

GROVE ORIGINAL RESEARCH

What Vietnamese candidates want in 2022



About the research

2021 hits the world with the force of COVID-19 and takes more than just our thriving economy. Businesses were under long-run restriction, downsizing, and had to make the switch to remote operation. With that, comes the shift in recruitment and the labor market demands of its job offers.

In September 2021, different companies are restarting their onsite operation. However, there is a need that every company takes caution to protect and put their people strategy to the next level, starting with attracting the top talents for their teams.

[Similar research conducted in 2021](#) analyzed how COVID-19 influenced the choices and behaviors of Vietnamese candidates during the peak of the pandemic. Moving to 2022, this research studies Vietnamese candidates needs in the New Normal and all the best ways to capture their interests.

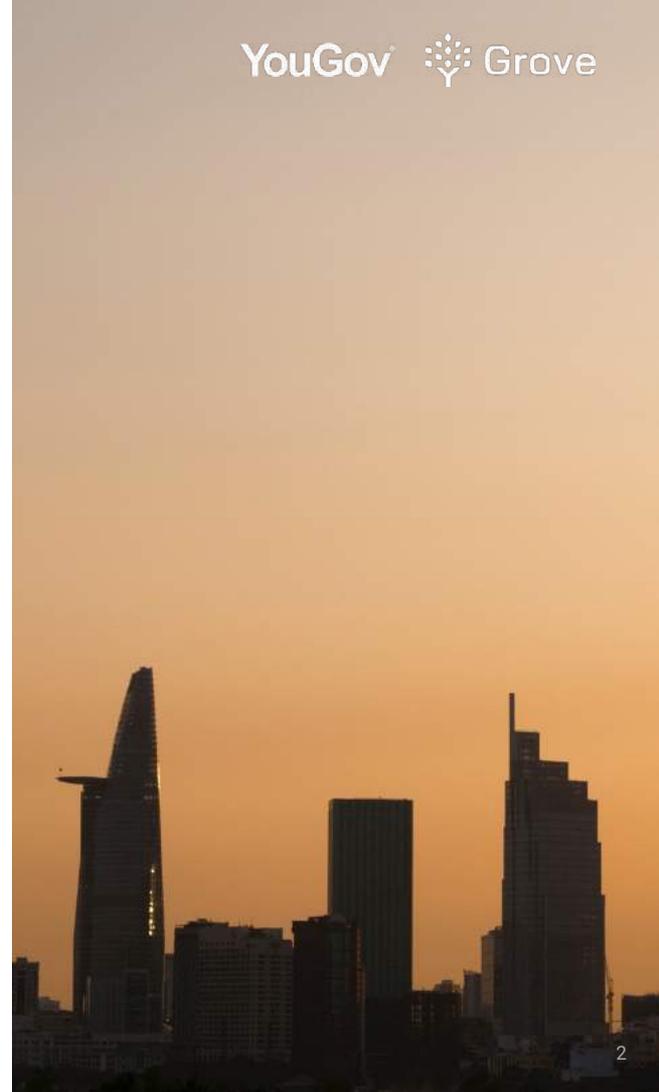




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01 Job switching intention remains high in 2022



49% of people don't mind changing jobs

In 2021, COVID-19 made 51% of people intend to change their jobs. The reason was simply how different companies decided to take drastic decisions to maintain financial equilibrium, including downgrading employee benefits.

The switching intention is **slightly reduced to 49% in 2022** compared to 2021.

The the likelihood of employees switching companies in 2022

| FACTORS | PERCENTAGE |
|---------------|------------|
| Very unlikely | 27% |
| Unlikely | 24% |
| Likely | 35% |
| Very likely | 14% |
| Unweighted N | 100% |

