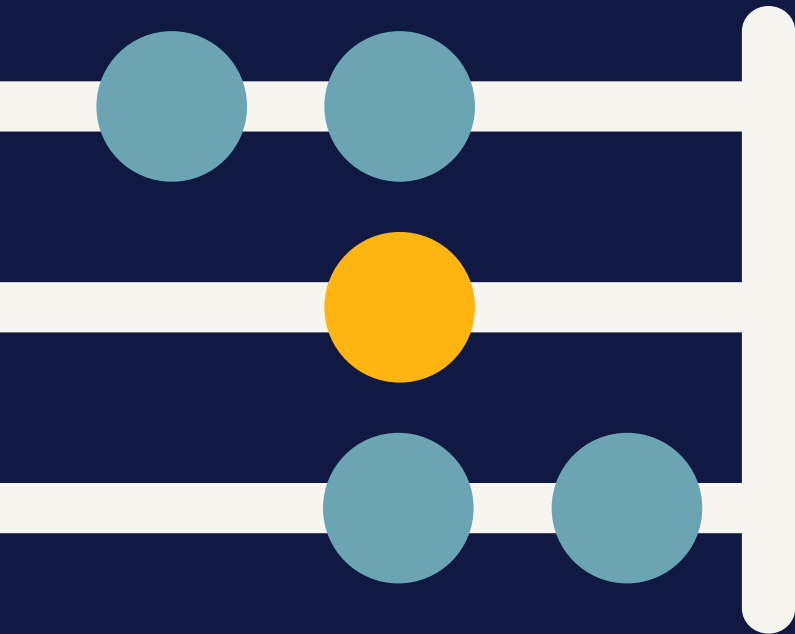


global insights into the perception of the financial services sector.



employer brand research 2020

foreword.

As we publish this year's Randstad Employer Brand Research, we at Randstad are fully aware of the new situation we are in as a result of COVID-19. The timing of the questionnaire and its results were analyzed before the discovery of the virus. Since then, COVID-19 has paralyzed local economies and labor markets and as a result several companies find themselves facing unprecedented challenges.

In these uncertain times, employer branding is more important than ever. This year's Randstad Employer Brand Research results can be very helpful in building on a sharpened employer branding strategy for your company.



flexible work arrangements can help financial services employers to attract and retain talent.



The financial services sector is widely considered to be one of the major pillars of our economic systems. The sector's development is directly influenced by the evolution of global socio-economic systems.

With their major activities disrupted by the current market situation, employers in the financial services sector must ensure they are attractive enough to be able to retain and engage the right talent. Thus, a strong employer brand becomes an important tool for companies when trying to differentiate themselves from the competition.

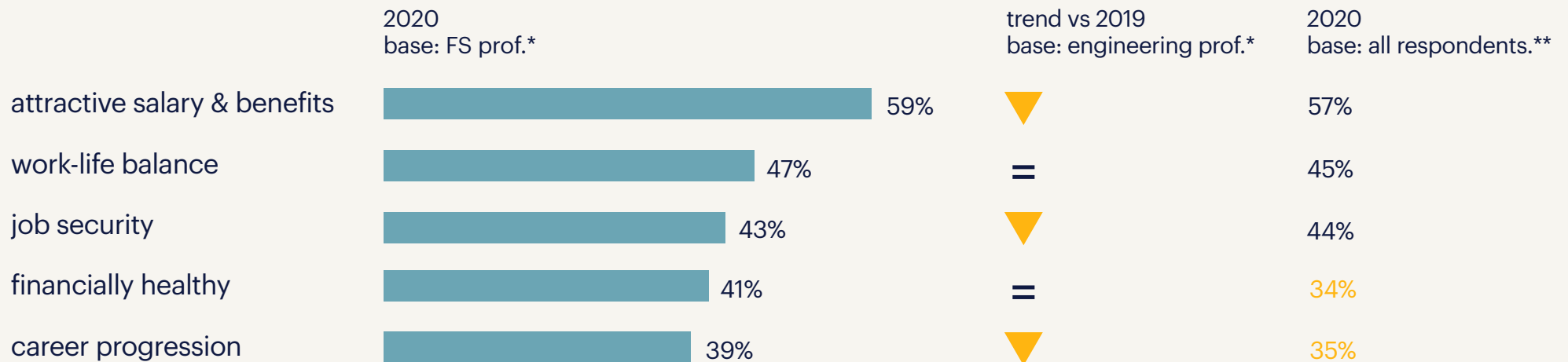
The employees' wellness, performance and productivity are strongly impacted by how the employer is treating them. Showing flexibility by developing and offering new work arrangements and allowing a healthy balance between the employees' professional and personal life can help the financial services companies increase their attractiveness.

what do financial services professionals want vs. global employees.

top 5 reasons to choose an employer

Receiving an attractive remuneration, followed by work-life balance and job security are the most important factors when a financial services professional is searching for a job.

