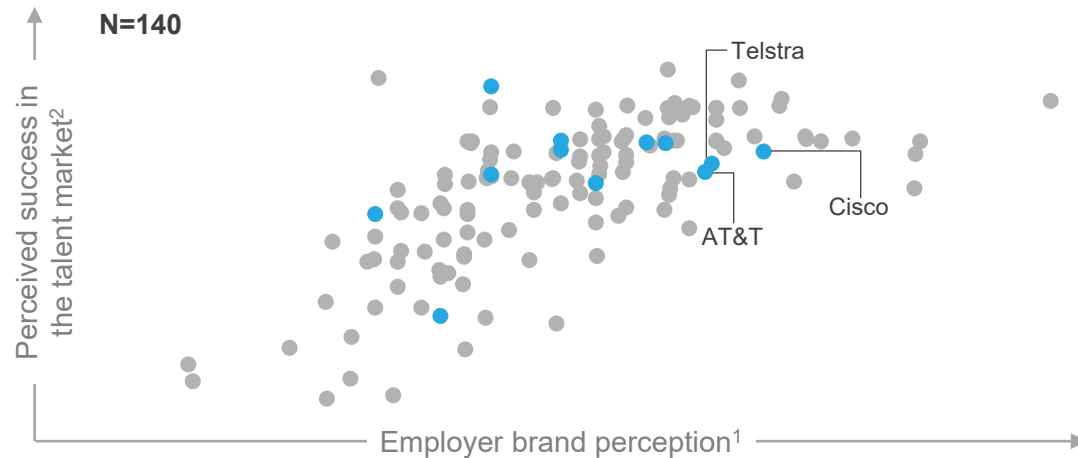
Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



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

### Telecom



- The telecom industry has **significantly improved its perception of success in the talent market (~11%)**, and has seen a **marginal improvement in overall employer brand perception (~3%)**
- The telecom industry has **improved career development perception (~2%)**, though it remains below 2022 levels
- The telecom industry has managed to **meet average national perception ratings** across all parameters
- The telecom industry has **maintained its share in the top employer list with 12% of the top quadrant**
- The **disparity in ratings among telecom industry players has reduced**, bringing them closer to each other

	Perceived success in the talent market²	Employer brand perception¹	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	3.52	2.93	2.79	3.00	2.83	3.21
2023 rating	3.18	2.83	2.69	2.92	2.77	3.08
2022 rating	3.25	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

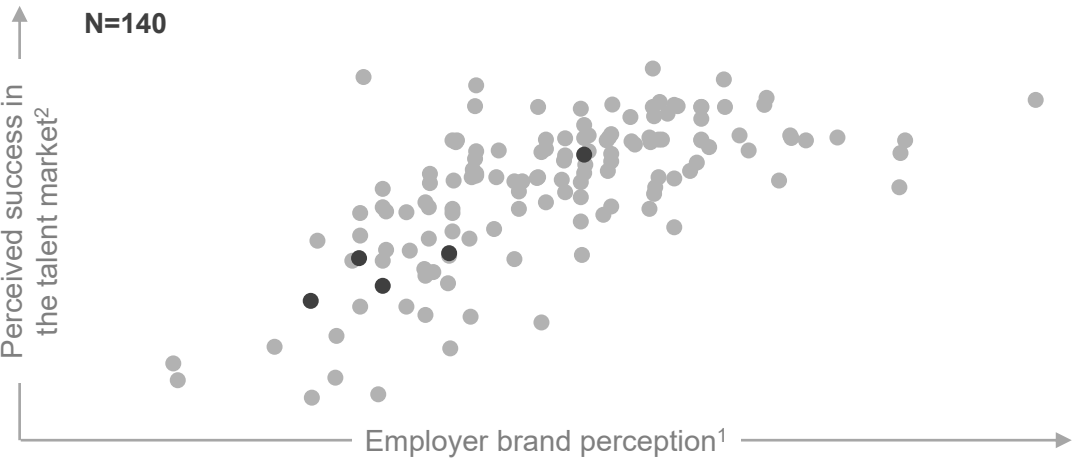
2 Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Professional services



- Professional services sees a **~40% decline in work environment perception** in a single year, emerging as the biggest concern
- Industry perception declines further and is the **lowest among all analyzed industries**
- **Perceived success in the talent market significantly declines** by ~14%, mirroring the trend in employer brand perception, which declines by ~11%
- Professional services peers remain **far from making the cut to the top employer list**
- The industry **needs to focus more on employee perception** to understand and address the issues

	Perceived success in the talent market²	Employer brand perception¹	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.54	2.25	2.30	1.60	2.30	2.80
2023 rating	2.94	2.54	2.13	2.63	2.75	3.00
2022 rating	3.18	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

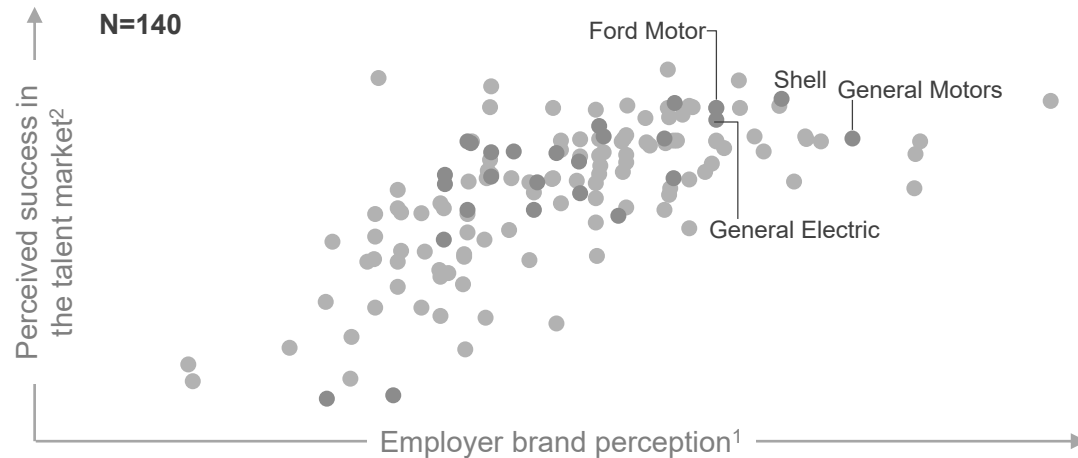
2 Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

MLEUO<sup>3</sup>



- **General Motors and General Electric** entering the top employer category **increases MLEUO industry representation** in the segment to **16%**, with **Shell and Ford Motor** retaining their position in the top quadrant
- Most industry players are **concentrated near the center of the chart**, bringing the overall perception of the industry closer to the national average
- The industry has **improved its compensation and benefits perception by ~12%** but still lags behind the national average
- Career development (~5%) and diversity and inclusion (~3%) perceptions have declined slightly over the last year, while the work environment perception has improved by ~3%

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	3.42	2.84	2.52	3.23	2.62	3.25
2023 rating	3.45	2.76	2.24	3.14	2.76	3.36
2022 rating	2.97	2.66	1.95	3.18	2.77	3.32

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

<sup>3</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Note: A few data points of the Top GBS Employers™ 2022 report have been updated post publishing

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## We assessed the following 140 companies' India-based tech centers (page 1 of 2)

1 _VOIS	15 Apple	29 Broadcom	43 DE Shaw Group	57 Ford Motor
2 AB InBev	16 AstraZeneca	30 BT	44 Dell Technologies	58 Franklin Templeton Investments
3 ABB Group	17 AT&T	31 Carelon Global Solutions	45 Deloitte	59 GE HealthCare
4 Adobe	18 AXA	32 Cargill	46 Deutsche Bank	60 General Electric
5 Airbus Group	19 Baker Hughes	33 Carrier Global	47 Dun & Bradstreet	61 General Mills
6 Aker Solutions	20 Bank of America	34 Caterpillar	48 Eaton Corporation	62 General Motors
7 Allianz Services	21 Bank of New York Mellon	35 Cisco	49 Emerson Electric	63 Goldman Sachs
8 Allstate Corporation	22 Barclays	36 Citigroup	50 Ericsson	64 Google
9 Amazon	23 Baxter	37 CME Group	51 Ernst & Young	65 Guardian Life Insurance
10 Amazon Web Services	24 Becton Dickinson and Company	38 Continental	52 Experian	66 Honeywell International
11 American Express	25 Blackrock	39 Cummins	53 ExxonMobil	67 HSBC
12 Ameriprise Financial	26 BNP Paribas	40 Daimler	54 Fidelity Investments	68 Huawei
13 Analog Devices	27 Boeing	41 Dassault Systems	55 Fidelity National Financial	69 Intel
14 ANZ Bank	28 Boston Consulting Group	42 DBS Bank	56 First American	70 JPMorgan Chase

## We assessed the following 140 companies' India-based tech centers (page 2 of 2)

71 KPMG	85 Northern Trust	99 Rakuten	113 SLB	127 Transunion
72 London Stock Exchange	86 Novartis	100 Robert Bosch	114 Societe Generale	128 Uber
73 Lowe's	87 NXP Semiconductors	101 Rockwell Automation	115 Sony	129 Ubisoft
74 Maersk	88 Optum	102 S&P Global	116 Standard Chartered Group	130 UBS
75 Mastercard	89 Oracle Corporation	103 Salesforce	117 State Street Corporation	131 Unilever
76 Medtronic	90 Orange	104 Samsung	118 Stryker Corporation	132 Verizon
77 Meta Platforms	91 PayPal	105 SAP	119 Sun Life	133 Visa
78 Microsoft Corporation	92 PepsiCo	106 Saxo Bank	120 Synchrony	134 VMware
79 Morgan Stanley	93 Pfizer	107 Schneider Electric	121 Target	135 Volvo Group
80 Motorola Solutions	94 Philips	108 Scientific Games	122 Telstra	136 Walmart
81 NatWest	95 Pitney Bowes	109 Sears	123 Tesco	137 Wells Fargo & Company
82 Nielsen	96 PricewaterhouseCoopers	110 Shell	124 Thermo Fisher Scientific	138 Western Union
83 Nokia	97 Principal Financial	111 Siemens	125 Thomson Reuters	139 Willis Towers Watson
84 Nomura	98 Qualcomm	112 Siemens Healthineers	126 TIAA	140 Wolters Kluwer

# Top Employers for Tech Talent™ in key talent markets

India

The US

Everest Group Top Employers for Tech Talent™ 2024

Scorecards of top employers for tech talent

Insights on perceived strengths of different EVP levers

- Compensation and benefits
- Work environment
- Career development
- Diversity and inclusion