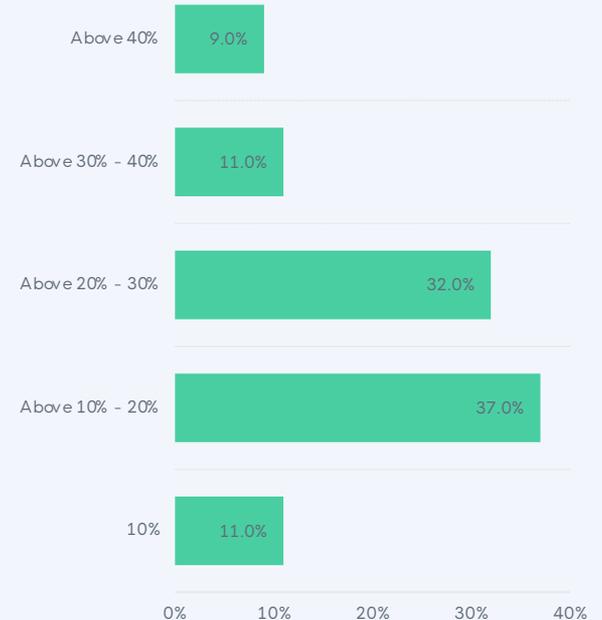
Source: [YouGov Vietnam](#)

Financial incentivization while changing jobs

While financial incentivization is not the only reason people change jobs, every employee will always look forward to a good pay rise after securing a new job.

From our study, the 'reasonable' pay rise range for most people falls **between 10% and 30%**. **Only 11% of people** will consider switching companies for a **pay rise of less than 10%**.

The minimum % of pay rise that incentivizes employees to switch jobs



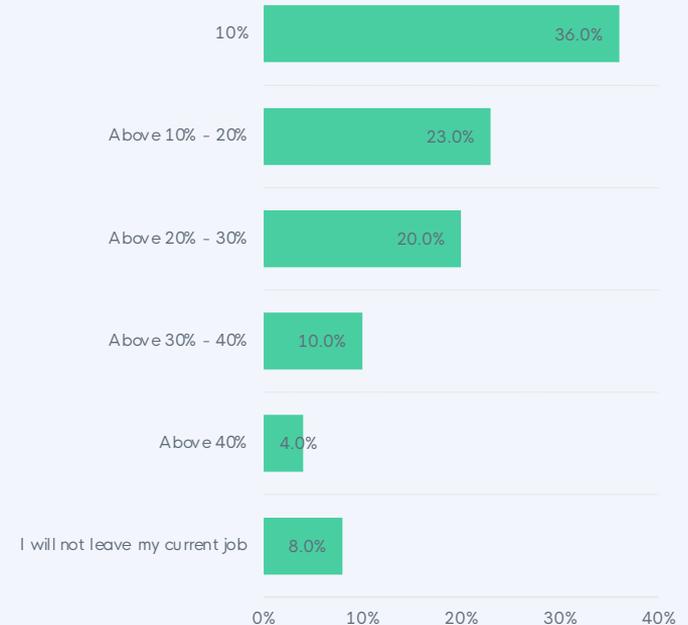
Going easy on the pay cuts

On the other hand, a slight pay cut would lead to a much higher switching rate in your workforce.

From our study, **66%** would consider leaving their job for a **less than 10%** pay cut. **Only 8%** would decide not to leave their current job even if there is a pay cut.

As you will see further this research, **compensation** plays a massive role in employees' view of **work-life balance**, **benefits** and **job security** post-pandemic.

The minimum % of pay cut that employees would leave a job



02 Hybrid workplace, vaccination & safety measures

This section explore 3 essential health aspects candidates requires in the New Normal.

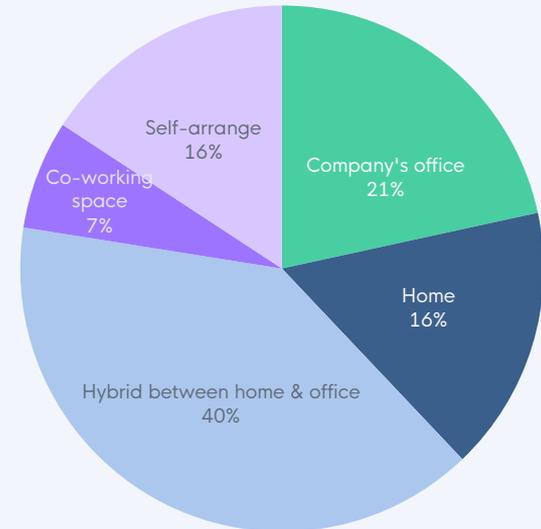
- Work arrangement.
- Vaccination rate.
- On-site safety measure.