Although receiving a good salary package remains the most important reason for choosing an employer, it is seen to be losing importance over time. Furthermore, it seems that working in a company that is financially healthy is more important for financial services professionals than it is for the global pool of respondents (+7pps).



* triangle highlighted yellow when the difference with 2019 financial services data is higher than 3%

** percentage highlighted yellow when the difference with 2020 global data is higher than 3%

gap analysis global financial services.



what FS professionals
seek

what FS employers
offer

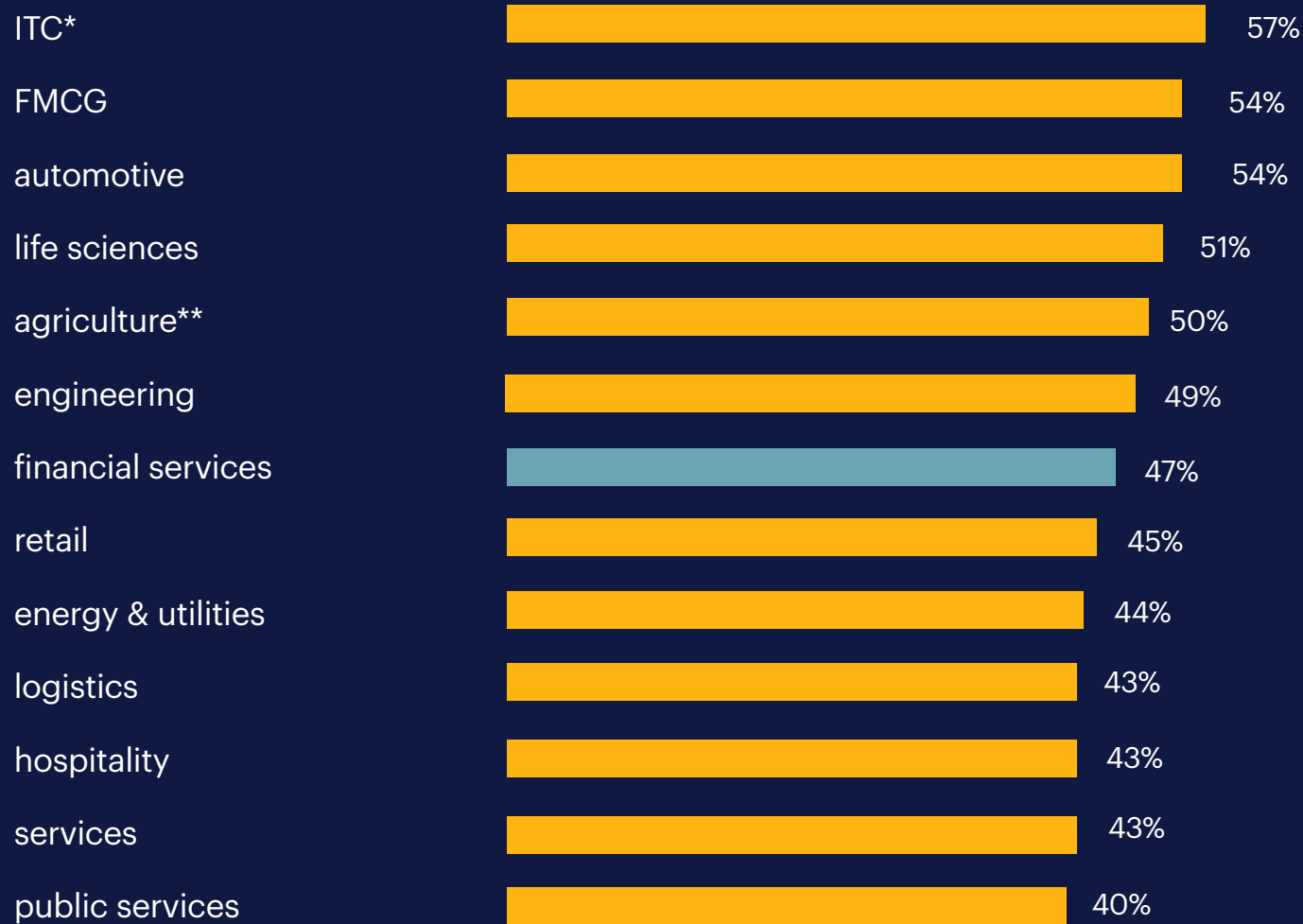
1 attractive salary & benefits	1 financially healthy
2 work-life balance	2 attractive salary & benefits
3 job security	3 job security
4 financially healthy	4 uses latest technologies
5 career progression	5 career progression
6 pleasant work atmosphere	6 very good reputation
7 interesting job content	7 pleasant work atmosphere
8 very good reputation	8 work-life balance
9 gives back to society	9 gives back to society
10 uses latest technologies	10 interesting job content

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand.