Assessment of the top employers for tech talent over time

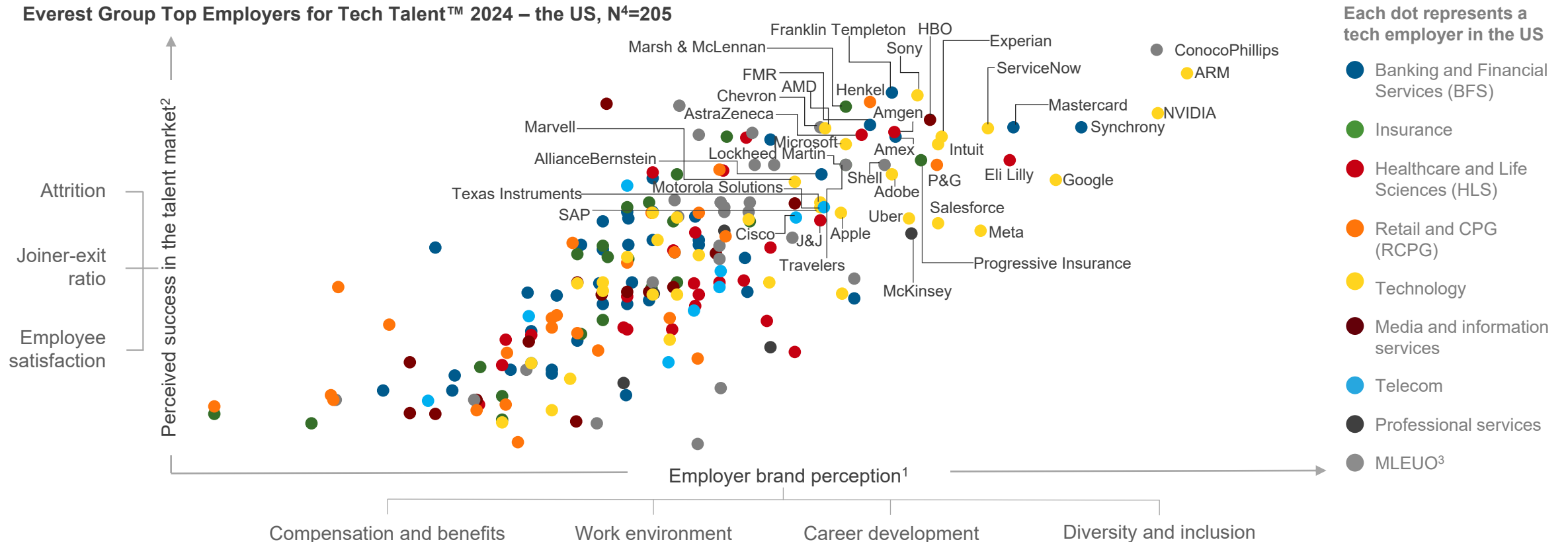
Comparative assessment across industries

Industry-specific insights

List of tech employers analyzed

The UK

# Everest Group Top Employers for Tech Talent™ 2024 – the US



<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

<sup>3</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

<sup>4</sup> N = number of companies in the analysis

Source: This analysis is based on various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Top 40 employers for tech talent

4) Attrition Joiner-exit ratio

Low (<5%)	Highly favorable
Moderate (9-12%)	Favorable, some concerns
High (>15%)	Least favorable

Highly unfavorable —○—○—○—○—○—○—▶ Highly favorable

Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Adobe	💰💰💰👤💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟡	B+
AMD	💰💰👤💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟢	A
AllianceBernstein	💰💰💰👤💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟡	B+
American Express	💰💰💰👤💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟡	A
Amgen	💰💰💰👤💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟢	A
Apple	💰💰💰👤💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟡	B
Arm	💰💰💰💰👤	🏢🏢🏢🏢🏢	★ ★ ★ ★ ★ ★	🤝🤝🤝🤝🤝	🟢	🟢	A+
AstraZeneca	💰💰💰💰👤	🏢🏢🏢🏢🏢	★ ★ ☆ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟢	A
Chevron	💰💰💰👤💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟢	A
Cisco	💰💰💰👤💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🔴	B

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 such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



## Top 40 employers for tech talent

Joiner-exit ratio

Highly favorable

Favorable, some concerns

Least favorable

Highly unfavorable —○—○—○—○—○▶ Highly favorable

1 Represents the aggregate rating of outside-in perception across parameters such as compensation and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and 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 such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Top 40 employers for tech talent

Highly unfavorable —○—○—○—○—○→ Highly favorable

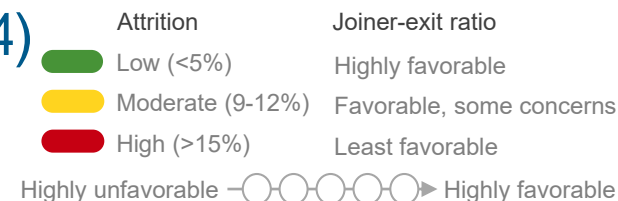
Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Lockheed Martin	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟢	🟢	B+
Marsh & McLennan	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟡	🔴	A+
Marvell Technologies	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆ ☆	💞💞💞💞💞	🟡	🔴	B+
Mastercard	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟡	🟢	A
McKinsey & Company	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟡	🔴	B
Meta Platforms	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🔴	🔴	B
Microsoft	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟡	🔴	A
Motorola Solutions	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆ ☆	💞💞💞💞💞	🟡	🟡	B
NVIDIA	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ★ ☆ ☆	💞💞💞💞💞	🟢	🟢	A
Procter & Gamble	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟢	🟢	B+

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 such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

Everest Group Top Employers for Tech Talent™ 2024 – the US (page 4 of 4)

## Top 40 employers for tech talent



Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Progressive Insurance	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆	🤝🤝🤝🤝🤝	🟢	🟢	B+
Shell	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟢	B+
Salesforce	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟡	🔴	B
SAP	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟡	🟡	B
ServiceNow	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟡	🟢	A
Sony	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟡	🟡	A+
Synchrony	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆	🤝🤝🤝🤝🤝	🟢	🟢	A
Texas Instruments	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟢	B
Travelers Companies	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟢	🟢	B+
Uber	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	🤝🤝🤝🤝🤝	🟡	🟡	B

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

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

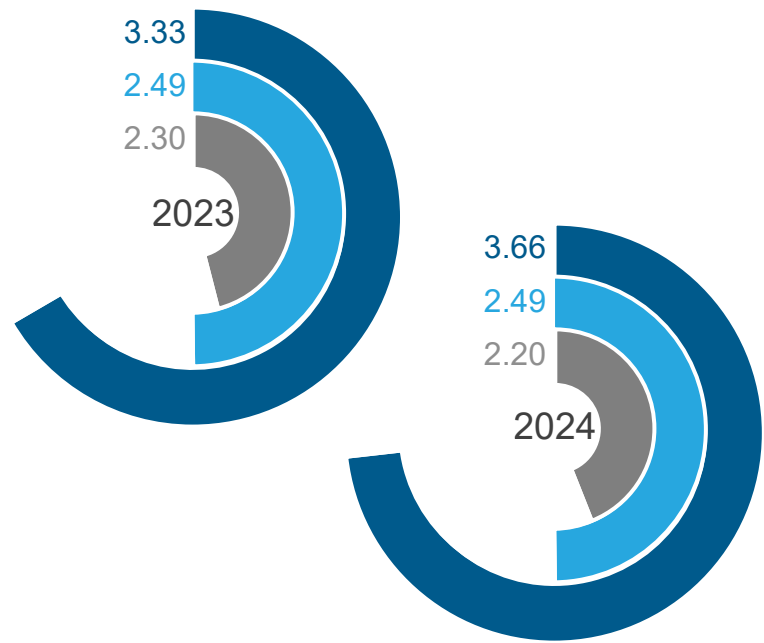
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Compensation and benefits

### Compensation and benefits

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Enforcing a transparent and equitable compensation structure
- Offering a competitive base salary, complemented by perks such as commute assistance and relaxation zones
- Supporting retirement planning by matching contributions in 401K
- Providing bonuses, rewards, and recognition based on performance

#### Challenges/Grievances

- Failing to match salary increments with market standards
- Inflating compensation packages by adding components with limited usage for employees
- Seeking modern benefits packages that include mental health support, childcare assistance, and wellness programs

#### Observations

- Employees in the US expect **non-monetary benefits** such as free food, transport services, gym access, and other amenities in addition to base pay
- Concerns about **pay equity within similar roles and slower salary increases** compared to market trends have been raised by employees in the US
- The gap between ratings for the top employers for tech talent and the rest of the tech employers has increased from **~45% to ~66%** in 2024

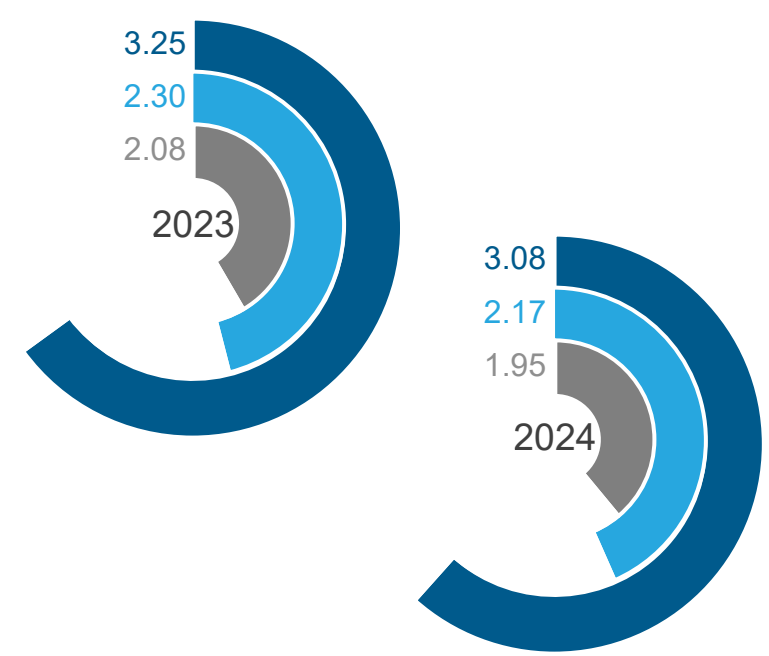
<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Work environment

### Work environment

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Emphasizing work-life balance and reducing burnout
- Enforcing higher autonomy and work flexibility in terms of location, schedule, and workplace
- Implementing challenging work assignments and supporting innovative ideas
- Offering wellness programs that promote healthy habits such as gym memberships, healthy meal options, and mindfulness training

#### Challenges/Grievances

- Lack of enforcing boundaries between work and personal life, exacerbating remote work fatigue due to the absence of in-person connections
- Failure to implement agile decision-making processes and grant individuals' autonomy
- Creating a stressful and unproductive work environment through cutthroat internal competition or fostering a culture of office politics

#### Observations

- Sentiment analysis highlights the **growing importance of work-life balance** and the preference for **more agile work models** among employees
- The younger workforce expects increased **autonomy and flexibility** in their work and is willing to seek alternative employment if these expectations are not met
- The gap between ratings for the top employers for tech talent and the rest of the tech employers has increased from **~56%** to **~58%** in 2024

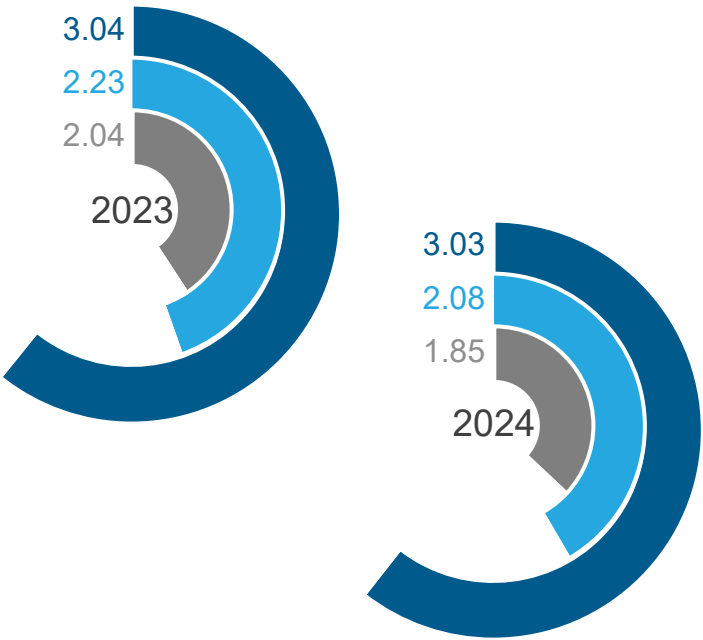
<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Career development