The hybrid workplace of 2022

A hybrid workplace refers to a business model that combines office work with remote work. When businesses engage in hybrid work, they adapt to the way teams work best and create experiences that reach everyone.

From our study, **most people (39.6%)** believe that the ideal workplace for 2022 should be **between home and office**. Surprisingly, more participants chose **company's office (21%)** over their **home office (16%)** to go forward in 2022.

The ideal workplace option for 2022

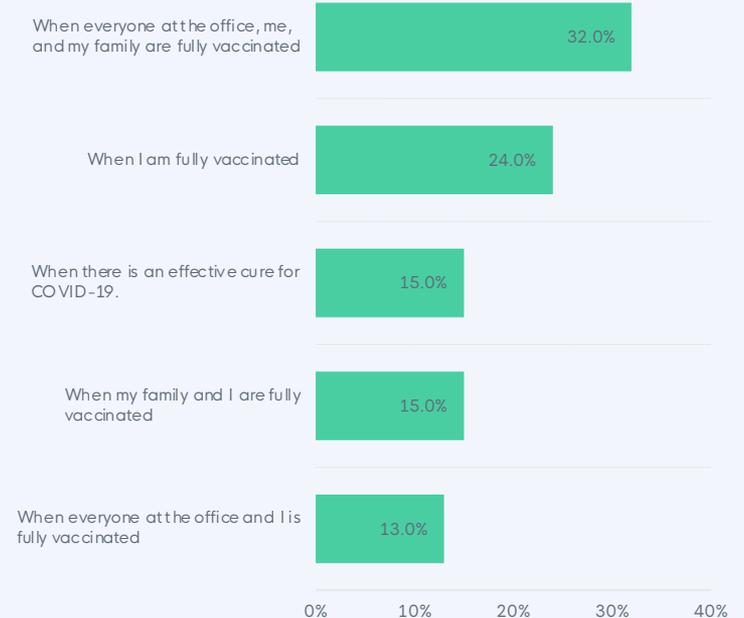


Full vaccination to safeguard employees and their families

After the heavy wave of the COVID-19 pandemic, employers contemplated getting all their employees vaccinated before proper resumption to work physically. Though, enforcing the vaccine policy has become a challenge.

Our research discovered that most employees (**32%**) feel safe when working at the office in 2022 when **everyone at the office, their family, and themselves are fully vaccinated**. In addition, research shows that several workers will feel safe to work provided that they are fully vaccinated.

Vaccination situation you feel safe to return to work



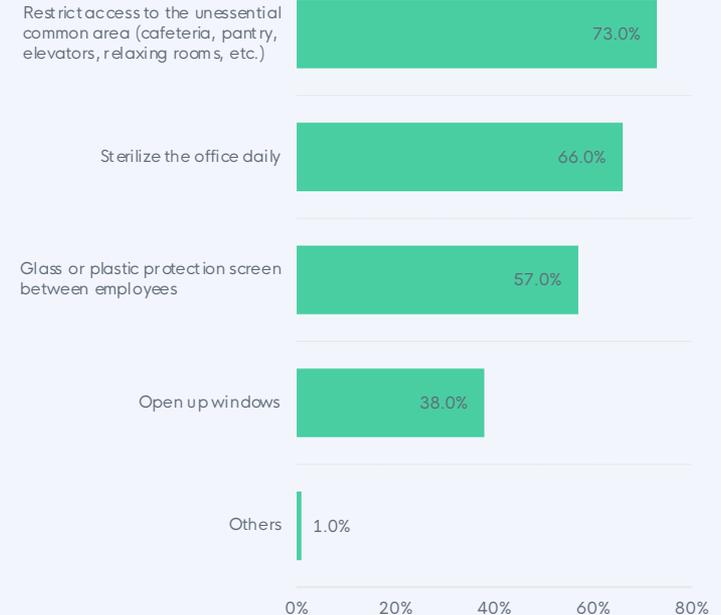
Source: [YouGov Vietnam](#)

Safety practices when resuming on-site operation

Businesses must develop guidelines as they resume on-site operation after lockdown. This ensures that employees are optimally protected and the workplace is safe for all. Companies need to outline their new policies and procedures and offer information on how employees are to execute day-to-day tasks as they adhere to safety measures.

