

+Babbel

Hello!

Hei!

# Can a great Employer Brand help you save on payroll costs?

Bonjour !

Привет!

Renita Käsper  
Talent Acquisition Team Lead  
September 2020

IT'S MY

STORY

+Babbel



Born in Berlin 2007

Offices in Berlin & NYC

62+ nationalities

World's top crossing language learning app  
14 languages

Our mission: Everyone learning languages

We are present 190 countries on web, tablet and  
smartphone



## **Babbel in Numbers:**

- The #1 top-grossing language learning app globally
- Millions of active paying subscribers
- More than 60,000 lessons 14 languages  
hand-crafted by 150+ linguists
- More than 10,000 hours of learning content
- Over 70 learning podcast episodes and over 50  
hours of video learning content



**Employer Branding**, what a  
weird animal is it?  
Who knows?

+Babbel



Is your company's **internal image**  
**matching** with the **external one**?

+Babbel



Hello!

Don't put  
**lipstick** on a  
pig!

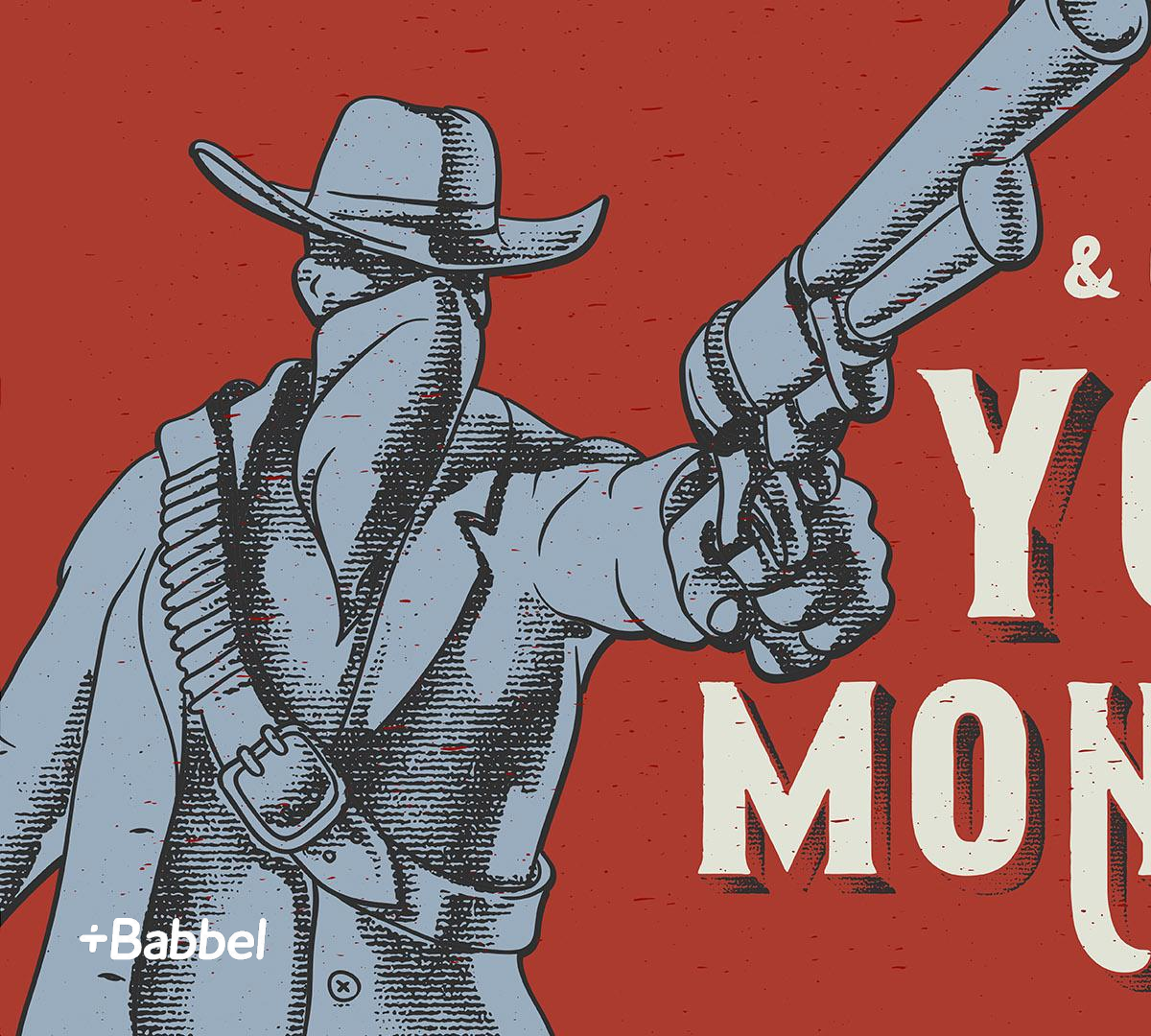
Even **50%** of employees  
say they would not join  
an employer with a  
**negative reputation**  
even if it offered a  
**higher salary!**

