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USING DATA AND ANALYTICS TO IMPROVE EMPLOYER BRANDING

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Abstract

The use of data and analytics to improve the Employer Branding is an important aspect in modern human resource management. Effective employer branding strategies are based on comprehensive data analysis, including internal employee surveys, feedback analysis on employment platforms, and social media monitoring. Data collection allows us to identify key factors that affect the attractiveness of a company to potential candidates and the level of satisfaction of current employees. Analytical tools and techniques such as machine learning and artificial intelligence are used to process large amounts of data, identify hidden patterns and predict trends. Based on the results obtained, measures are being developed to improve corporate culture, working conditions and career opportunities. Thus, the use of data and analytics contributes to the creation of an attractive employer brand, which allows the company to attract and retain talent, increasing its competitiveness in the labor market and achieving strategic business goals.

Keywords Employer Branding, employer's brand, using data to improve the employer's brand, data analytics to improve the employer's brand, data, data analytics.

INTRODUCTION

In the current environment of globalization and intense competition in the labor market, attracting and retaining talented employees has become one of the key challenges for organizations. As a result, employer branding has gained particular importance, as a strong employer brand can significantly enhance a company's attractiveness to potential candidates and strengthen the loyalty of existing employees. Effective management of the employer brand not only contributes to building a positive image of the company but also helps achieve its strategic business goals.

The use of data and analytics in the process of developing and enhancing the employer brand is a crucial tool that enables organizations to more accurately identify the needs and expectations of their employees. By analyzing data collected from various sources, such as internal employee surveys, reviews on specialized platforms, and social media, companies can identify key factors that influence their attractiveness as an employer. As a result, companies can develop and implement more effective strategies aimed at increasing employee satisfaction and engagement, reducing turnover, and improving the company's external image.

The aim of this study is to explore methods and approaches to using data and analytics to improve the employer brand. The research focuses on analyzing existing practices and developing recommendations for the effective use of analytical tools in managing the employer brand, which will

enhance the company's appeal to employees and candidates, as well as strengthen its position in the labor market.

1. Data Collection and Analysis for Enhancing Employer Branding

In developing an employer brand, a key factor is the creation of a unified concept that takes into account organizational factors and features, which are reflected in the Employee Value Proposition (EVP).

The first stage of the mechanism involves a comprehensive assessment conducted through an audit of the current state of the brand, analysis of the external and internal environment, and competitive benchmarking. The results of the assessment reveal the existing value proposition and the expectations of the target audience, including potential candidates and employees. In the second stage, the diagnostic results are compared with the previously defined desired vision of the employer brand. Problem areas that require improvement or changes are identified. The third stage is dedicated to development and refinement. In the fourth stage, new attributes are integrated into the company's current value proposition and promoted through events and communication tools. Information on the implementation of the value proposition is used to assess the economic effectiveness of the promotion. The fifth stage—controlling—is necessary for monitoring the results of communication activities and making subsequent adjustments, forming a cycle of brand improvement [1]. For greater clarity, these stages will be illustrated in Figure 1.
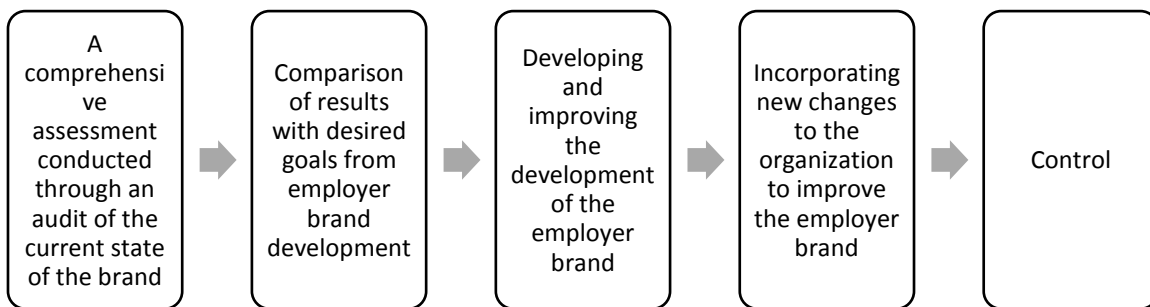
Fig.1. Stages of the Employer Brand Development

The foundation for data analysis in the field of Employer Branding consists of both internal and external sources of information. Internal data includes employee survey results, satisfaction and engagement metrics, as well as turnover statistics. External data can be gathered through candidate surveys, reviews on platforms such as Glassdoor and Indeed, and social media analytics.

Internal employee surveys are a crucial tool for gathering data on the current state of the employer

brand. They help identify the company's strengths and weaknesses from the employees' perspective, assess satisfaction and engagement levels, and understand the reasons behind employee turnover. Regularly conducting such surveys allows for tracking changes over time and evaluating the effectiveness of the measures taken.