Most people (**73%**) would want the company to **restrict access to the unessential common area** from our study. Also, a good percentage want the office to be sterilized daily.

Additional safety practices to resume on-site work



Source: [YouGov Vietnam](#)



TIPS TO PROTECT EMPLOYEES' HEALTH POST-PANDEMIC



Using the [hybrid work from the home guideline](#) make their workers become more productive and hold everyone accountable when working from home.



Boost the vaccination rate to 100% at the office, and support employees' families to get vaccinated.



Imposing the [Covid-19 vaccine policy](#) to keep employees from being infected.



Sterilize the office daily (if capable), and reduce interactions to the maximum level at work



Using employee [return to work guidelines template](#) to ensure workplace safety in the New Normal.



03 What Vietnamese candidates want in 2022



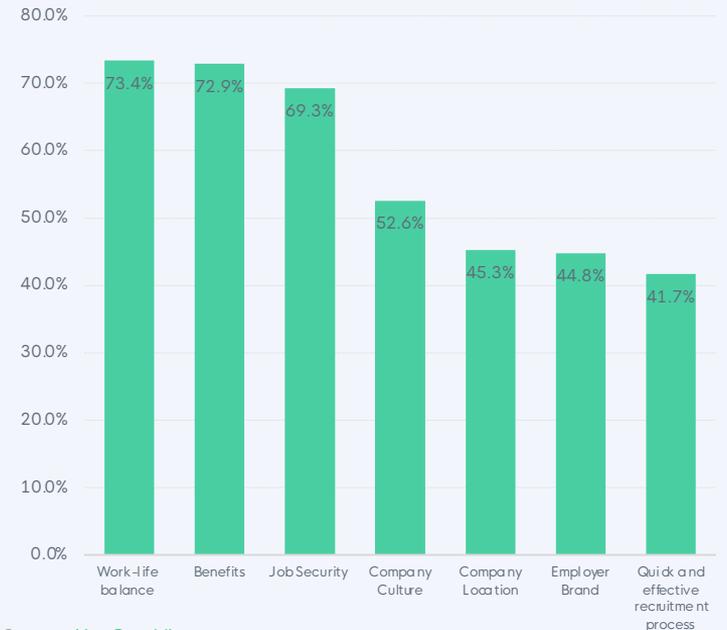
The top needs of candidates in 2022 – What changed?

[The 2021 research](#) discovered job security, work-life balance & employer brand are the top 3 reasons a candidate accepts a job offer, but the order has changed in 2022.

Work-life balance emerges to be most important (**73%**). To achieve a balance work life, candidates anticipate better levels of efficiency and productivity and lower levels of absence, sickness, and stress.

The other two significant factors include **job security** and **benefits**. It would also help to consider factors such as company location, employer brand, and company culture, which proven to increase in 2022 sharply.

The tops priorities for candidates to accept a job offer



Source: [YouGov Vietnam](#)



Building work-life balance in 2022

Providing compensation for extra works & flexible work time

Compensation for extra work and flexible work time are central pillars of the work-life balance. Compensation is an incentive that boosts employees' morale and effectiveness. While a flexible work time, employees can choose when and how to work, which best suits their lifestyle.

Our study discovered that most Vietnamese employees **(70%)** don't mind working overtime if there is **compensation for the extra work**. **Flexible work time** comes second in the ranking **(60%)** since it's a way to save finance and energy for employees.

Manager support of work-life balance (59%) is also a high-demanded aspect to promote a balance work life.

 **70%**

Compensation for working overtime.