### Career development

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Implementing clear career progression plans with feedback and guidance to improve performance
- Enforcing opportunity for internal movement or to move across different verticals in business
- Establishing in-house training programs focused on future-proof skills and emerging technologies relevant to the industry
- Providing opportunities for skill and professional development

#### Challenges/Grievances

- Implement leadership development training
- Enforce a transparent performance evaluation process, driven by fair procedures
- Conduct training and development sessions to facilitate learning and gain hands-on experience with new technology
- Senior support within the company is lacking, leading to limited career growth opportunities for employees

#### Observations

- Career development remains crucial for US employers, with **employees expecting regular upskilling and career guidance**
- Rising layoffs among tech employers have emphasized the **importance of reskilling and learning transferable skills** for employees
- The gap in ratings between top employers for tech talent and rest of the tech employers has widened from **~49% to ~64%** in 2024

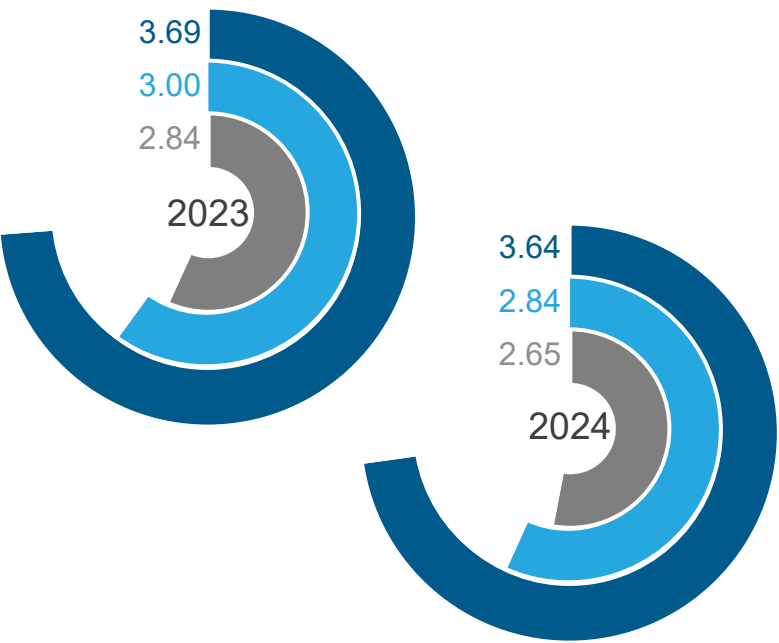
<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Diversity and inclusion

### Diversity and inclusion

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Implementing mandatory trainings and programs to raise awareness
- Enforcing policies and frameworks that support a diverse and inclusive culture
- Establishing a standardized hiring process with clear criteria and rubrics to ensure objective evaluation of all candidates based on skills and experience, thus mitigating unconscious bias

#### Challenges/Grievances

- Certain teams or levels in the organization lack diversity
- Sensitizing employees and external partners is necessary
- Microaggressions, subtle discrimination, and unconscious bias can create a hostile work environment for underrepresented employees, hindering their retention and growth

#### Observations

- **Diversity and inclusion consistently outperforms other EVP levers**
- Employees appreciate **senior leadership's active involvement in initiatives** and the **autonomy granted for employee-led groups and programs**
- The gap between ratings for the top employers for tech talent and the rest of the tech employers has widened from **~30% to ~37%** in 2024

<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Assessment of the top employers for tech talent over time – the US

There is some movement within the different percentiles, the overall brand perception of tech employers in the US remains relatively stable over the two-year period

↓ Decline   ● No change   ↑ Improvement

### Performance trends of top 20 percentile tech employers

2022-23      2023-24

60%   vs.   63% ●

Retained position as top employer for tech talent

40%   vs.   37% ↓

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

### Performance trends of 20th to 50th percentile tech employers

2022-23      2023-24

52%   vs.   50% ●

Retained position in similar quadrant

29%   vs.   30% ↓

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

19%   vs.   20% ↑

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

### Performance trends of bottom 50% tech employers

2022-23      2023-24

78%   vs.   79% ●

Limited/No change in tech brand perception

19%   vs.   19% ↑

Improvement in tech brand perception; moved up by one category

03%   vs.   02% ↑

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

According to our assessment

- The top 20 percentile tech employers have seen **slight improvements in retention rates** and fewer instances of brand deterioration, becoming **more stable**
- The 20th to 50th percentile tech employers show **minor fluctuations**, with a **slight decrease in retention and a slight increase in both deterioration and improvement**
- The bottom 50% tech employers show **limited or no change in brand perception**, with very minor changes in upward mobility

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



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

## Employer brand perception and perceived success in the talent market

### Aggregate ratings on factors contributing to EVP

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

Category/Industry	Employer brand perception 2024	Change compared to 2023	Perceived success in the talent market 2024	Change compared to 2023	Comments
Top employers for tech talent	3.39	↑	3.57	●	<ul style="list-style-type: none"> <li>Average <b>employer brand perception</b> of the US tech employers has <b>declined this year by ~4%</b>; although the extent of decline is lower compared to last year</li> <li>Despite the overall decline, the <b>top tech employers have improved their brand perception (~2%)</b>, which could be the result of sustained efforts</li> <li>Only <b>HLS and MLEUO industry</b> segments have managed to retain the employer brand perception rating</li> <li>The US tech employers' perceived success in talent market has declined (~11%) over last year</li> <li><b>Top employers have retained perceived success in talent market</b> and media and information services segment has improved the perception of success in talent market</li> </ul>
BFS	2.32	↓	2.43	↓↓	
Insurance	2.17	↓↓	2.39	●	
HLS	2.50	●	2.37	↓↓	
RCPG	1.97	↓↓	1.99	↓↓	
Media and information services	2.09	↓↓	2.05	↑	
Technology	2.85	↓	2.75	↓↓	
Telecom	2.37	↓	2.20	↓↓	
Professional services	2.65	↓	2.06	↓↓	
MLEUO <sup>1</sup>	2.59	●	2.72	↓↓	
	2.39		2.33		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

### Compensation and benefits and work environment

#### Aggregate ratings on factors contributing to employer brand perception

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

Category/Industry	Compensation and benefits 2024	Change compared to 2023	Work environment 2024	Change compared to 2023	Comments
Top employers for tech talent	3.66	↑↑	3.08	↓	<ul style="list-style-type: none"> <li>• <b>Compensation and benefit's</b> average perception has remained stable over last year</li> <li>• <b>Top employers</b> have <b>further strengthened their lead</b> (~10%) as against the overall declining trend; their compensation and benefits perception has improved</li> <li>• <b>Professional services</b> improved their <b>compensation perception</b> for second year in row whereas <b>HLS and technology</b> reversed the declining trend and improved rating</li> <li>• Average <b>perception of work environment</b> <b>further declined</b> (~6%) across the US tech employers</li> <li>• <b>Top employers</b> also <b>were not immune to the declining trend</b> (~5%) in the work environment's perception</li> <li>• <b>Telecom and MLEUO</b> improved the work environment perception</li> </ul>
BFS	2.30	●	2.18	↓↓	
Insurance	2.02	↓	2.20	↓	
HLS	2.70	↑↑	2.18	●	
RCPG	2.06	↓↓	1.60	↓↓	
Media and information services	2.20	↓↓	2.03	↓↓	
Technology	3.00	↑	2.56	↓↓	
Telecom	2.61	●	2.11	↑	
Professional services	2.80	↑↑	1.90	↓↓	
MLEUO <sup>1</sup>	2.73	↓	2.29	↑	
	2.49		2.12		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Comparative assessment across industries – the US (page 3 of 3)

### Career development and diversity and inclusion

#### Aggregate ratings on factors contributing to employer brand perception

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

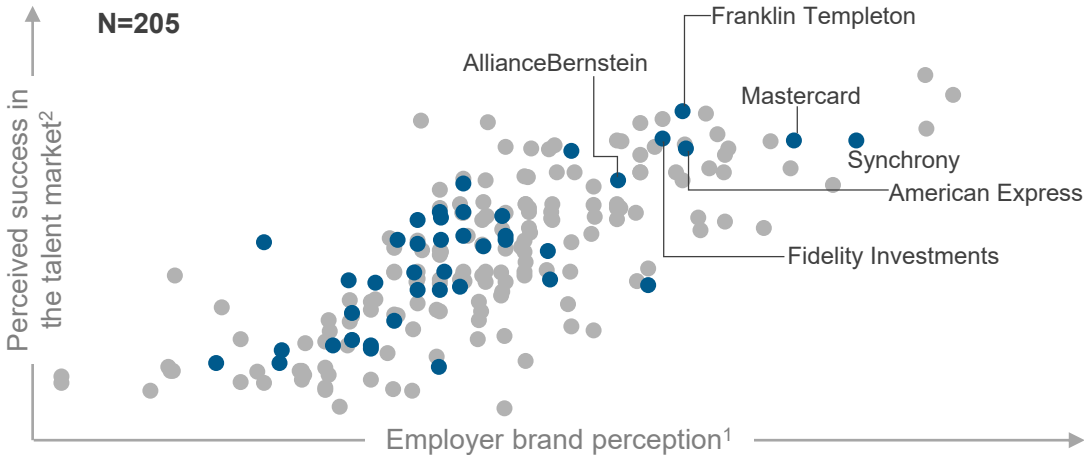
Category/Industry	Career development 2024	Change compared to 2023	Diversity and inclusion 2024	Change compared to 2023	Comments
Top employers for tech talent	3.03	●	3.64	●	<ul style="list-style-type: none"> <li>• <b>Perception of both</b> career development and diversity and inclusion <b>declined</b> across the US tech employers by ~8% and ~5% respectively</li> <li>• <b>Career development</b> perception is still the <b>lowest</b> across parameters and despite the decrease, diversity and inclusion's perception is still highest</li> <li>• <b>Top employers have retained the perception on both the parameters</b>, further widening the gap between them and other employers</li> <li>• <b>Career development continues to be the concern for all the industries</b> as except MLEUO all industries career development perception has declined</li> <li>• <b>Only MLEUO industry has improved diversity and inclusion perception</b>, and HLS has maintained the rating</li> </ul>
BFS	2.01	↓↓	2.80	↓↓	
Insurance	1.89	↓↓	2.73	↓↓	
HLS	2.06	↓	2.94	●	
RCPG	1.68	↓↓	2.50	↓↓	
Media and information services	1.57	↓↓	2.70	↓	
Technology	2.57	↓	3.16	↓	
Telecom	1.89	↓↓	2.67	↓↓	
Professional services	2.80	↓↓	3.00	↓↓	
MLEUO <sup>1</sup>	2.30	●	2.93	↑↑	
	2.09		2.82		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

BFS



- The BFS industry's **share in the top quadrant is 15%** in 2024
- **Employer brand perception has declined by ~5%**, reflected in the decrease in ratings across all four EVP levers for the second consecutive year
- **Work environment experienced the most significant decline of 10%** among the EVP levers, alongside a concerning **10% decrease in perceived success in the talent market** for the BFS industry
- Employers such as **Franklin Templeton, Mastercard, American Express, and Fidelity Investments** managed to maintain their position in the top quadrant while **new entrants such as Synchrony and AllianceBernstein** joined the top quadrant

