

Rep-Xpress: Unlocking “Good Conduct” in Europe

BIG IDEA

European companies face reputation risk by neglecting a continued increase in workplace expectations. In the wake of the ongoing job-quit movement coupled with rising inflation rates, workers are pressing for a raise of at least 5 percent to keep up with inflationary surges. While some employers are increasing salaries to get ahead of the issue, others are slower to move. Here, an amplified lens on how companies react to this workplace scrutiny can harm perceptions of their character.

REPTRAK PERSPECTIVE

Companies must rally around their workforce's well-being to lift Conduct perceptions. The top area ranked most significant in demonstrating governance in EMEA is "Employee care." The second most critical area Europeans deem essential to "Employee diversity, equality, and inclusion" growth. In 2022, improving perceptions of fair and transparent behavior means focusing on and differentiating your employee experience.

Company Spotlight – Salesforce

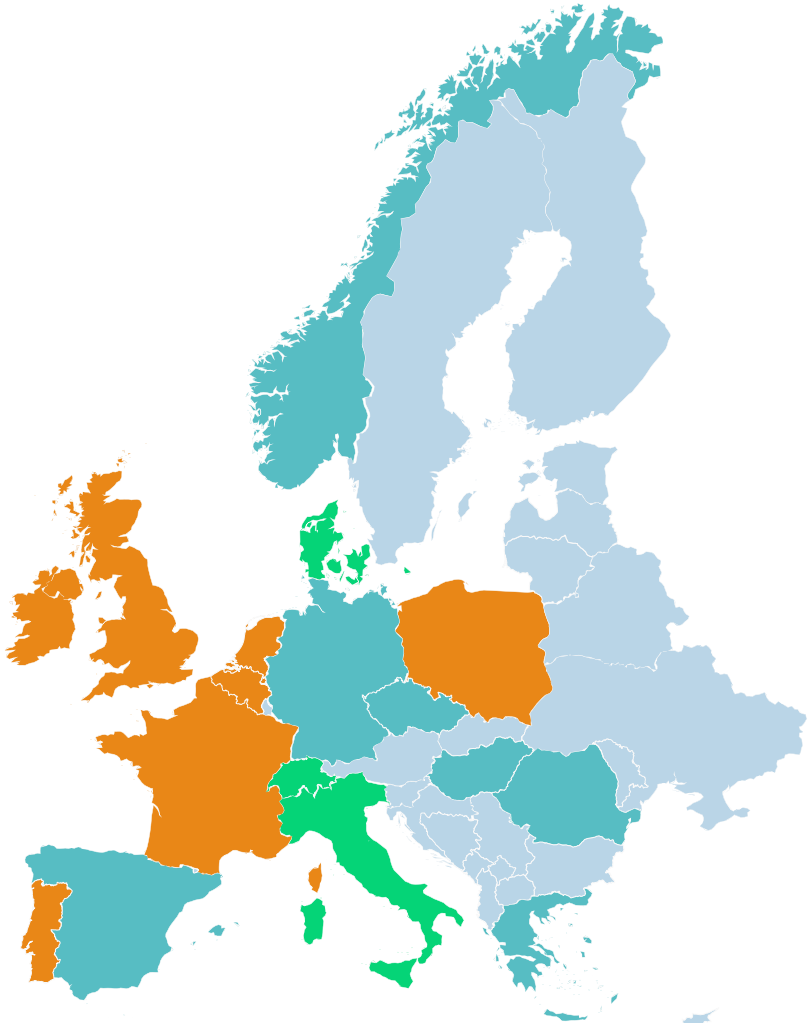
European employees praise Salesforce for prioritizing transparent internal communication and fantastic employee perks; "Great benefits working for this company" appeared in over 650 reviews from U.K. employees. Salesforce appeared on Glassdoor's top ten Best Places to Work in the UK, France, and Germany this year.


United Kingdom	"Employee care" is the most important area to demonstrate good conduct, and Salesforce holds strong across Conduct (76.3) and Workplace (76.2).
Germany	"Data privacy and security" is the essential contributor to demonstrating good conduct, and Salesforce holds strong across Conduct (75.9) and Workplace (75.0).
France	This tech company still has room to grow as Salesforce's Workplace and Conduct Driver scores dropped from strong to average (60 – 69) in France from 2021 to 2022.

How do Conduct perceptions play out at the country level?

Each European country has varying priorities of goodwill and fair business practices:

- The public in Belgium, France, Ireland, Poland, Portugal, the Netherlands, and the U.K. find businesses' attention to **employee care (including benefits and pay)** to be the most critical area to demonstrate good conduct.
- Firms in the Czech Republic, Germany, Greece, Hungary, Norway, Romania, and Spain must prioritize communicating **data security and privacy (including its management, disruptions, breaches)**.
- Individuals in Demark, Italy, and Switzerland hold **businesses' impact on the environment** at the highest caliber.





Where do you stand compared to your industry peers on workplace perceptions?

What current strengths can you use to enhance Conduct perceptions?

Note: Countries not categorized by color are not statistically significant*