 **59%**

Manager support of work-life balance

 **54%**

'No work' rule after hours and on weekends

 **60%**

Flexible time

 **56%**

Reasonable number of annual leaves

 **52%**

5 working days per week

Monitoring of employee personal health

After the Covid-19 pandemic, health became the first thing in any business setup. One of the ways to ensure that your employee's personal health is properly monitored is by creating room for wellness training.

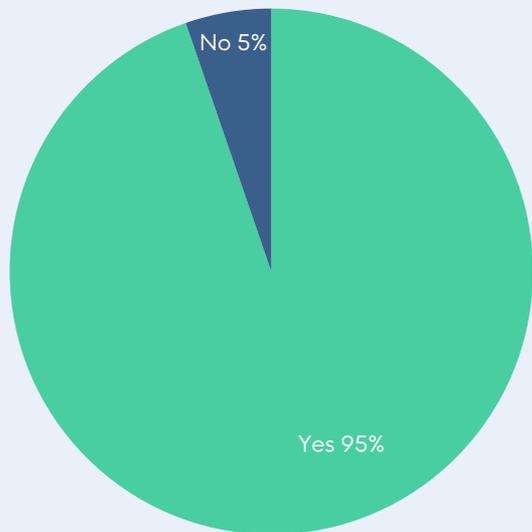
Our research discovered that most people **(95%) have increased their concern about their personal health** after the pandemic. This could be because of how the virus poses a great health risk. Also, it is viewed as a way their lives can be disrupted due to increased stress and anxiety.

Therefore, people have impressive responses about the type of wellness training they want their company to have. From our research, most people **(52%) prefer running to keep healthy**. More so, **team sport** can be introduced which can build employee engagement and bonding with co-workers.

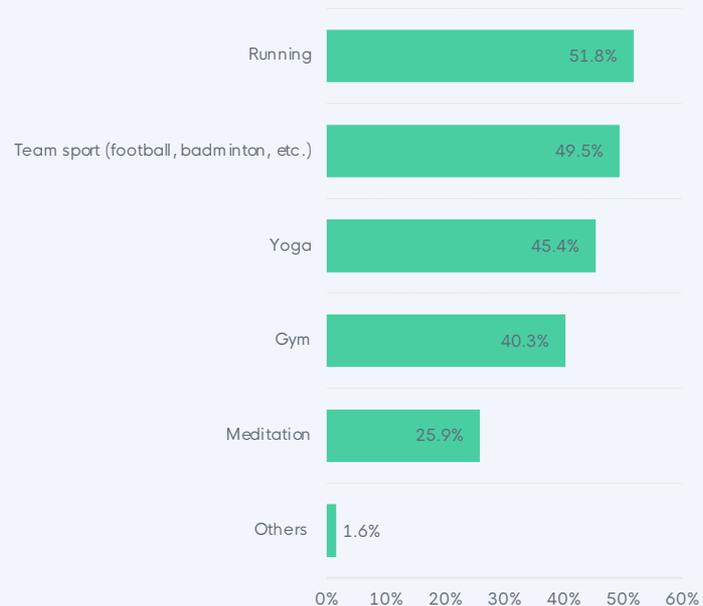


Employees' health-related concern

Has candidates' concern about personal health increased after the pandemic



Types of health training candidates want employers to make available



Source: [YouGov Vietnam](#)



TIPS TO ENSURE EMPLOYEES' WORK-LIFE BALANCE



Providing employees with reasonable compensation for extra works & flexible work time



Develop the culture of work-life balance at the office, especially among leaders and managers.



Organize various health and sports activities for everyone to stay fit, healthy, and productive at work. (consider running, yoga, and team sports)



Facilitate a channel for employees to voice their concerns about the negative impacts of work on their [mental and physical health](#) and offer support.



