

kununu Launches Insights to Help Customers Understand and Improve Recruitment and Retention

New analytics provide deeper level of understanding of a company's culture and how it stacks up

Boston, MA, May 22, 2017 -- [kununu](#), the original platform for employer reviews and ratings, today released its newest solution, kununu Insights. With this launch, kununu customers can access a new set of metrics to understand how their company is performing across key dimensions of work-life over time. In addition to highlighting which factors drive happiness at a company, including "Diversity," and "Support from Management," customers can compare satisfaction ratings over time to their competitors and overall industries.

"With kununu Insights, we're helping companies to become better employers by providing the data needed to understand the strengths of the organization and identify areas where improvement is needed," said Moritz Kothe, CEO of kununu. "These data-based insights lead to higher retention rates, as well as becoming a preferred employer, thus helping to increase the number of engaged employees within the company."

Some elements of kununu Insights include:

- **Up to 24 months of historical data** – Companies can observe performance over time to understand macro level trends - this dataset continually grows with every review that kununu collects
- **Benchmarking** – Customers can benchmark performance relative to industry and kununu specific averages and review overall recommendation rates and feedback generated month to month. Track and understand best and worst performing measures over time.
- **Factor drill-down** – Quickly hone in on the areas that need improvement and understand where to take action.

"As passive and active job seekers become more selective about the employers they engage with, brands can now use kununu to understand what employees and applicants have to say," said Aaron Prebluda, kununu's Head of Marketing and Business Development. "With this information, companies can better understand where and how they need to make impactful change."

The kununu team will be at Bersin by Deloitte IMPACT Conference May 22-24th, 2017 at Booth P-8 and can share more information about Insights. To learn more about the platform or to request a demo contact sofia.coon@kununu.us.

About kununu:

kununu is the original employer review and ratings platform committed to creating transparency in the workplace. kununu helps people who are taking an active role in their career progression and want to learn more about companies that might be the right fit. kununu launched in the U.S. in 2016 and has collected over 500,000 reviews and more than 2 million data points in the last 12 months. Reviews are broken down into 18 key dimensions of workplace satisfaction to help Talent and HR teams attract and retain quality candidates, while providing job seekers with workplace insights that matter to make sound work-life decisions. With global headquarters in Vienna, Austria, kununu is the leading employer review platform in Germany, Austria and Switzerland. The company was founded in 2007 and acquired by XING AG in 2013. See more about kununu at <https://www.kununu.com/us>.

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