+Babbel





Therefore, if the **image** of the company is **negative** or we do not know anything about the company and information about the employer cannot be found, then we **have to pay** for our **none exciting** or **bad image**, and even then it is not certain whether the result is positive.



SHUT UP  
& GIVE ME ALL

YOUR  
MONEY

+Babbel



92% of the employees say that they would consider **changing jobs** if the company who made the offer has a **great image** in the labor market.

+Babbel

A pair of hands is shown from the wrist up, palms facing each other and holding a small, glossy red heart. The hands are positioned on the left side of the frame. The background is a white, distressed surface with visible brown spots and a vertical crease. On the right side, the text 'Show me how you care?' is written in a bold, black, serif font.

**Show me  
how you  
care?**

**+Babbel**



**NEW  
NORMAL**

+Babbel

A distinctive **employer brand** is attractive to potential candidates who apply for jobs in the company themselves and very often through a career page. Even if there is no open position, they **are interested** in how they **can join** the company and **ready to wait** in the **talent pool** for the **matching opportunity**.

Bonjour !

So **you save** on **job postings**, recruitment agencies, you need **fewer recruiters**, it takes less time to **headhunt** and **source** right candidates.

+Babbel



GOOD  
NEWS!!!

Recommendations are a **goldmine**. Do your employees **recommend** the company to friends / acquaintances?

+Babbel





This is rotten!

+Babbel

YOUR  
BRAND  
ONLINE



+Babbel



Show your **talents**. If the company's work environment is at stake, then the target group thinks that the employee is **3x** more credible than the **CEO!**