The collection of external data involves monitoring reviews about the company on specialized platforms and social media. Analyzing candidate reviews helps identify aspects that influence the perception of the employer brand from the perspective of potential employees. Additionally, data from social media can provide insights into how the company is perceived by the broader audience.

Once the data is collected, it must be thoroughly analyzed. The first stage of analysis includes the classification and systematization of the gathered information. It is important to highlight key indicators such as employee satisfaction levels, reasons for employee turnover, and factors that affect the company's attractiveness to potential candidates.

Analyzing internal data helps identify the main trends and issues within the company. For example, a high turnover rate may indicate systemic problems that need to be addressed. Additionally, analyzing employee reviews can reveal the company's strengths, which can be leveraged to strengthen the employer brand.

The analysis of external data focuses on understanding how the company is perceived in the labor market. Comparing candidate reviews with employee reviews can reveal discrepancies between the internal and external perceptions of the employer brand. This can aid in developing strategies aimed at improving the company's

external image [2].

The results of data analysis are used to develop and implement strategies for improving the employer brand. Based on the identified issues and trends, specific actions are formulated to increase employee satisfaction, reduce turnover, and enhance the company's external image.

One of the key areas of focus is improving the internal corporate culture. This may include implementing training and development programs, improving working conditions, and increasing employee engagement. Additionally, it is important to develop recognition and reward programs that strengthen employee loyalty.

To enhance the company's external image, it is recommended to actively engage with candidate and employee reviews on external platforms. It is important to respond to negative reviews by offering solutions to the issues raised and to emphasize the positive aspects of working at the company. Developing and executing marketing campaigns aimed at attracting talent also contributes to improving the employer brand [3].

2. Application of Data and Analytics for Developing Employer Branding Improvement Strategies

The use of data allows organizations to more accurately identify the needs and preferences of both current and potential employees. Data analysis helps uncover key factors that influence employer attractiveness, such as salary levels, working conditions, career growth opportunities, and corporate culture. Data can be gathered from various sources, including internal employee surveys, social media data, job site reviews, and other sources. Table 1 below presents methods for collecting the necessary data for subsequent analysis to improve the employer brand.

Table 1. Methods for Collecting the Necessary Data for Subsequent Analysis to Improve the Employer Brand [4].

Method	Description
Internal Surveys and Employee Feedback	These surveys collect information on employee satisfaction levels, identify problem areas, and gather suggestions for improving working conditions. A crucial aspect is the regularity of the surveys and the analysis of changes over time.
Social Media and Online Platforms	Analyzing data from social media and specialized online platforms such as LinkedIn, Glassdoor, and Indeed provides valuable insights into how the company is perceived by external candidates. Monitoring reviews and comments helps understand the labor market's perception of the employer brand and identify areas that need improvement.
Analytical Tools and Methods	Various analytical tools and methods, including statistical techniques, machine learning, and artificial intelligence, are used to process and analyze data. These technologies enable the handling of large data volumes, forecasting trends, identifying hidden patterns, and making informed decisions.

Assessing the results allows for determining the success of goal and objective achievement. It is important not only to highlight successful aspects for future improvement but also to identify the reasons for failures to adjust the strategy. Validation of activities is conducted through employee surveys some time after the implementation of the tasks.

This result evaluation, in turn, is one of the methods of Employer Branding Practices (EBP), which enables the identification of existing problem areas and the company's potential, providing a foundation for developing an effective HR strategy and implementing a brand-oriented approach. This contributes to increased competitiveness, enhanced employee and customer loyalty, improved business processes, and reduced costs [4].

Anthony Martin, the founder and CEO of Choice Mutual, asserts that employees are the foundation of any company. Poor positioning of the employer brand can negatively impact employee productivity, which in turn affects the overall efficiency of the company [5].

To enhance employee productivity, it is essential to show them that their efforts are valued. This can be achieved through recognition and reward programs integrated with artificial intelligence (AI). These tools help tailor rewards to match each employee's work style and preferences.

It is important that the rewards are personalized. For example, instead of immediately giving an employee something, it's better to provide a tool that helps them achieve results and complete tasks. Reward programs can be supplemented with online test builders to gather employee preferences.

Seventy-six percent of job seekers believe that a company's attractiveness increases if there are opportunities for learning and development, and 41% consider this an important factor when choosing a workplace.

To improve the employer brand, it is necessary to create personalized opportunities for employee upskilling and reskilling. Jim Pendergast, Senior Vice President of altLINE Sobanco, notes that different employees have different training needs, and offering the same courses to everyone can lead to dissatisfaction [5].