When it comes to attractive salary and benefits and job security, what financial services employers are perceived to offer aligns mostly with what professionals seek.

However, the second most wanted attribute - work-life balance, is not perceived as being offered by the FS companies. This gap leads to a lower attractiveness of the sector overall, ranking financial services seventh in the REBR's most attractive sector list.

sector attractiveness global.



* the ITC sector relates to companies in IT, technology & communications

** agriculture, forestry and fishing



As per Randstad Sourceright's [COVID-19 impact analysis report](#), financial consultants and insurance underwriters have registered a 50% increase in demand since the start of COVID-19 crisis making some professionals in the sector becoming highly sought after, despite the global economic slowdown.

In the years to come, financial services companies must understand the challenges and impact created by the COVID-19 crisis and begin tackling this by implementing effective digital technologies and constantly upskilling their employees to handle the uncertainty ahead.

the ability to adapt to tech innovations is essential for financial services companies.



Besides the need for being able to quickly adapt to the newest global economic trends, companies in the financial services sector also need to find ingenious methods when incorporating the latest technological advancements.

Latest digital technologies stimulate impactful changes within the financial services workforce, which in turn places employers under great competitive pressure to implement innovative systems and processes for their workforce and organizational set-up.

The increased use of digital technologies induced by the COVID-19 pandemic could also trigger a long-time preference of the customers towards fin-tech services and other personal financial management tools. This represents an opportunity for the already tech-advanced companies within the financial services sector.

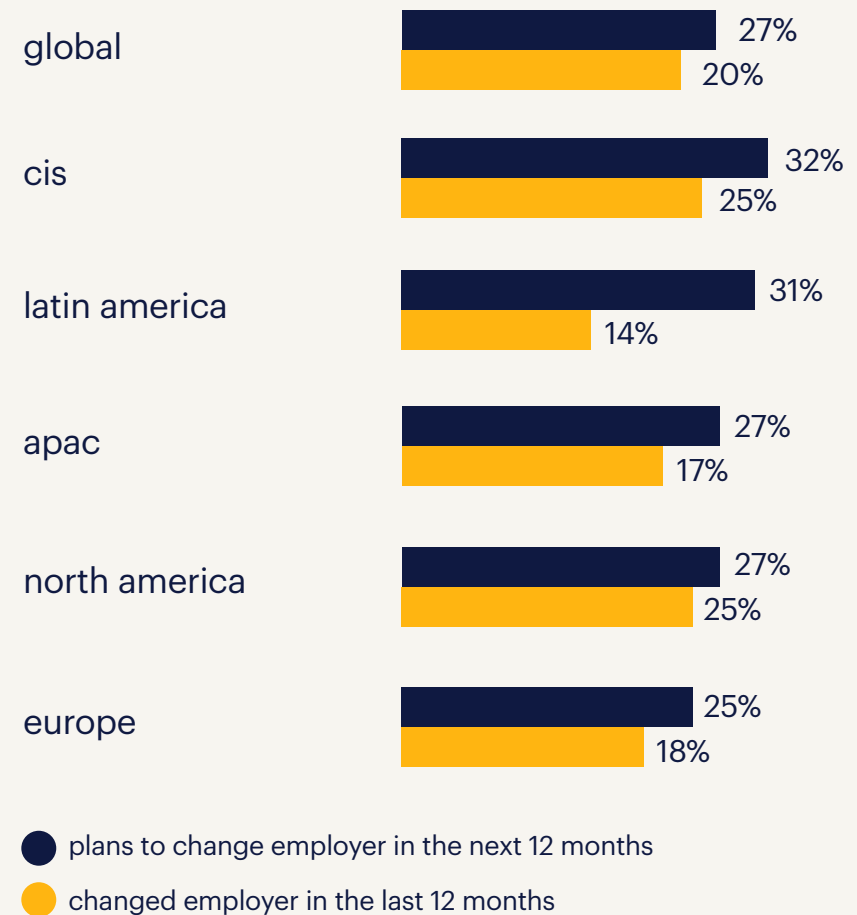
switching jobs

financial services professionals behavior.

27% of those working in the sector say they plan to change jobs in the next 12 months; 20% state they had already changed jobs in the previous year.

Most of the people who plan to change their employer in the next 12 months can be found in CIS and Latin America. Job changing behaviour is highest in CIS and North America.

Although job security is among the most important factors when choosing an employer, the research shows that the turnover in the sector is slightly higher than at a global level (you can find more details about the global Randstad employer brand research in the [global report](#)).



the employer brand roadmap.



To learn more about the 2020 Randstad Employer Brand Research, we invite you to read more [here](#).