+Babbel

# TURNOVER

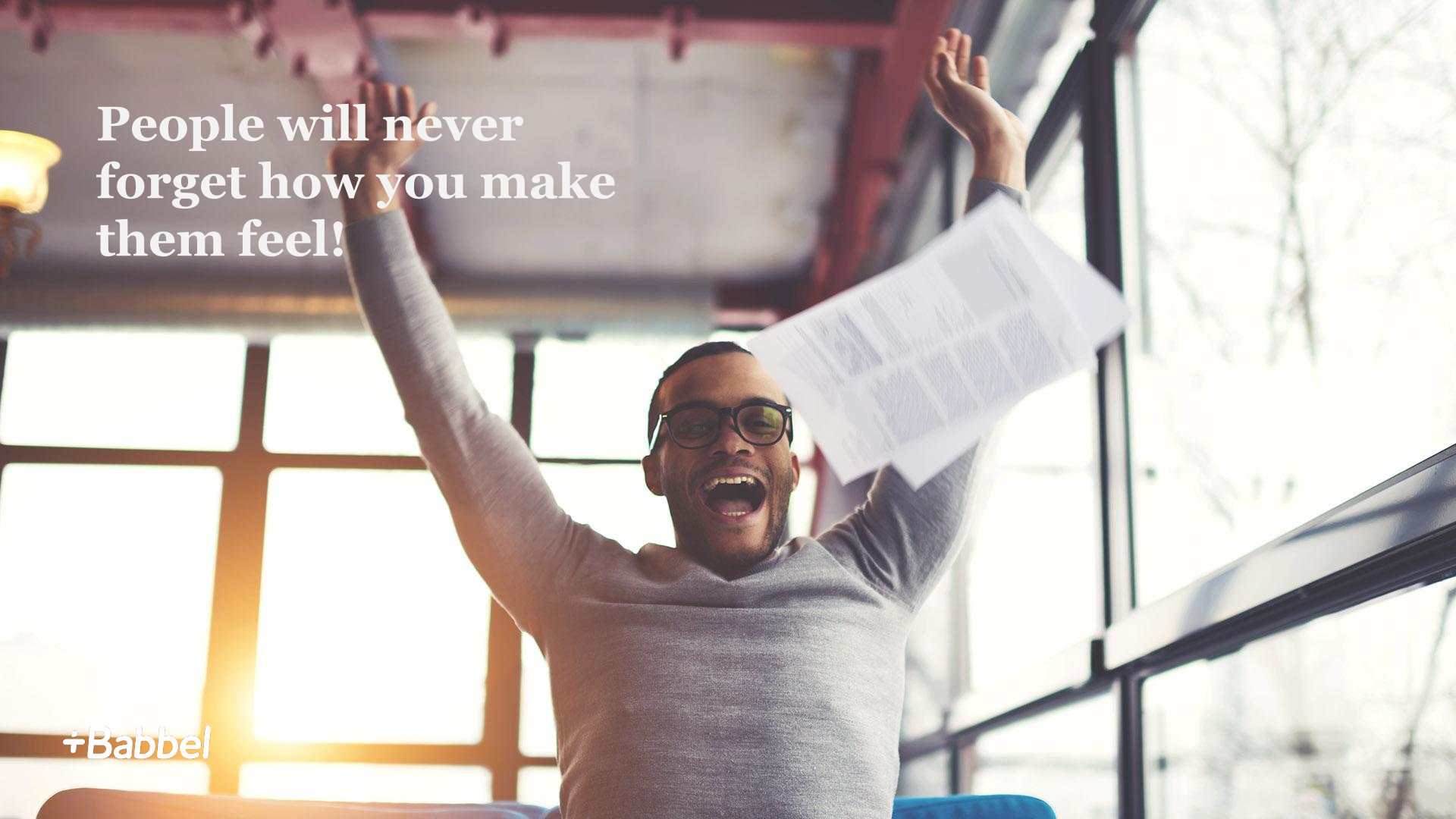


+Babbel

GONE  
FISHING

People will never  
forget how you make  
them feel!

+Babbel



The **company's success** is based on its **people**. A positive employer brand helps to **stand out** from the competition and enables you to **recruit the best**, while a **strong internal brand** helps to keep talent in the company.

Hei!



Failure to deal with an **employer's brand** can cost a company a **competitive advantage** in the market, the best employees and a healthy internal **corporate culture**.

Thus, a **strong attractive** employer brand helps to **save** not only on **salary costs**, but also on recruitment, marketing and training costs.

An **excellent** employer brand also contributes to the **decision of buying** a company's product / service, as current and future employees are also **consumers** and if they are engaged with your employer brand then very often a **well-sold brand** can also help them to make a consumption **decision**.

Привет!



**WHY?**

+Babbel

- Poor Employer Brand **cost money**
- You are going to hire less qualified applicants and this can influence your **organisation ability to grow**
- Brand damage and loyalty
- Retention
- Attraction
- Referrals
- Higher recruitment cost
- Sales and **revenue**

Thanks!

[rkaesper@babbel.com](mailto:rkaesper@babbel.com)

÷Babbel



Ciao!