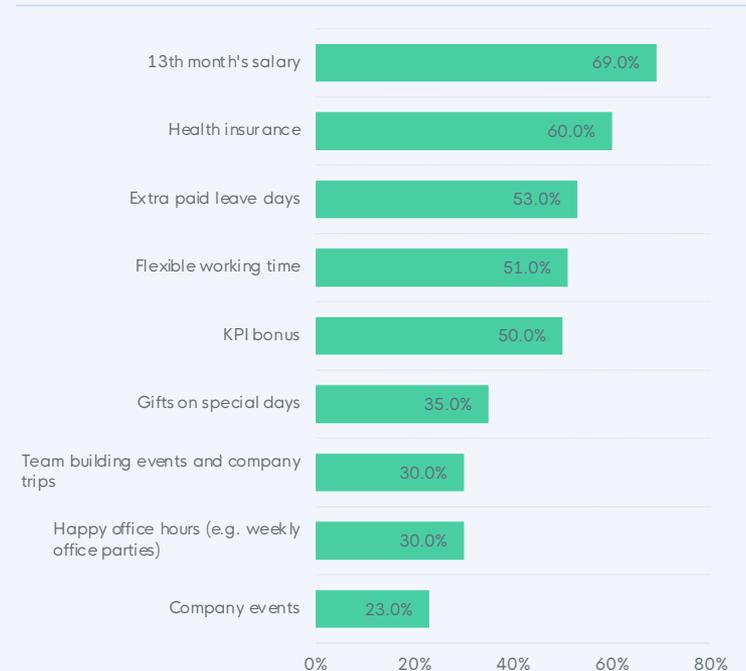
Offering a competitive benefit package

Year-end bonus: A huge deal for candidates

The bonus attached to the job is undoubtedly big scores for candidates. Though, there are other types of benefits that employers can use to catch interests.

From our research, the year-end bonus, the **13th month's salary**, carries the highest percentage (**69%**) of the type of benefits that could attract employees. This is followed by **health insurance (60%)**, **extra paid leave days (53%)**, and **flexible working time (51%)**.

Attractive benefits candidates seek for in a job offer





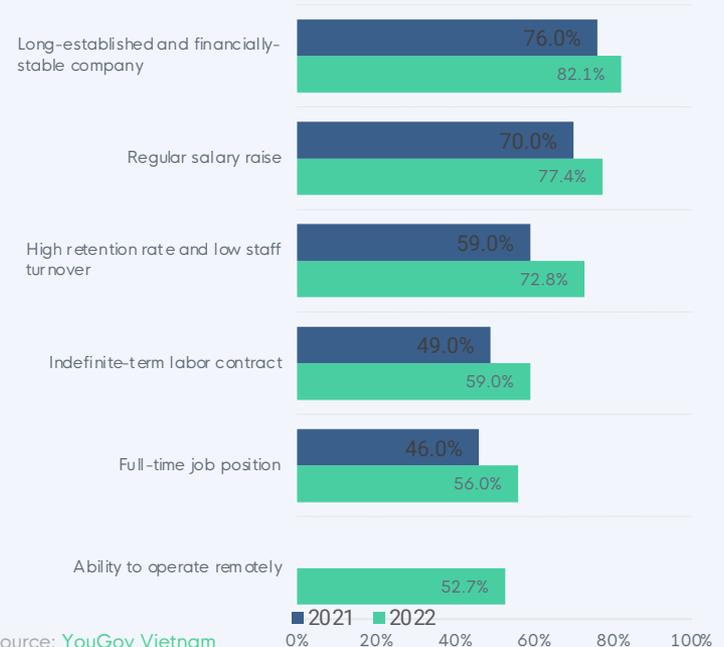
Providing optimal job security

Long-established and financially-stable company equal to job security

Employees and job seekers need to know that they can trust the company to determine if their positions have any security.

Comparing to previous research in 2021, all factors contributing a job offer's perceived job security experienced an increase. Among all, a company's **retention rate, indefinite-term labor contract** and a **full-time job** are getting significantly more attention in 2022 with over 10% increase in positive responses. However, **a company's length of existence (82%)** and its **financial stability (77%)** still stands as the top two influencing factor define a company's offer of job security in the eyes of candidates.

