

Question & Answer Feature Now Generally Available on All kununu Employer Branding Profiles

Fall beta program a success in enhancing a two-way dialogue between employers and potential candidates

Boston, MA, January 30, 2018 -- kununu, the original platform for employer reviews and ratings, today announces the general availability of its [Question and Answer feature](#) within its employer branding profiles. The launch of a successful beta program in October saw that this addition to profiles enabled a stronger two-way dialogue between employers and potential candidates. This new feature gives both companies and job seekers the opportunity to have their voices heard by asking and answering questions in real-time.

kununu focuses on providing workplace insights that matter through an in-depth review process. Current and former employees can provide their thoughts anonymously on 18 work-life dimensions and any additional thoughts to help job seekers make the best career decisions possible. The new Question and Answer feature gives job seekers access to another thread of knowledge and the option to post top-of-mind questions that may not be answered through profile or review content. Anyone who has taken the time to leave a review, along with company representatives, is alerted to new questions and can respond in real-time in order to help job seekers learn more about the companies to which they want to apply.

“The new Question and Answer feature from kununu gives potential candidates the opportunity to directly ask organizations questions, beyond the usual interview banter, and get responses from the company and a community of current and former employees,” said Samantha Sandstrom, Talent Acquisition Administrator, iHerb. “This tool helps us to understand what is most important to candidates and over time we can learn what needs to be addressed to ensure our applicants are confident in the organization and their decision to join our team.”

[Recent research](#) by kununu reveals that external employer review sites accurately share what the internal culture of a company is like. However, these external reviews have a consistent negative bias of more than half a star. The takeaway is that companies shouldn't dismiss the opinions that are being shared by current and former employees and need to listen to their comments, as well as have plan in place to actively manage internal culture and prioritize the changes that are needed. With this information, it's clear that employer review sites need to make an effort to eliminate the gap in bias, and kununu is focused on addressing this challenge by providing accurate, transparent information in real-time.

“kununu has always been focused on providing workplace insights that matter,” said Moritz Kothe, CEO, kununu. “By realizing the pain points job seekers are now challenged with, we are able to work on solutions that will ease their hunt for the ultimate position and help companies better understand what their potential candidates are really thinking about.”

As a part of the Question and Answer feature, job seekers who visit kununu will be able to 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.

To learn more, visit <http://www.kununu.com> and click on the Questions tab on any company profile.

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 to date. Reviews are broken down into 18 key dimensions of workplace satisfaction to help talent acquisition 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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