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.43	2.32	2.30	2.18	2.01	2.80
2023 rating	2.70	2.45	2.31	2.43	2.15	3.04
2022 rating	—	2.67	2.54	2.67	2.41	3.17

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Insurance



- **Travelers** retain their position in the top quadrant with new entrants such as **Progressive Insurance** and **Marsh & McLennan** joining the top quadrant, contributing to the insurance industry's **~8% share** in the top quadrant
- The insurance industry's **employer brand perception ratings have declined** by **~6%**, ranking **third lowest among all industries** in this parameter
- The insurance industry, along with one other industry, has managed to **marginally improve its perceived success in the talent market** by **~1%**
- The industry faces concerns with **declines of ~6% and ~12% in the perception of career development and diversity and inclusion**, respectively

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.39	2.17	2.02	2.20	1.89	2.73
2023 rating	2.37	2.32	2.12	2.29	2.00	3.10
2022 rating	—	2.73	2.54	2.72	2.52	3.30

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

HLS



- HLS industry **doubles its representation among top employers for tech talent**, rising from **5% to 10%** in 2024
- HLS industry **improves its employer brand perception** by ~1%, marking a moderate achievement as only two industries have enhanced their ratings in this parameter
- **Perception of compensation and benefits sees a notable 7% increase**; the only EVP lever to do so
- Despite perceived success in the talent market, the industry faces a concerning **7% decline** in ratings
- **AstraZeneca, Eli Lilly, Amgen, and Johnson and Johnson** join the top employer quadrant this year as new entrants

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.37	2.50	2.70	2.18	2.06	2.94
2023 rating	2.54	2.47	2.52	2.19	2.15	2.98
2022 rating	—	2.93	3.00	2.64	2.50	3.54

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

RCPG



- RCPG industry has **improved its share in the top quadrant**, from ~3% to ~5% this year, with **Procter & Gamble maintaining its position** there and **Henkel** as a new entrant in the quadrant
- While **employee brand perception has decreased by ~10%**, the RCPG industry's ratings are the lowest among all industries, which is more concerning
- Perceived success in the talent market has seen a **steeper decline of ~15%** compared to employer brand perception
- Although all four EVP levers have experienced a decline in ratings this year, the **perception of work environment and career development has seen a more significant decrease** of ~12% and 16%, respectively

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	1.99	1.97	2.06	1.60	1.68	2.50
2023 rating	2.33	2.19	2.23	1.81	2.00	2.69
2022 rating	—	2.21	2.43	1.61	2.14	2.50

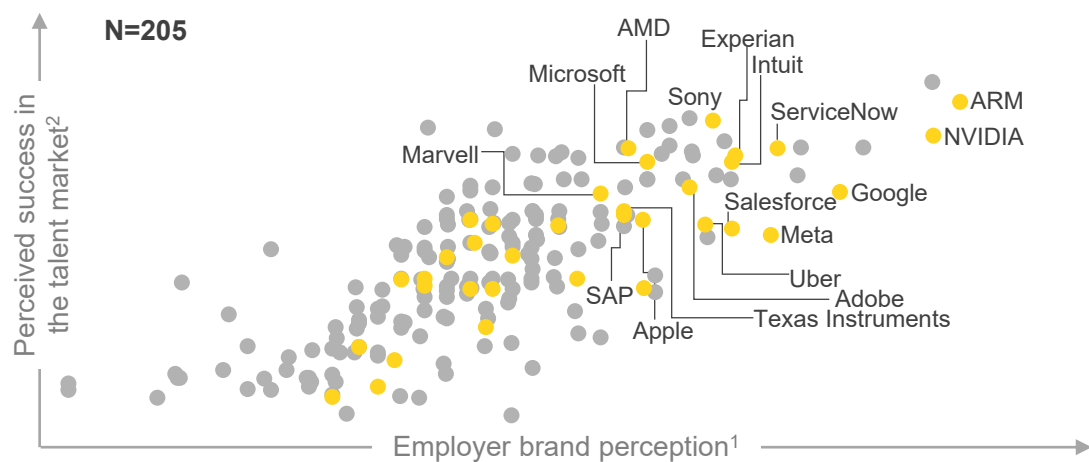
<sup>1</sup> Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Technology



- The technology industry maintains its **dominance in the top quadrant, capturing ~45% share** among the top tech employers
- Despite a **~2% decline in employer brand perception**, the technology industry still boasts the **highest rating in this parameter** among all industries
- Although the **success in the talent market perception has declined by ~9%** in 2024, the technology industry still holds the highest rating compared to other industries
- **Compensation and benefits have improved** by ~4%, while work environment, career development, diversity, and inclusion have all seen declines of approximately **~9%, ~5%, and ~5%**, respectively

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.75	2.85	3.00	2.56	2.57	3.16
2023 rating	3.03	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



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

### Media and information services



- **HBO 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
- **Average employer brand perception** of media and information services industry has **declined (~12%)** but **few players have improved** their brand perception and moved upward in the plot
- Decrease in employer brand perception is driven by **decrease across all the parameters**
- Sharp further **decline in perception of career development (~16%) solidifies their lowest position** in parameter across industries

	Perceived success in the talent market²	Employer brand perception¹	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.05	2.09	2.20	2.03	1.57	2.70
2023 rating	2.01	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Telecom



- **Motorola Solutions** joined **Cisco** as a new entrant, in the top employer list, thus **increasing representation** of telecom industry in the list
- Rest of the telecom players are distributed across the plot, thus creating a **wider variance** between players
- Average **employer brand perception** of the industry has **declined by ~3%** and in correlation the **perceived success** in talent market has also **declined by ~16%**
- Despite the overall decline, the industry has **improved its work environment** perception (~2%) and maintained compensation and benefits perception
- A **sharp decline** in perception of **career development** by ~13% is the reason behind the overall fall in brand perception rating

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.20	2.37	2.61	2.11	1.89	2.67
2023 rating	2.61	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Professional services



- Out of the five analyzed peers, **only McKinsey and Company makes the cut to the top employer for tech talent list**
- Though the **brand perception** rating has **declined by ~5%**, professional services industry **still has the second-highest rating** in the brand perception amongst all the industries
- Professional services is **one of the few** industries to **improve** its perception of **compensation and benefits (~8%)**. Improving the rating for two consecutive years suggests that the initiatives are working well for the industry
- On the other hand, the industry needs to relook at the other initiatives as the **perception of all other factors has declined significantly by an average of ~13%**

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.06	2.65	2.80	1.90	2.80	3.00
2023 rating	2.79	2.80	2.60	2.40	3.10	3.30
2022 rating	—	2.76	2.00	2.33	3.83	3.50

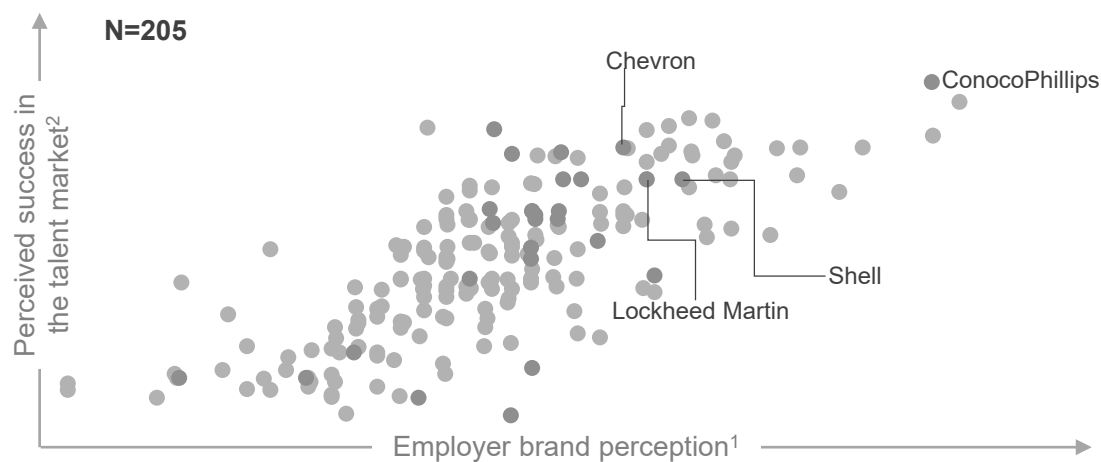
<sup>1</sup> Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

# Industry-specific insights – the US (page 9 of 9)

MLEUO<sup>3</sup>



- Only four employers from last year have **retained the spot (ConocoPhillips, Shell, Lockheed Martin, and Chevron)** this year. This indicates the shifts within industry despite the minimal changes in the overall brand perception rating
- Scattered positioning of players across the graph reflects the **higher variation in perception of players** and drastic change from last year positions indicates **higher sensitivity**
- On an average, the industry has **improved the ratings across most parameters**, which is a rare feat; however, the margin of improvement is **not sufficient to move the brand perception by much**

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.72	2.59	2.73	2.29	2.30	2.93
2023 rating	3.06	2.55	2.79	2.17	2.27	2.77
2022 rating	—	2.85	3.20	2.43	2.53	2.95

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

<sup>3</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## We assessed the following 205 companies' US-based tech centers (page 1 of 3)

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

## We assessed the following 205 companies' US-based tech centers (page 2 of 3)

71 Fidelity Investments	85 Home Depot	99 KeyCorp	113 MassMutual	127 NBCUniversal
72 Fifth Third Bancorp	86 Honeywell International	100 Keysight Technologies	114 MasterCard International	128 Nestlé
73 First American	87 Huawei	101 KPMG	115 McDonald's	129 Netflix
74 Ford Motor	88 Hulu	102 Kroger	116 McKinsey & Company	130 New York Life
75 Franklin Templeton Investments	89 Humana	103 Lenovo	117 Medtronic	131 Nielsen
76 GEICO	90 IBM	104 Liberty Mutual Group	118 Merck	132 Nike
77 General Motors	91 IKEA	105 Lincoln Financial Group	119 Meta Platforms	133 Northern Trust
78 Goldman Sachs	92 Intel	106 Lockheed Martin	120 MetLife	134 Northrop Grumman
79 Google	93 Intuit	107 Lowe's	121 Microchip Technology	135 Northwestern Mutual
80 GSK	94 Jackson National Life Insurance	108 Lumen Technologies	122 Micron Technology	136 NVIDIA
81 Halliburton	95 John Deere	109 Lyft	123 Microsoft	137 NXP Semiconductors
82 Hartford Financial Services Group	96 Johnson & Johnson	110 Macy's Inc	124 Morgan Stanley	138 Occidental Petroleum Corporation
83 HBO	97 JPMorgan Chase	111 Marsh & McLennan Companies	125 Motorola Solutions	139 Oracle Corporation
84 Henkel	98 Kellogg Company	112 Marvell	126 Nationwide Mutual Insurance	140 Paramount Global