The importance level of factors contributing job security



Source: [YouGov Vietnam](#)



TIPS TO GUARANTEE JOB SECURITY FOR EMPLOYEES



Promote transparency in communication and have employees contribute to major company decisions



Ensure there is a strong relationship between employees and the company's leadership.



Provide financial compensations (regular raises, severance benefits, health insurance, etc.)



Create an environment that supports regular advancement and growth opportunities.



Produce suitable policies that can protect the interest of workers, particularly in times of crisis and disruption.

Nurturing a positive company culture



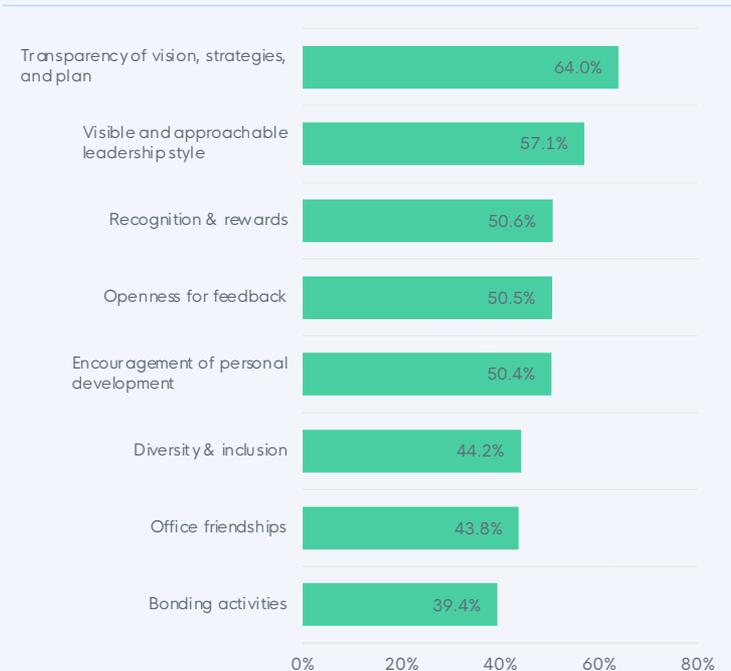
Inspiring leadership & clear roadmap as the best culture

Most human capital experts believe that the shortest route to success is [building a strong culture](#) that fits business strategy. Company culture explains the proper way people are to behave, perform, and develop at work.

From our research, most candidates (**64%**) believe that a factor in terms of importance for positive company culture is that **a company should have a transparency of vision, strategies, and plan**. This is considered more important than the visible and **approachable leadership style (57%)**.

Other factors include recognition & rewards (51%), openness for feedback (51%), and encouragement of personal development (50%).

Importance level of factors contributing company culture



Source: [YouGov Vietnam](#)

Ensuring positive word-of-mouth for current and ex-employees

For a candidate to discover and learn about a company's culture, there are actions you may want to take.

From our research, **70%** of Vietnamese candidates believe that the best way to research a company's culture is to **ask for feedback from people who are working or used to working there**. These individuals have experience and can provide more information about the company.

Besides, **online company review sites (60%)** & **the company's social media (54%)** are also two preferred go-to sites for candidates to learn about your culture.

 **70%**

Ask for feedback from current and ex-employees

 **54%**

Check out the company's social media

 **38%**

Ask during the interview

 **60%**

Online company review sites

 **49%**

Read media article about the company



TIPS TO BUILD THE BEST COMPANY CULTURE CANDIDATES WANT



Recruit [culture-fit employees](#) and have them onboard with the culture.



Ensure seamless communication and understanding of the team's vision, strategies, and plan



Train and monitor the leadership style of managers to stay synergy with the company culture.



Apply the [Open-door policy](#) for every team for better communication.



