



The ROI of the Top Employers Certification

Showcasing the Top Employers certification seal improves the image as an attractive employer

Showcasing the Top Employers certification seal in a job advertisement has an effect on the perception of the qualities and attractiveness of the employer. In a recent investigation conducted by the market research agency MWM2¹, respondents indicated that their first impression of an employer was more positive if they had been shown a job advertisement with the Top Employers certification seal. The employers scored higher on numerous HR elements and development opportunities when the certification seal was part of their job description.

The overall conclusion is that the Top Employers certification seal improves the image as an attractive employer.

Objectives of the research project

Investigate how the Top Employers Certification seal influences employer perception by young professionals (employees with 0-10 year of work experience, with a higher degree):

1. How does a certification seal influence the attitude of a prospective employee towards a potential employer? What specific impact does the CRF Certification seal have on the attractiveness and image of a potential employer?
2. How do young professionals perceive organizations that are certified as Top Employers?

The secondary purpose was to analyze the awareness level and quality of the Top Employers Certification Seal relative to the project's core competitors.

¹ MWM2 is an ESOMAR-member (European society for Opinion and Market research), MWM2 works in accordance with ICC/ESOMAR 'Code of Marketing and Social Research Practice'.



Concept & Methodology

Execution July 2010 in Germany, executed by MWM2
 Purpose: measure the effect of the certification seal
 Research group n = 451
 All with a degree (university, bachelor's/masters)
 50%-50% women – men

Work experience and age respondents

21-25 years	12%
26-30 years	40%
31-35 years	31%
36-40 years	13%
41-45 years	4%

Less than 1 year	10%
1-3 years	21%
4-6 years	35%
7-10 years	34%

Research method

451 respondents were split in 2 groups:

- half of the participants saw one of three job descriptions with a Top Employers certification seal
- the other half saw one of the same three job descriptions, but now without a seal

Each group got to specific questions about the advertisement and their opinion about the employer

The differences between the two groups –those who saw the ad with a certification seal and those who saw an ad without the seal were assessed.

The outcomes

Three job descriptions were tested. The following elements showed a difference in perception between the two test groups:

Table 1 Job description A

	Job description with Certification Seal	Job description without Certification Seal
This is a (very) attractive employer	48%	37%
This employer offers many career opportunities	61%	45%
This employer offers a good salary	48%	38%
This employer is personal	37%	23%
This employer is objective	48%	36%
This employer has an attractive image and market position	66%	51%

In particular, for job description A the elements Career Opportunities, Personal and Image and Market Position showed a significant difference between the two groups.



Table 2 Job description B

	Job description with Certification Seal	Job description without Certification Seal
This employer offers many career opportunities	50%	46%
This employer offers a good salary	39%	29%
This employer is visionary	37%	28%
This employer is personal	40%	34%
This employer is innovative	36%	30%

Table 3 Job description C

	Job description with Certification Seal	Job description without Certification Seal
This is a (very) attractive employer	41%	35%
This employer is informal	30%	21%
This employer is visionary	37%	30%
This employer is innovative	42%	36%
This employer offers a good work-life balance	38%	24%
This employer offers a good development opportunities	53%	47%

For job description C the elements Work-life balance showed a significant difference between the two groups. When respondents saw an ad with the Certification Seal, they perceived the Work-Life balance to be better at that company.

Conclusions

1. Showcasing the Top Employers certification seal in a job ad has an effect on the perception of the qualities and attractiveness of the employer
2. In 2 of the three ads tested, the respondents indicated that their first impression – based on the ad – was more positive if they had been shown an ad with the certification seal
3. The employers scored higher on numerous HR elements and development opportunities when the certification seal was part of the ad.

Overall: the certification seal improves the image as an attractive employer.



About the CRF Institute

The CRF Institute is the independent organisation behind the Top Employers projects. The institute identifies top performers in the areas of HR, leadership and strategy.

Since 1991 the CRF Institute has developed its proprietary methodology, research and deliverables. It has grown into an international organisation with operations in twelve countries on three continents.

The CRF Institute's HR projects include Top Employers (locally known as Best Employers South Africa, Top Arbeitgeber Deutschland and Der Schweiz and Top Employeurs France) and verticals such as Top Arbeitgeber Automotive, Top IT Employers, Britain's Top Legal Employers and Careers SA.

Go to CRFinstitute.com for more information.