

kununu Launches Beta Program to Strengthen Dialogue Between Employers and Potential Candidates

New kununu features will enhance the job hunting experience and provide insight on what is most important to job seekers

Boston, MA, September 19, 2017 -- [kununu](#), the original platform for employer reviews and ratings, today announces a beta program to test its newest enhancements and features to better enable a two-way dialogue between employers and potential candidates. These new features give both companies and job seekers the opportunity to have their voices heard, asking and answering questions in real-time.

In the last decade, the idea having reviews for a company, similar to that of restaurants and chain stores, was frowned upon as organizations wanted to keep their information close to the chest and only divulge what was necessary. Now that we are in a time where employees have more power, companies need to share what they can provide to potential candidates. Job seekers expect complete transparency from an organization in order to make informed decisions about the type of job they want to have and whether it fits their wants and needs.

Recent research by kununu reveals that internal survey data doesn't map to what external review sites publish. In turn, reviews sites miss the mark by providing information that is authentic and thoughtful in nature. The new features on the kununu platform are improving the depth of information available and giving job seekers workplace insights that matter. kununu also provides companies with a platform to be open and transparent to potential candidates and build their employer brand in the process.

The new features currently in beta include:

- **Question and Answer:** Job seekers now have access to a thread of knowledge and the option to post questions that may not be answered through reviews and profile content. Current and former employees along with company representatives are alerted and can respond to these questions in order to help job seekers learn more about the companies they want to apply to.
- **“Helpful” Thumbs-up:** Each question and answer will have a helpful thumb feature to up vote responses and questions that maybe important to a number of job seekers. As a user, one can scroll through what others have asked and shared and up vote answers to signify the most thoughtful responses. Over time, a company can use this information to inform their profile content and what they should prioritize in terms of culture, benefits, perks and more.

“We are self-critical enough to realize we need to continue to build on our strengths to solve a big problem within the job hunting process,” said Moritz Kothe, CEO, kununu. “We believe in the power of diverse opinions and perspectives in order to get a true view of an employer and we want to ensure this knowledge is available to all job hunters in order to make a better workplace for all.”

These features will be available to the general public by the end of 2017 and kununu is looking for companies willing to participate in the beta. To learn more, please reach out to sofia.coon@kununu.us. kununu will also be attending HRTech in Las Vegas, October 10-12, 2017. Please stop by booth 3540 to learn more and receive a demo.

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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