

PRESS RELEASE

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Top Employer Web Benchmark

The Corporate Career Website Study

The Top 30 Corporate Career Websites 2008 in Germany

The lead table to the right presents the top 30 career websites in Germany in 2008. The winner of this year's ranking is Deutsche Post World Net, followed by Bayer, Deutsche Bank, KPMG, and Deloitte. All five companies prove that understanding the target group's preferences and priorities is not depending on one particular background.

"When you get rejection or acceptance mails outside of office hours it is obvious the application was not read personally." (Male student, Witten, Universität Witten-Herdecke)

There is no longer any doubt, even among the skeptics that recruitment has moved online. This realization has prompted huge investments of time and money to re-invent career websites and recruiting strategies online. As Torgil Lenning explains, "Career websites have an important dual nature. They have become the root systems of all other recruitment efforts and they are undoubtedly the main door to a company; and therefore if this door is bad, blocked or locked top talents will go elsewhere."

Investment banks and top consulting firms have understood the fierceness of the competition and are consistently in the top spots of the ranking. Nevertheless they are not alone. Consumer goods companies, defense and oil companies are rising in the ranking giving the banks and consultancies a good run for their money.

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To find out what it takes to create a corporate career website that taps the full potential of targeted communication with top talents, Potentialpark Communications, a communication research firm (www.potentialpark.com), conducted a study among 1,661 students and recent graduates from all across Germany.

The participants defined the criteria for the best corporate career website and stated their importance. Based on the results, Potentialpark audited 102 corporate career websites of companies actively recruiting in Germany to find out which companies cater best to the job seekers' demands and preferences.

2008	2007	Company	Score
1	1	DPWN	1113
2	5	Bayer	1077
3	15	Deutsche Bank	1032
4	4	KPMG	976
5	6	Deloitte	976
6	3	ABB	973
7	16	Booz Allen Hamilton	972
8	8	PwC	950
9	21	SAP	935
10	11	TUI	920
11	7	Ernst & Young	919
12	9	UBS	903
13	10	Volkswagen	900
14	25	Procter & Gamble	899
15	12	Daimler	898
16	27	Deutsche Telekom	893
17	53	Vodafone	885
18	34	Siemens	884
19	18	GfK	882
20	40	Bain & Company	877
21	13	McKinsey & Co	869
22	24	Allianz	866
23	26	BMW	863
24	57	Philips	859
25	2	BCG	859
26	17	Novartis Pharma	858
27	30	Hannover Rück	849
28	14	BASF	837
29	45	Roland Berger	836
30	38	Audi	836

"The Top Employer Web Benchmark 2008"
Top 30 ranked companies Germany
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