AI tools should be used to determine the most suitable training programs for each employee, taking into account their interactions and workflows. These tools can also help select the optimal training format, whether it be videos, PDFs, or hands-on sessions.

The Employer Value Proposition (EVP) describes what the company offers to employees and potential candidates. It should be unique and set the company apart from competitors.

Instead of manually gathering information, AI tools can be used to analyze the company's current position, corporate culture, and benefits. These tools can identify current trends and compare them with your EVP, adjusting it if necessary. For example, if 80% of job seekers require a two-week paid vacation per year, AI can help assess the impact of including this offer in the EVP [5].

In conclusion, by analyzing collected data, companies can better understand employee needs, adapt their value proposition, and make informed decisions to increase employee satisfaction and loyalty. This, in turn, will enhance the employer brand and ultimately improve the organization's efficiency.

Table 2. Strategies to Improve the Employer's Brand [7,8].

Strategy	Description
Conducting a Brand Perception Audit	Start by understanding how your company is perceived by others. This will help identify areas that need improvement. Conduct an audit by evaluating the opinions of both internal employees and external audiences. Explore various sources, such as employer review sites, social media, and internal surveys. This will help you assess how well your current reputation aligns with the desired values and brand appeal.
Defining the Ideal Employee Profile	Identify who your ideal candidate is. This will help create a targeted strategy aimed at individuals with the right qualities and motivation. Analyze personality traits, interests, information sources, and factors that influence candidate decisions. This will help develop branding that appeals to your target audience.
Identifying Unique Company Characteristics	Understanding your company's unique traits is crucial for brand development. Define the company's mission, values, social responsibility, and culture. Compare these with competitors to identify aspects that make your company attractive to employees [7].
Determining and Utilizing Marketing Channels	Identify the most effective channels for engaging with potential and current employees. Use social media, job boards, and paid media campaigns to promote the brand. Consistent use of these channels will help convey the company's values and growth.
Creating an Employer Value	Your EVP should be a promise to current and future employees. Include everything that motivates your staff: professional development, flexible

Proposition (EVP)	working conditions, work-life balance, benefits, and unique perks. This proposition should be easily accessible and transparent to all employees.
Developing and Revising Brand Assets	Create assets that highlight your employer brand. These could include guidelines for different countries, culturally appropriate images, color palettes, and logos. Ensure that these assets maintain consistency across all platforms.
Investing in the Development of the Current Team	Provide opportunities for career growth and training. This will help retain employees and boost their motivation. Supporting staff development demonstrates your commitment to their ambitions and enhances engagement.
Evaluating Strategy Success	Regularly assess and adjust your employer branding strategy. Analyze key performance indicators such as time-to-hire, cost-per-hire, and brand reputation improvement. Make adjustments to achieve the desired outcomes.
Regular Communication with Employees	Hold meetings and focus groups to gather current information and stay connected with employees. This will help adapt the strategy to meet the evolving needs and growth of the company.
Investing in Video Content	Use video to showcase the company's values. This helps convey the work experience and humanize the brand. Video content is especially important for large companies to create a more personal perception of the brand.
Developing Localization Logistics	Ensure cultural sensitivity in content and translations when operating in different regions. This will help maintain consistency and a positive brand reputation across all territories where you do business [8].

Branding encompasses a variety of aspects that collectively shape the employer brand. This includes product or service offerings, company size, marketing identity, hiring practices, and business goals. However, the key element is corporate culture.

"Before discussing the success of an employer brand, it's essential to understand what makes corporate culture successful," says Jason Nazar, CEO of Comparatively, a leading platform for recruitment marketing and employer branding [6].

Creating a strong employer brand that your employees are proud of and willing to share their positive experiences about on social media and review platforms is one of the most valuable ways to showcase your employer brand [6].

Successful employer branding strategies play a crucial role in attracting and retaining talented employees, providing a competitive advantage in the labor market. By adhering to best practices, you can control your brand's messaging and influence how the company is perceived by both potential and current employees. The following table (Table 2) presents strategies for improving the employer brand.

These steps will help create and implement an effective employer branding strategy, attracting and retaining top talent for your company.

CONCLUSION

In conclusion, it is important to emphasize that the use of data and analytics to enhance employer branding is a key element in modern management practices. A comprehensive approach to data collection and analysis allows for a deeper

understanding of employee needs and expectations, as well as the identification of the company's strengths and weaknesses. The application of analytical methods helps in developing and implementing effective strategies aimed at increasing employee satisfaction and engagement, reducing turnover, and improving the company's image in the labor market. Successful management of employer branding not only aids in attracting and retaining talented professionals but also in achieving the company's long-term business goals, ultimately boosting its competitiveness and resilience in the market.

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