PHOENIX TALENTX BRANDING

India's *Out of the Bulb* digital employer brand agency

PHOENIX TALENTX BRANDING MODEL OF BUSINESS IMPACT

BUSINESS PURPOSE

PERSONAL BRANDS

TalentX Brand Metrics

- Career website traffic
- Followership on social media
- Passive talent pipeline
- Increase in direct applicants
- Applicants per posts
- Increase in referrals

BRAND STRENGTH:

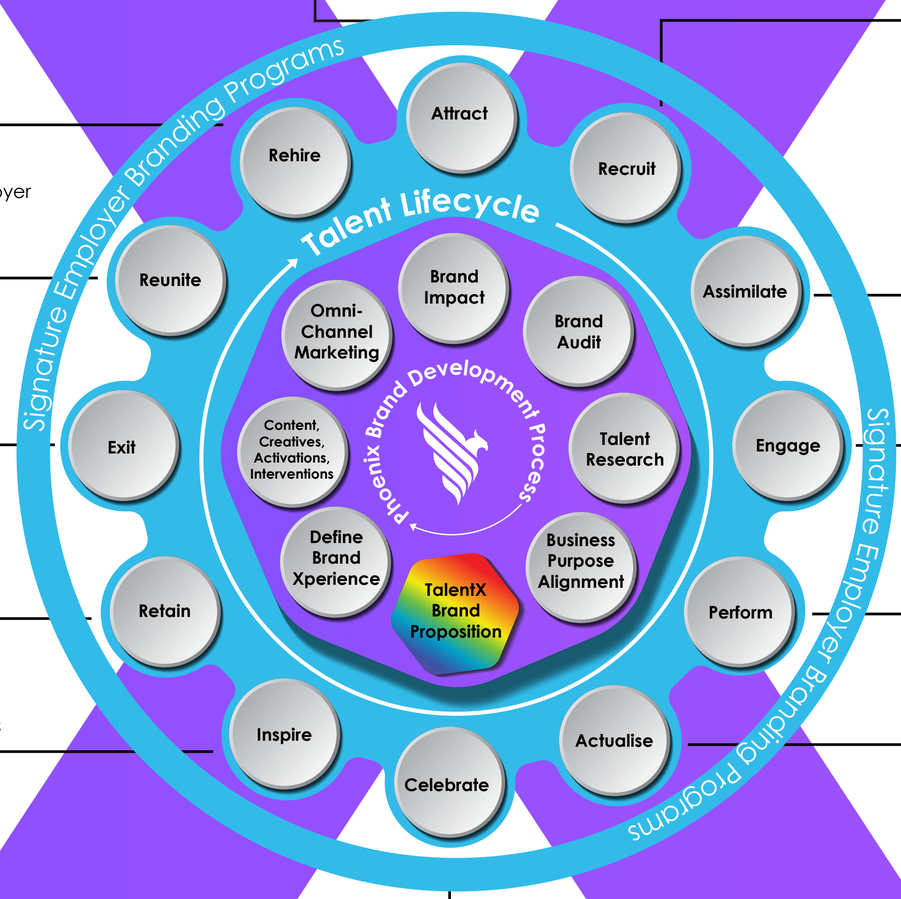
1. **EMPLOYER BRAND EQUITY (Premium employer status & employee loyalty)**
2. BRAND DESIRE (Dream employer, talent wants to work with you)
3. BRAND CONSIDERATION (Talent considers working with you)
4. BRAND AWARENESS (Recognition & recall by potential talent)

BRAND IMPACT

- Number of rehires
- Rehire rate

- Recommend you as an employer
- Alumni event attendance
- Alumni referrals

- Turnover rate
- Giveaway/takeaway ratio
- Exit survey scores



- Time to hire
- Source of hire
- Quality of hire
- **Diversity of hires**
- Cost per hire
- Offer acceptance rate
- Candidate experience scores
- Hire loss

- Culture fitment ratio
- Hiring manager feedback
- New hire loss

- Engagement scores
- Multigeneration scores
- Pulse surveys
- **Diversity index**

- **Revenue per employee**
- **Profit per employee**
- **Staffing rate**

- Promotion rate
- Promotion speed ratio
- **Diversity promotions**
- High potentials Vs high performers
- Internal and global mobility rate
- Succession pool growth rate

BRAND STRENGTH:

1. PERSONAL BRANDING OPPORTUNITIES
2. CEO RANKINGS
3. LEADERSHIP FOLLOWERSHIP ON SOCIAL MEDIA
4. **INDUSTRY AWARDS, FEATURES, RANKINGS WON BY EMPLOYEES**

BRAND IMPACT

BRAND STRENGTH:

1. BEST EMPLOYER AWARDS & RANKINGS
2. **EMPLOYER NET PROMOTER SCORE (RECOMMEND OTHERS TO WORK)**
3. EMPLOYER RATINGS, REVIEWS (GLASSDOOR, **GLINT**, INDEED)

- Retention rate
- Average length of service
- Positions filled through Internal Job Postings
- Employee commitment scores

- **Speaker engagements**
- **Blogs per employee**
- **Thought leadership articles generated**
- **Rate of Innovation (new products/services launched)**
- **Number of Patents**

- **Platforms for self-expression, innovation**
- **Recognition programs**
- **Wellness initiatives**

TalentX Brand Metrics

BRAND STRENGTH:

1. SEARCH VOLUME FOR YOUR BRAND AND PRODUCTS
2. SHARE OF MARKET
3. ONLINE SHARE OF VOICE
4. SOCIAL MEDIA ENGAGEMENT, MENTIONS AND REVIEWS
5. TOP SELLING PRODUCT, SERVICES
6. RATED THE BEST BY CONSUMERS

EMPLOYER BRAND

CONSUMER BRAND

Out of the BULB®

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