## We assessed the following 205 companies' US-based tech centers (page 3 of 3)

141 PayPal	155 Raytheon Technologies	169 Siemens	183 T-Mobile US	197 VMware
142 PepsiCo	156 Robert Bosch	170 Siemens Healthineers	184 Toronto-Dominion Bank	198 Walgreens
143 Pfizer	157 Roche	171 SLB	185 Toyota Motor	199 Walmart
144 Philips	158 Ross Stores	172 Smith & Nephew	186 Travelers Companies	200 Walt Disney Company
145 Phillips 66	159 Royal Bank of Canada	173 Sony	187 Truist Financial	201 Warner Bros. Entertainment
146 PNC	160 Sabre Corporation	174 Spectrum	188 Tyson Foods	202 Wells Fargo & Company
147 PricewaterhouseCoopers	161 Safeway	175 State Farm	189 Uber	203 Willis Towers Watson
148 Principal Financial	162 Salesforce	176 State Street Corporation	190 UBS	204 Wolters Kluwer
149 Procter & Gamble	163 Sam's Club	177 Synchrony	191 USAA	205 Xerox
150 Progressive Insurance	164 Sanofi	178 T. Rowe Price	192 US Bancorp	
151 Providence	165 SAP	179 Target	193 Vanguard	
152 Prudential	166 Scientific Games	180 Texas Instruments	194 Verisk Analytics	
153 Publix Super Markets	167 ServiceNow	181 Thermo Fisher Scientific	195 Verizon	
154 Qualcomm	168 Shell	182 Thomson Reuters	196 Visa	

# Top Employers for Tech Talent™ in key talent markets

India

The US

The UK

Everest Group Top Employers for Tech Talent™ 2024

Scorecards of top employers for tech talent

Insights on perceived strengths of different EVP levers

- Compensation and benefits
- Work environment
- Career development
- Diversity and inclusion

Assessment of the top employers for tech talent over time

Comparative assessment across industries

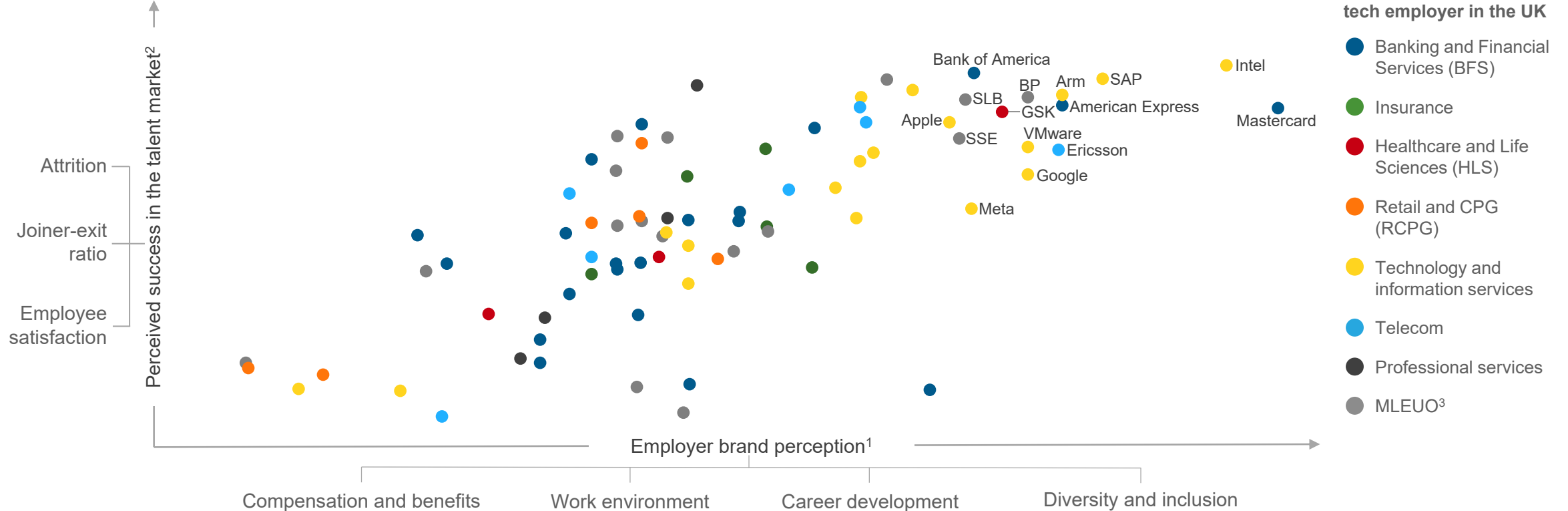
Industry-specific insights

List of tech employers analyzed



# Everest Group Top Employers for Tech Talent™ 2024 – the UK

Everest Group Top Employers for Tech Talent™ 2024 – the UK, N<sup>4</sup>=80



<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

<sup>3</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

<sup>4</sup> N = number of companies in the analysis

Source: This analysis is based on various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Everest Group Top Employers for Tech Talent™ 2024 – the UK (page 1 of 2)

## Top 15 employers for tech talent

## Attrition

● Low (<5%)

 Moderate (9-12%)

High (>15%)

Highly unfavorable —○—○—○—○—▶ Highly favorable

Joiner-exit ratio

Highly favorable

Favorable, some concerns

Least favorable

Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
American Express	💰💰💰🔶💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆	💞💞💞💞💞	🟢	🟢	A
Apple	💰💰💰💰🔶	🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟡	🔴	A
Arm	💰💰💰🔶💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆	💞💞💞💞💞	🟢	🟢	A
Bank of America	💰💰💰💰💰	🏢🏢🏢🏢	★ ★ ★ ☆ ☆ ☆	💞💞💞💞💞	🟡	🟢	A+
BP	💰💰💰💰🔶	🏢🏢🏢🏢	★ ★ ★ ★ ☆	💞💞💞💞💞	🟢	🟢	A
Ericsson	💰💰💰💰🔶	🏢🏢🏢🏢🏢	★ ★ ★ ★ ★	💞💞💞💞💞	🟢	🟡	B+
GSK	💰💰💰💰🔶	🏢🏢🏢🏢	★ ★ ★ ★ ☆	💞💞💞💞💞	🟢	🟡	A
Google	💰💰💰💰🔶	🏢🏢🏢🏢	★ ★ ★ ★ ☆	💞💞💞💞💞	🔴	🔴	B+

1 Represents the aggregate rating of outside-in perception across parameters such as compensation and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and 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 such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Top 15 employers for tech talent

2) Attrition Joiner-exit ratio

Low (<5%)	Highly favorable
Moderate (9-12%)	Favorable, some concerns
High (>15%)	Least favorable

Highly unfavorable —○—○—○—○—○▶ Highly favorable

Company	EMPLOYER BRAND PERCEPTION <sup>1</sup>				PERCEIVED SUCCESS IN THE TALENT MARKET <sup>2</sup>		
	Compensation and benefits	Work environment	Career development	Diversity and inclusion	Attrition	Joiner-exit ratio	Employee satisfaction grade
Intel	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ★	🤝🤝🤝🤝🤝	🔴	🟡🟠	A+
Mastercard	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ★	🤝🤝🤝🤝🤝	🟡	🟢	A
Meta	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆	🤝🤝🤝🤝🤝	🟡🟠	🔴	B
SAP	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆	🤝🤝🤝🤝🤝	🟡	🟢🟡	A+
SLB	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ★	🤝🤝🤝🤝🤝	🟢🟡	🟢	A
SSE	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆	🤝🤝🤝🤝🤝	🟢🟡	🟢	B+
VMware	💰💰💰💰💰	🏢🏢🏢🏢🏢	★ ★ ★ ★ ☆ ☆	🤝🤝🤝🤝🤝	🔴	🔴	A

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

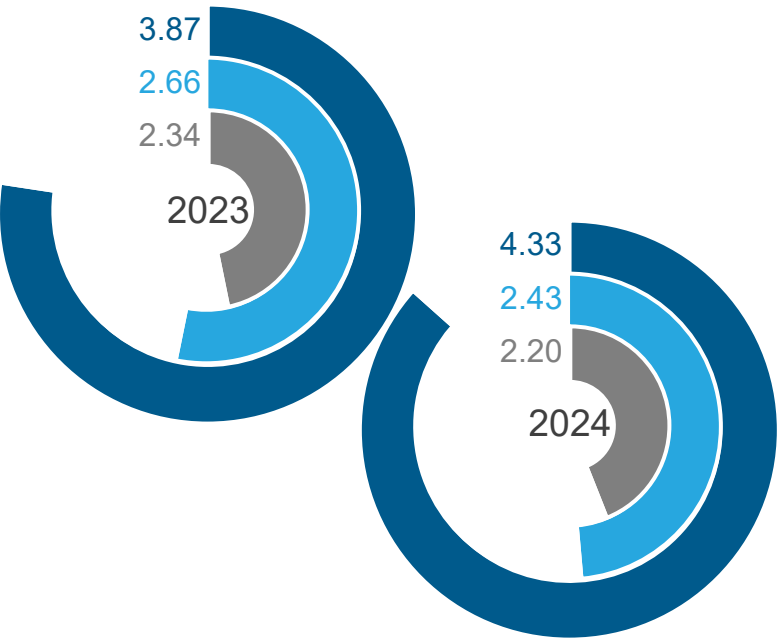
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Compensation and benefits

### Compensation and benefits

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Enforcing attractive and competitive remuneration packages
- Offering a comprehensive benefits package including subsidized accessories, commute benefits, and dedicated entertainment
- Implementing Employee Assistance Programs (EAPs) such as mental health support and counseling services
- Providing Employee Stock Options (ESOPs) to employees

#### Challenges/Grievances

- Enforcing transparency in determining compensation packages across the organization
- Implementing Cost-of-living Adjustments (COLA), especially for employees in high-cost cities such as London
- Addressing differences in compensation across the same hierarchical and experience levels
- Improving existing benefits such as revamping recreational spaces and optimizing food quality

#### Observations

- Employees prefer a **flexible compensation package** covering basic pay, overtime pay, and incentive-based pay according to their preferences
- Slow and untimely increments, along with the lack of periodic salary structure revisions, rank as the top **concerns among employees**
- The gap between ratings for the top employers for tech talent and the rest of the tech employers has widened from approximately **~65%** to **~97%** in 2024

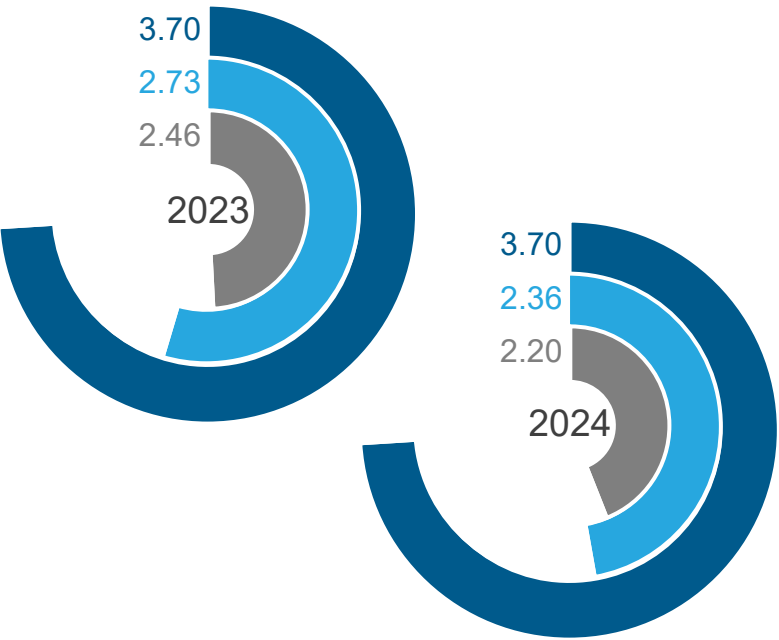
<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Work environment

### Work environment

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Enforcing flexibility in work schedules and locations to empower employees to manage their work-life balance effectively
- Implementing checks and processes to limit long working hours and prevent burnout
- Fostering a supportive and collaborative work environment
- Ensuring proper workstation setups and ergonomic furniture to prevent physical discomfort and injuries

