



# Positioning a Global Service Enterprise as an Employer of Choice

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## We-Storytellers Success Story

<https://we-storytellers.in/>



# The story of a renewed brand with the ‘Employer Branding Rubix’



Establishing seamless communication across verticals is crucial for initiating a positive employer brand. Filling the communication gaps and developing a shared vision paves the way for a unique brand voice inside out. It becomes even more critical when the organization goes through a significant hiring spree or wants to change its image.

The client is a global service enterprise offering digital transformation services and AI solutions for organizations of all sizes. With over 15 years of experience, they have been crafting avant-garde solutions to orchestrate business transformations and build systems for a sustainable future.

The collaboration with We-Storytellers began when the client wanted to hire in large numbers that equaled to over 25% of its existing workforce, within the upcoming two quarters. Although a respected organization in their field, they faced insurmountable challenges of their own. The company witnessed

high attrition rates, with employees frequently leaving the organization after 2-3 years. Moreover, concerns about work-life balance in remote work posed a challenge in positioning its brand in a positive light in the minds of prospective lateral hires. High workload and gaps in organizational communication weren't helping either.

It was critical from a partnership point of view that we help our client overcome departmental barriers, make ways for transparent communication, and initiate value propositions that speak to each employee, overcoming digital obstacles.

We-Storytellers deployed the proprietary employee branding framework Employer Branding Rubix to rejuvenate the client's communication strategy with future, existing and ex-employees. We adopted a subtle blend of marketing and HR experience along with planning and digital skills to enrich their internal communication and strengthen the employer brand.

## Brand Reinvigoration: A Seismic Change ▶

The brand was previously perceived as a learning ground for freshers before moving on to other opportunities. That said, there was a need for a perspective shift to meet the challenges of hiring experienced laterals. The perception often deterred many experienced candidates from applying to the organization. We enabled the client to go through

a website refresh journey that reflected the life and culture of the company. Stories connect and engage people. Therefore, we included employee perspectives that provided insights into their organizational experience. Perception building shifted from hearsay to facts and figures. A potential hire, fresher or experienced, now has a better



perception of the company culture even before the onboarding process begins. They also have a better insight into the roles and growth opportunities within the organization.

## Building One Brand Voice Inside Out ▶

Sporadic communication across organizational silos created a gap in connecting with their employees. Sensing the need to foster a connection, we helped employees highlight their experiences and share their journey. A heightened connection was achieved by creating multiple advocacy platforms

through their website and social media channels. As a result, people started to get to know each other better, paving the way for enhanced engagement. Moreover, both leaders and employees underscored their professional impact on one another, building trust and strengthening relationships.

## Brand Positioning Through Social Activation ▶

Apart from enriching internal communication, we focused on integrating strategies and creating positive brand image through social media channels. As we actively managed and customized their LinkedIn and other social pages, we established

consistent and continuous communication with the target audience. Employees were provided several platforms to voice their opinions, company values were spotlighted, which enhanced the brand image.



“By highlighting shared experiences, individual employees were recognized and applauded for their contribution to the organization, exhibiting confidence and cultivating leadership attributes based on organizational values. ■

## Amplifying Voices for Recognition ▶

Intending to become global IT leaders, the client goes by the motto of innovation by design. We formulated strategies to highlight cross-functional expertise, and the vertical as well as lateral growth opportunities the company provides. With a horizontal and intra-team communication plan, the client demonstrated a culture of openness

and deployed champion initiatives by creating a messaging funnel. By highlighting shared experiences, individual employees were recognized and applauded for their contribution to the organization, exhibiting confidence and cultivating leadership attributes based on organizational values.

## The Journey Ahead ▶

We-Storytellers’ partnership with our client is less than a year old, but it is already showing positive results. By periodically evaluating the program against set objectives, we have constantly tweaked the deliverables as per the need of the hour. Our client has overcome the digital barriers, reduced their high attrition rates and attracted high caliber experienced talent in recent months. They have effectively enhanced lateral communication

and improved internal engagement along with a shift in perspective. The client’s social profile now consistently engages with the target audience on the platform and creates a positive impact in the minds of prospective applicants. The road so far has been endearing, and the journey is long.

We look forward to continuing our successful collaboration and breaking new ground.

# About Us.

We are Storytellers.

We bring the art of business storytelling in Organization and Marketing Communication. Our purpose is to equip organizations to build a voice, inside out and communicate with confidence, clarity and conviction, during and beyond these challenging times. We serve our global clientele with a philosophy of value beyond any boundaries, with complete ownership of the outcomes. We are accredited as an SAP Digital Marketing Service Bureau partner.

# Contact Us.

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