#### Challenges/Grievances

- Enforcing extended work hours without recognition or compensatory benefits contributes to challenges in maintaining work-life balance
- Poor management and work allocation can lead to extra workload
- Requiring office attendance and limiting flexibility in setting work hours
- Implementing remote work has blurred the lines between work and non-work hours

#### Observations

- Employee expectations have significantly evolved**, with a greater emphasis on autonomy in selecting work hours, location, and collaboration methods
- Investing in employee well-being is now imperative**, with mental health initiatives, ergonomic considerations, and healthy lifestyle programs essential for employee thriving and burnout prevention
- The gap between ratings for the top employers for tech talent and rest of the tech employers has widened from **~50% to ~68%** in 2024

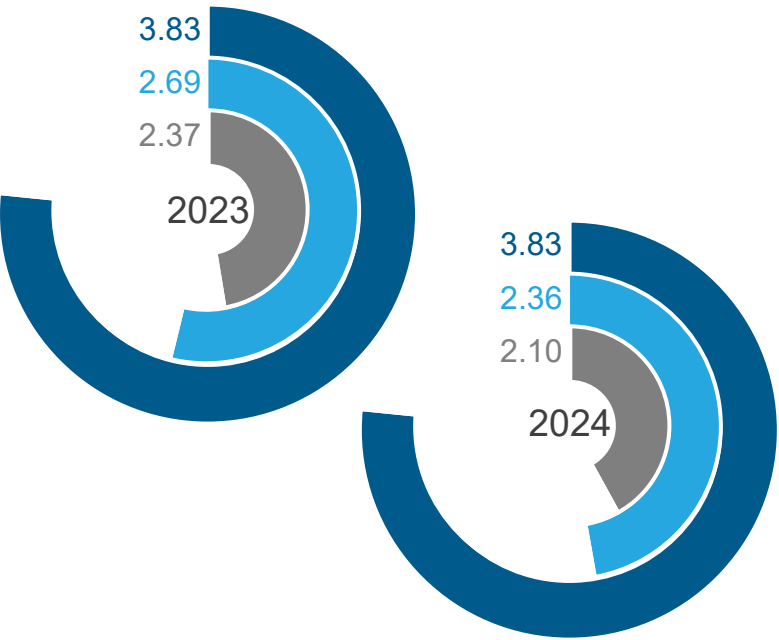
<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Career development

### Career development

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Enforcing effective and concise communication about performance and career growth
- Implementing clear career trajectories and providing support for professional development
- Offering cross-functional training opportunities and facilitating internal switches
- Conducting regular talks where senior leaders outline expectations and required skill sets for employees

#### Challenges/Grievances

- Senior leadership needs to enforce transparent career growth direction and provide mentorship
- Employees require expanded role responsibilities and autonomy, along with access to external learning and development opportunities
- Some employees prioritize short-term development over long-term growth, influenced by the dynamic nature of their roles

#### Observations

- Top tech employers receive praise from employees for **transparent communication** on career advancement plans and **providing support and resources** for professional development
- Employees **critique the lack of career paths and unclear performance evaluation processes**, while also expecting learning and development opportunities to upskill
- The gap between ratings for the top employers for tech talent and the rest of the tech employers has widened from **~62% to ~82% in 2024**

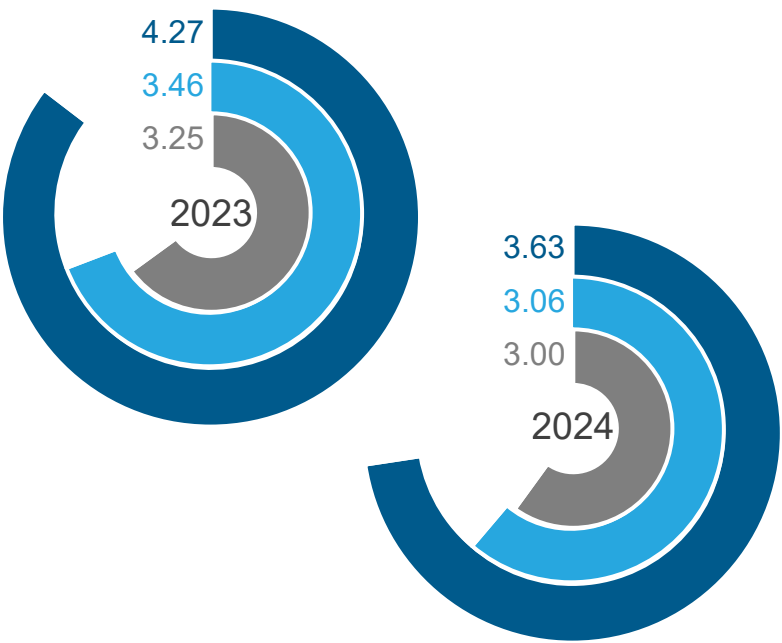
<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Diversity and inclusion

### Diversity and inclusion

- Top employers for tech talent
- Overall average
- Rest of the tech employers



### Voice of employees<sup>1</sup>

#### What works

- Enforcing and maintaining an inclusive environment where employees can openly discuss challenges
- Implementing initiatives at all levels to establish a diverse, equitable, and inclusive work environment
- Establishing policies and frameworks to support diversity and inclusion
- Prioritizing skills-based assessments over traditional degrees to provide opportunities for talented individuals from non-traditional backgrounds

#### Challenges/Grievances

- Deliberate efforts to promote an inclusive culture in everyday activities are lacking
- Employees lack autonomy to spearhead diversity and inclusion initiatives
- Employees from under-represented groups may lack access to mentors and sponsors who can advocate for their growth within the organization

#### Observations

- Diversity and inclusion, while the least discussed EVP lever, remains a **crucial factor in shaping employer brand perception**
- Employees expect tech employers to **uphold their diversity and inclusion policies** and express dissatisfaction with superficial efforts
- The gap between ratings for the top employers for tech talent and the rest of the tech employers has narrowed from **~31% to ~21%** in 2024

<sup>1</sup> Voice of employees is representative of employee sentiments on employee review portals, social media, and internet  
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Assessment of the top employers for tech talent over time – the UK

There is some movement within the different percentiles; the top 20 percentile tech employers in the UK are facing challenges in maintaining their brand perception as top employers for tech talent

↓ Decline   ● No change   ↑ Improvement

Performance trends of top 20 percentile tech employers  
2023-24

33% ●

Retained position as top employer for tech talent

67% ↓

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

Performance trends of 20th to 50th percentile tech employers  
2023-24

44% ●

Retained position in similar quadrant

34% ↓

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

22% ↑

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

Performance trends of bottom 50% tech employers  
2023-24

82% ●

Limited/No change in tech brand perception

15% ↑

Improvement in tech brand perception; moved up by one category

03% ↑

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

According to our assessment

- The top 20 percentile tech employers have a **high level of volatility**, with a significant majority experiencing deterioration in brand perception and **only a third retaining their top employer status**
- The 20th to 50th percentile tech employers show **moderate stability with some upward mobility**, but also a significant portion experiences deterioration
- The bottom 50% tech employers show **stability with limited change in brand perception** for most companies; however, there is some improvement with a few companies moving up categories

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



# Comparative assessment across industries – the UK (page 1 of 3)

## Employer brand perception and perceived success in the talent market

### Aggregate ratings on factors contributing to EVP

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - Average

Category/Industry	Employer brand perception 2024	Change compared to 2023	Perceived success in the talent market 2024	Change compared to 2023	Comments
Top employers for tech talent	3.96	↑	3.67	↓↓	<ul style="list-style-type: none"> <li>The overall employer brand perception among tech employers in the UK <b>decreased by ~10%</b> in 2024, except BFS and insurance industry that saw an improvement</li> <li>The <b>professional services industry showed the highest volatility</b> in employer brand perception, followed by <b>RCPG</b> industry</li> <li>To counter the declining trend in employer brand perception, tech employers in the UK should <b>analyze trends across various EVP factors and implement effective talent management strategies</b></li> <li>All industries have seen a <b>steep decline in perceived success in the talent market</b>, indicating challenges in attracting or hiring talent, <b>with overall average decline of ~16%</b></li> </ul>
BFS	2.55	↑	2.43	↓↓	
Insurance	2.64	↑	2.61	↓↓	
HLS	2.61	●	2.52	↓↓	
RCPG	1.84	↓↓	2.14	↓↓	
Technology and information services	3.16	↓↓	2.96	↓↓	
Telecom	2.70	↓↓	2.76	↓↓	
Professional services	2.17	↓↓	2.34	↓↓	
MLEUO <sup>1</sup>	2.53	↓↓	2.64	↓↓	
	2.52		2.55		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Comparative assessment across industries – the UK (page 2 of 3)

### Compensation and benefits and work environment

#### Aggregate ratings on factors contributing to employer brand perception

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

Category/Industry	Compensation and benefits 2024	Change compared to 2023	Work environment 2024	Change compared to 2023	Comments
Top employers for tech talent	4.33	↑↑	3.70	●	<ul style="list-style-type: none"> <li>The <b>overall average of compensation and benefits</b> has declined by ~8% and the <b>overall average of work environment</b> has declined by ~10%</li> <li>The <b>top employers for tech talent</b> have <b>improved their ratings</b> in compensation and benefits and have maintained a stable rating in work environment</li> <li>Most industries saw a <b>decline in compensation and benefits</b>, with the <b>RCPG and professional services industry</b> experiencing the most significant decrease</li> <li><b>Work environment ratings continued to decline in 2024</b>, indicating ongoing effects of the return to office, with only insurance industry experiencing improvement in perception</li> </ul>
BFS	2.50	↑↑	2.40	↓↓	
Insurance	2.30	↓	2.60	↑	
HLS	3.17	↑↑	2.00	↓↓	
RCPG	1.58	↓↓	1.75	↓↓	
Technology and information services	3.31	●	2.81	↓↓	
Telecom	2.50	↓↓	2.71	↓↓	
Professional services	1.63	↓↓	2.13	↓↓	
MLEUO <sup>1</sup>	2.44	↓↓	2.47	↓↓	
	2.43		2.36		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## Comparative assessment across industries – the UK (page 3 of 3)

### Career development and diversity and inclusion

#### Aggregate ratings on factors contributing to employer brand perception

↑ 1-5% increase    ↑↑ >5% increase    ● -1 to 1% change  
 ↓ 1-5% decrease    ↓↓ >5% decrease    - - - Average

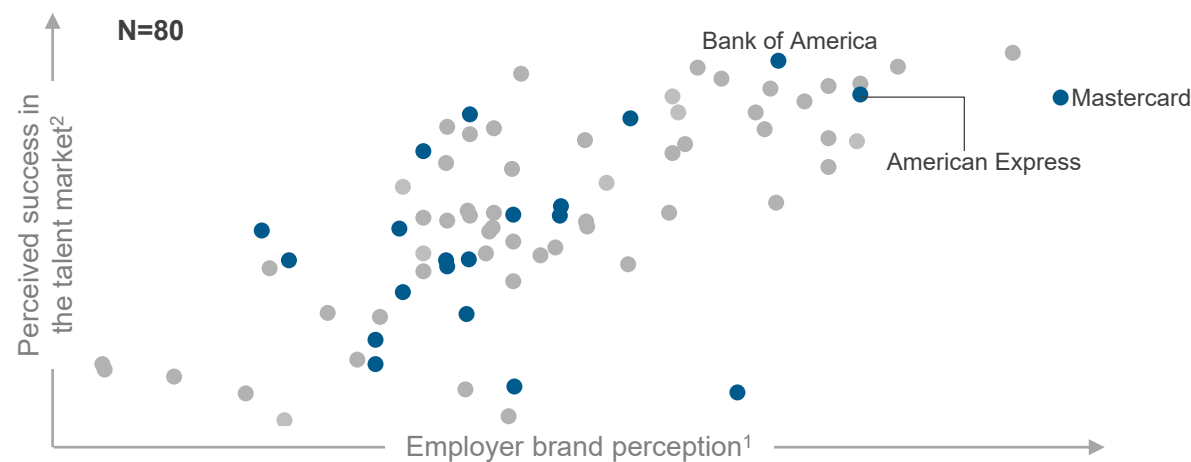
Category/Industry	Career development 2024	Change compared to 2023	Diversity and inclusion 2024	Change compared to 2023	Comments
Top employers for tech talent	3.83	●	3.63	↓↓	<ul style="list-style-type: none"> <li>The <b>overall average of career development and diversity and inclusion have seen a significant decline</b>, both these parameters have seen a <b>~12% decline</b></li> <li><b>Diversity and inclusion have the highest average</b> among all the EVP levers that have been calculated; however, only 50% industries analyzed have an above average rating</li> <li><b>Insurance industry</b> is the only industry that has been able to <b>improve its ratings</b> in both career development and diversity and inclusion</li> <li>The top employers saw a <b>~6% decline in diversity and inclusion</b>, with significant drops in the RCPG and professional services sectors, indicating widespread challenges</li> </ul>
BFS	2.38	↑↑	2.98	↓↓	
Insurance	2.30	↑↑	3.70	↑	
HLS	2.00	↓↓	2.83	●	
RCPG	1.75	↓↓	2.50	↓↓	
Technology and information services	2.78	↓↓	3.64	↓	
Telecom	2.64	↓↓	3.14	↓↓	
Professional services	2.63	↓↓	2.75	↓↓	
MLEUO <sup>1</sup>	2.41	↓↓	2.91	↓↓	
	2.36		3.06		

<sup>1</sup> MLEUO includes Manufacturing, Logistics and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## BFS



- In 2024, BFS employers hold a **20% share of the top employers for tech talent list**, with new entrants including **Mastercard, American Express, and Bank of America**
- **Employer brand perception has improved by ~2%**, driven by enhancements in perception of **compensation and benefits (~8%)** and **career development (~10%)**
- **Perceptions of the work environment and diversity and inclusion have declined** by ~6% and ~8%, respectively
- The BFS industry faces an **~8% decline in perceived success in the talent market**, with ratings falling below the average for tech employers in the UK

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.43	2.55	2.50	2.40	2.38	2.98
2023 rating	2.64	2.51	2.31	2.56	2.16	3.22

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Insurance



- **Career development has improved significantly by ~22%** due to effective career growth policies
- **Employer brand perception has improved by ~4%**, reflecting positive changes in **work environment (~4%)** and **diversity and inclusion (~2%)**
- The insurance industry such as the BFS industry has seen a **~10% decline in perceived success in the talent market**
- **No insurance tech employers made it to the top employers for tech talent list again this year**

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.61	2.64	2.30	2.60	2.30	3.70
2023 rating	2.89	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## HLS



- The HLS industry has the **second-lowest rating for work environment and career development**, with declines of 8% and 14% respectively
- **Perceived success in the talent market** has dropped significantly by **~15%**
- **Compensation and benefits perception improved**, with a 12% increase in compensation
- **GSK remains the sole representative of HLS tech employers** among the top employers for tech talent

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.52	2.61	3.17	2.00	2.00	2.83
2023 rating	2.95	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

RCPG



- RCPG has the **lowest employer brand perception ratings in the UK**, with a **~20% decline** this year
- The **perceived success in the talent market ratings for RCPG has dropped by ~25%**, placing it at the bottom among all industries
- **All EVP levers in the RCPG industry score the lowest**, with declines in compensation and benefits (~24%), work environment (~15%), career development (~6%), and diversity and inclusion (~29%)
- **No RCPG employers are in the top quadrant of the top employers for tech talent**

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.14	1.84	1.58	1.75	1.75	2.50
2023 rating	2.85	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Technology and information services



- Technology and information services hold **~47% of the top quadrant in 2024**
- **Intel, SAP, Apple, and Meta have retained their top quadrant positions**, with **ARM, Google, and VMware** as new entrants
- Despite a **~6% decline in employer brand perception** and a **~12% drop in perceived success in the talent market**, this industry still leads in these ratings compared to other industries
- **Perception of compensation and benefits remains unchanged** and highest among all industries
- Work environment, career development, and diversity and inclusion have **declined by ~15%, ~16%, and ~5%, respectively**

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.96	3.16	3.31	2.81	2.78	3.64
2023 rating	3.35	3.37	3.31	3.31	3.31	3.85

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

<sup>2</sup> Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



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

## Telecom



- Telecom employers' **share in the top quadrant has dropped from 26% in 2023 to 7% in 2024**
- Only **Ericsson remains in the top employers for tech talent list** in 2024
- The telecom industry has experienced a **~19% decline in perceived success in the talent market**; however, still holds the second-highest ratings among the UK-based industries
- **Employer brand perception in the telecom industry has declined** by ~12% in 2024
- **All EVP levers in the telecom industry have declined:** career development (~16%), diversity and inclusion (~15%), work environment (~11%), and compensation and benefits (~7%)

	Perceived success in the talent market²	Employer brand perception¹	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.76	2.70	2.50	2.71	2.64	3.14
2023 rating	3.40	3.06	2.69	3.06	3.13	3.69

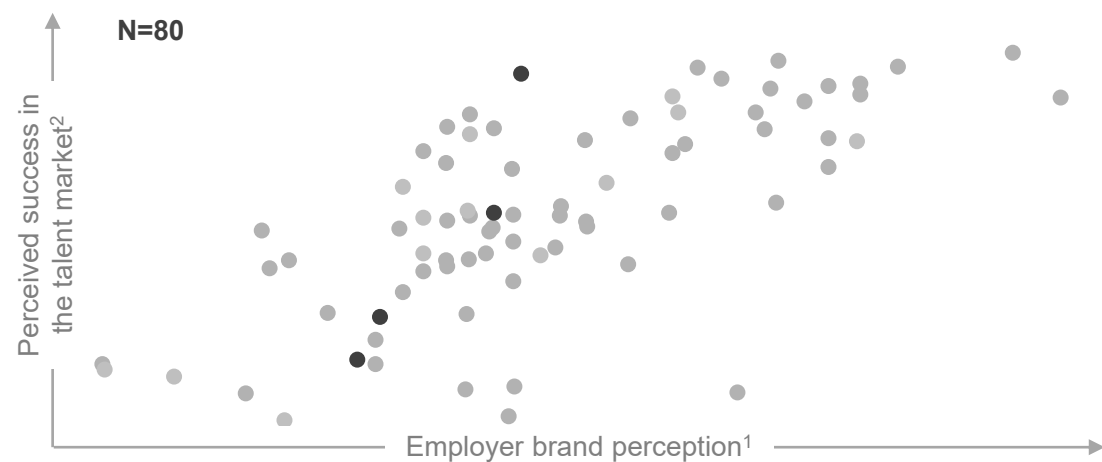
1 Employer brand perception incorporates the weighted score for employee sentiments across factors such as compensation and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

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

## Professional services



- The professional services industry saw a **~31% drop in employer brand perception**, resulting in the **second-lowest ratings among all industries**
- **No employer from the professional services industry made it to the top quadrant** this year
- **Perceived success in the talent market ratings of the professional industry declined by 29%**, the steepest decline across all industries
- **All EVP levers in this industry experienced significant declines**; career development (~38%), compensation and benefits (~38%), diversity and inclusion (~26%), and work environment (~18%)

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.34	2.17	1.63	2.13	2.63	2.75
2023 rating	3.28	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

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

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

# Industry-specific insights – the UK (page 8 of 8)

MLEUO<sup>3</sup>



- New entrants such as BP, SSE, and SLB have made it to the top employers for tech talent quadrant this year
- The MLEUO3 industry has increased its share of top employers for tech talent from ~13% to 20% in 2024
- Despite a decline of ~11% in perceived success in the talent market, the industry still holds the third highest ratings among industries in the UK
- Employer brand perception has declined by ~11%, reflected in lower ratings across all four parameters; career development (~9%), diversity and inclusion (~11%), work environment (~10%), and compensation and benefits (~14%)

	Perceived success in the talent market <sup>2</sup>	Employer brand perception <sup>1</sup>	Compensation and benefits	Work environment	Career development	Diversity and inclusion
2024 rating	2.64	2.53	2.44	2.47	2.41	2.91
2023 rating	2.98	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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, leadership, etc.), career development, and diversity and inclusion

2 Perceived 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 and Transportation, Energy and Utility, and Other industry verticals

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## We assessed the following 80 companies' UK-based tech centers (page 1 of 2)

1 ABB Group	15 Blackrock	29 Ericsson	43 KPMG	57 Rolls-Royce
2 Admiral Group	16 Bloomberg	30 Ernst & Young	44 Lloyds Banking Group	58 Royal London
3 Allstate Corporation	17 BP	31 Expedia Group	45 Mastercard	59 Sage Group
4 Amazon	18 British Gas	32 Experian	46 Meta Platforms	60 Sainsbury's
5 American Express	19 BT	33 Fidelity International	47 Microsoft Corporation	61 Samsung
6 Apple	20 Burberry	34 Goldman Sachs	48 Morgan Stanley	62 Santander Bank
7 Arm	21 Cisco	35 Google	49 National Grid	63 SAP
8 AstraZeneca	22 Citigroup	36 GSK	50 NatWest	64 Shell
9 Aviva	23 Concentrix	37 HSBC	51 Nokia	65 Siemens
10 AXA	24 Deliveroo	38 Huawei	52 Ocado Technology	66 SLB
11 BAE Systems	25 Dell Technologies	39 Intel	53 Oracle Corporation	67 SSE
12 Bank of America	26 Deloitte	40 Jaguar Land Rover	54 PricewaterhouseCoopers	68 Starling Bank
13 Bank of New York Mellon	27 Deutsche Bank	41 John Lewis Partnership	55 Procter & Gamble	69 TechnipFMC
14 Barclays	28 Eaton Corporation	42 JPMorgan Chase	56 Qualcomm	70 Tesco

## We assessed the following 80 companies' UK-based tech centers (page 2 of 2)

71 Tesco Bank

72 Thermo Fisher Scientific

73 Thomson Reuters

74 UBS

75 Unilever

76 Visa

77 VMware

78 Vodafone

79 Willis Towers Watson

80 ZF Friedrichshafen

# What works or needs attention in different geographies

Geographical comparison of companies' employer brand perception over time

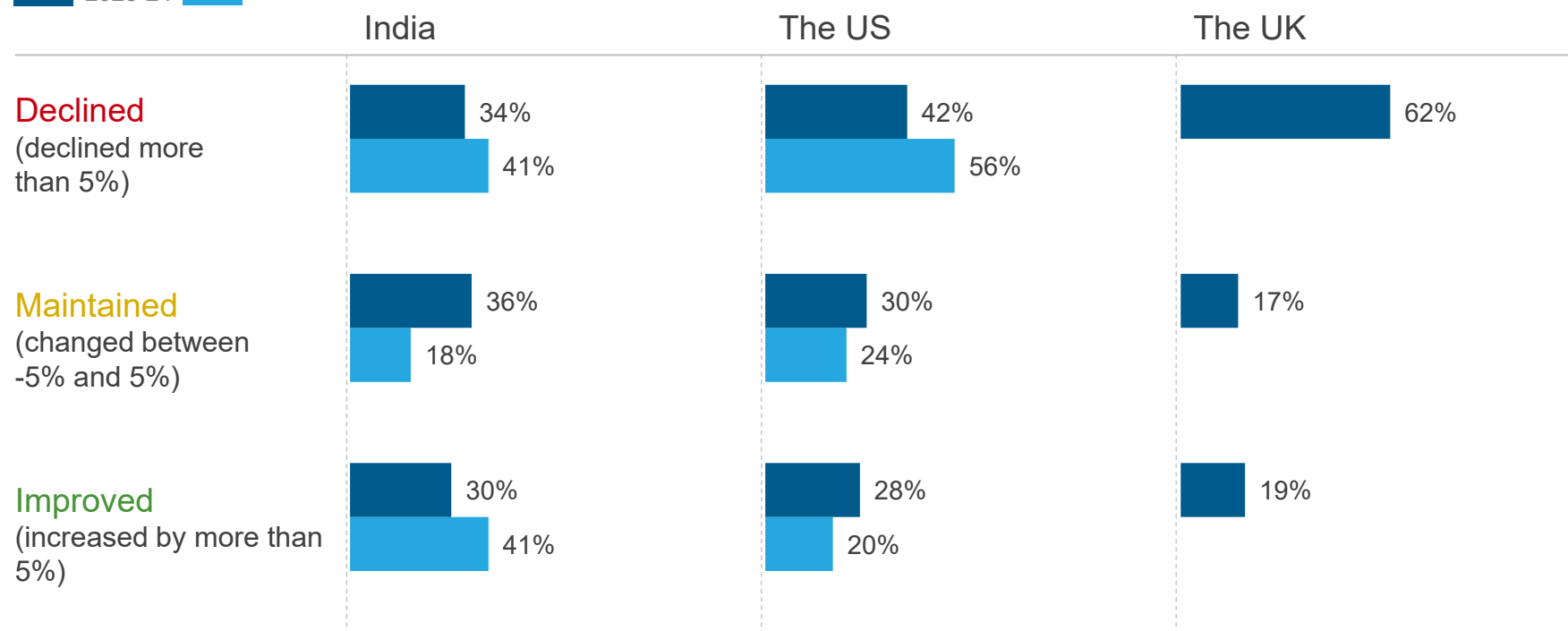
How EVP levers compare across India, the US, and the UK

## Geographical comparison of companies' employer brand perception over time

The UK companies experienced the highest decline in employer brand perception as compared to the US and India. This indicates a significant challenge for the UK companies in maintaining a positive employer brand perception

### Employer brand perception comparison

2023-24 2022-23



### According to our assessment

- Longitudinal comparison of employer brand perception **reiterates the importance of continuous efforts** to maintain the employer brand perception
- In 2024, **62% of the UK companies experienced a decline in employer brand perception**, the highest among the regions surveyed
- Despite a decrease from 2023, **30% of Indian companies improved their brand perception** in 2024, leading the improvement category
- **The US showed a balanced trend with 42% of companies declining and 28% improving in 2024**, indicating a more stable environment compared to the UK

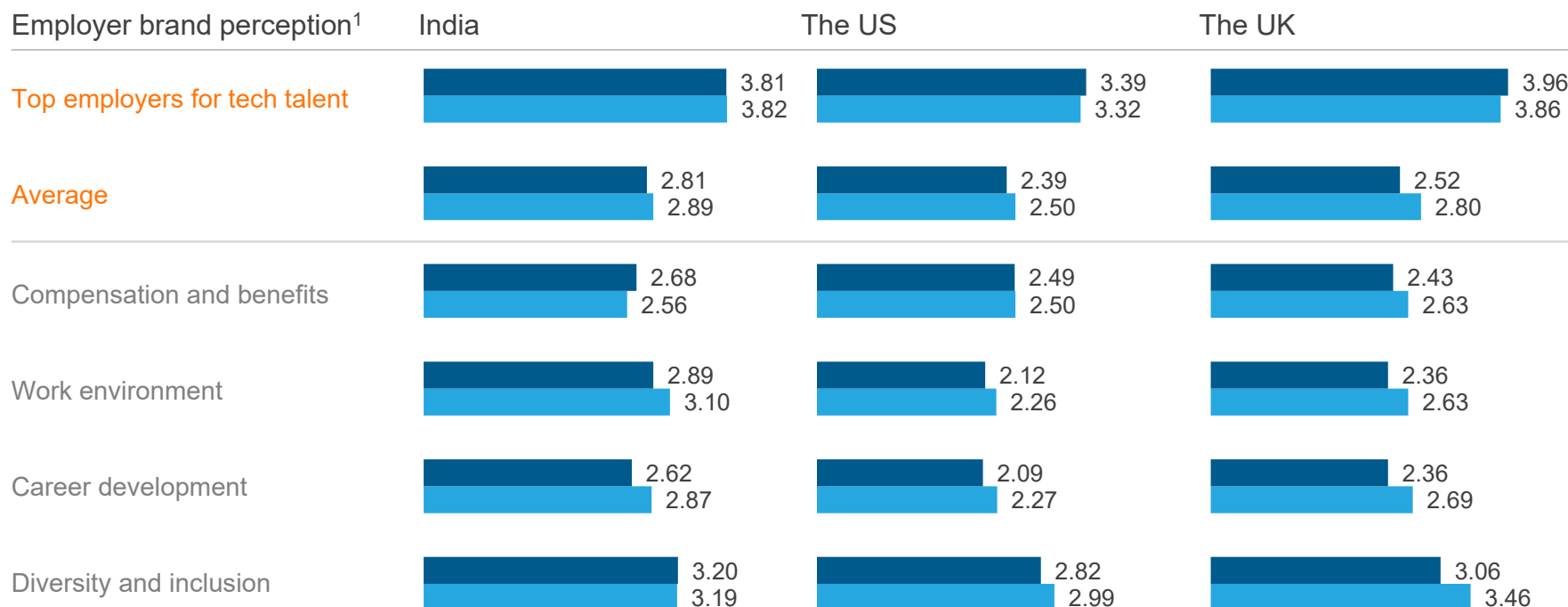
Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis

## How EVP levers compare across India, the US, and the UK

Despite a decline in overall average employer brand perception across all countries, the UK remains the leader in top employer perception for tech talent in 2024

### Employer brand perception comparison

2024 2023



According to our assessment

- **The UK shows the highest and slightly improved perception** for top tech employers, with the **US also improving** and **India experiencing a minimal decline**
- **All three countries show a decline in average employer brand perception**, with the UK having the highest average; however, it is still declining significantly
- **India saw improved perception of compensation and benefits**, while the US and the UK experienced declines, with the UK's drop being the most significant
- **Perception in work environment and career development declined** across all three countries
- **India saw a slight improvement**, while the US declined, and the UK experienced the most substantial decrease

<sup>1</sup> 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, etc.), career development, and diversity and inclusion

Source: Various publicly available data sources such as global, regional, and local employee forums, job posting websites, social media, professional media, and Everest Group (2024) analysis



# Appendix

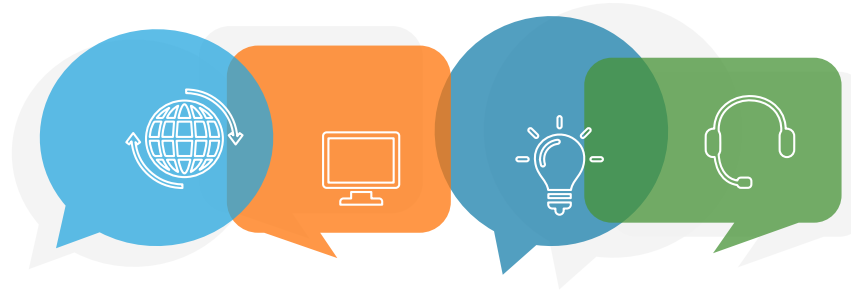
[Frequently asked questions \(FAQs\)](#)

[Glossary](#)

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## Frequently Asked Questions (FAQs)



### What is the research approach for this analysis?

Everest Group Top Employers 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 such as AmbitionBox for India
- Company social media pages such as X (formerly known 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 600+ largest global tech employers with offshore presence in each industry based on scale, popularity, market share, etc. We deprioritized companies based on lack of data/information on their operations –

bringing the list to about 400 of which 140 companies were based in India, 205 in the US, and 80 in the UK. We then further assessed these companies on our five core dimensions: compensation and benefits, work environment, career opportunities, employee satisfaction, and diversity and inclusion.

### What is the timing for this study?

We collected all of the information at the end of Q1 2024 and analyzed it early in Q2 2024.

### What do the top employers for tech talent receive?

The identified top employers receive a digital badge identifying them as Everest Group's Top Employers for Tech Talent™ <Geography> – 2024. 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 and benefits, work environment (office ecosystem, work-life balance, hybrid work policies, culture and values, and leadership), career development, and diversity and inclusion
EVP	Employee Value Proposition refers to the perceived value that employees benefit from by associating with an employer
FTEs	Full-time Employees on the rolls of the company
HLS	Healthcare 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
Perceived success in the talent market	Perceived success in the talent market incorporates the weighted score for outcomes such as employee attrition, net gain-loss of talent, and employee satisfaction scores
RCPG	Retail and Consumer Product Goods
WFH	Work From Home

## Related content

- [Top GBS Employers in India, the Philippines, and Poland 2024](#) | Report
- [Evaluating Brand Perception Data to Improve EVP and Talent Attraction](#) | Webinar
- [Why Your Employer Brand Matters: Key Insights from Top GBS and Tech Talent Reports](#) | Blog
- [How GBS Organizations Build Differentiated Employer Brand Perception](#) | Top GBS Employers Case Study Compendium Report
- [Everest Group Top GBS Employers™ in India, the Philippines, and Poland 2023](#) | Report
- [Everest Group Top Employers for Tech Talent™ in India, the US, and the UK 2023](#) | Report
- [The 2023 Top Employers For Tech Talent: Insights to Create a Powerful Employer Value Proposition](#) | Webinar
- [Winning Employer Value Propositions: Strategies from Top GBS Employers](#) | Webinar
- [Improve Your GBS Employer Brand | Learning from the Best in Poland](#) | LinkedIn Live

[www.everestgrp.com](https://www.everestgrp.com)

# Research calendar

## IT Talent Excellence

	Published	Current release	Planned
Reports title	Release date		
Practitioner Perspectives – Top Employers for Tech Talent – Who is Winning the Tech Talent War?			July 2022
Top GBS Employers™ in India, the Philippines, and Poland – 2022			August 2022
Webinar Deck: Winning Employer Value Propositions: Strategies from Top GBS Employers			June 2023
Top GBS Employers™ in India, the Philippines, and Poland – 2023			July 2023
Webinar Deck: The 2023 Top Employers for Tech Talent: Insights to Create a Powerful Employer Value Proposition			July 2023
Top Employers for Tech Talent™ in India, the US, and the UK – 2023			July 2023
How GBS Organizations Build Differentiated Employer Brand Perception			August 2023
Talent Demand Trends   India IT Services – H2 2023			February 2024
GBS Executive Insights: Key Issues for 2024			February 2024
Top GBS Employers™ in India, the Philippines, and Poland – 2024			July 2024
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