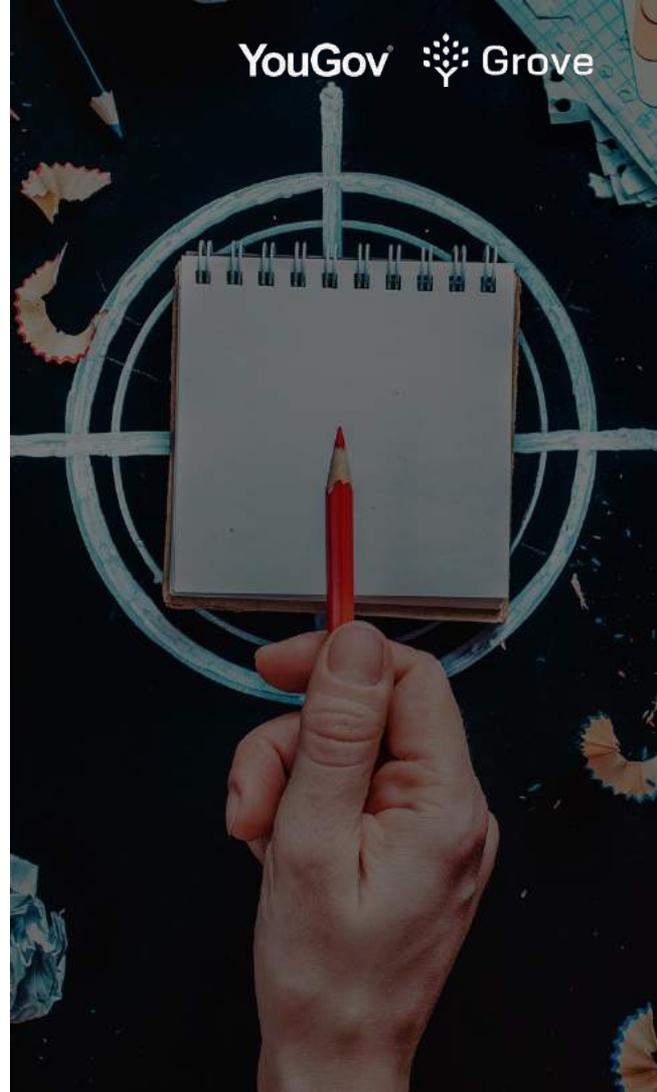
Proactively building a culture that produces happy and self-motivated employees and keeping track of its growth.



Set up a professional offboarding process with [exit interviews](#) to say goodbye to former employees on good terms.

Key takeaways for employers in Vietnam

- **Maintain a good work-life balance for employees:** This is a great way you can increase staff retention rate, improve staff motivation, attract new talent, reduce absence, and improve employee mental health.
- **Attract candidates with financial incentives & benefits:** To attract talent in the new normal, employers must offer competitive pay, comfortable and safe environments, benefits (financial incentives, health insurance, flexible working time, etc.), opportunities for career development, and so on.
- **Build the right company culture & communicate it:** Think about the ideal employee and what culture will produce them. Take initiatives to build such culture via team activities, leadership, recognition, rewards, etc. Then, you have to make sure to communicate such culture for the candidates.
- **Set up a safe & hybrid workplace for the Future of Work:** The workplace for 2022 is hybrid, so make sure you got policies and technology in place to support such transition. Also, when employees are at the office they should be protected by all means



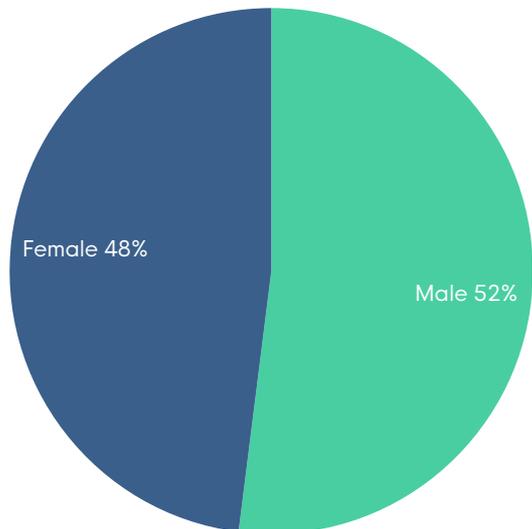
03 Research methodology

All data are collected and compiled from over 1000 respondents across Vietnam using YouGov panel. Please note that we do not describe this as a scientific research.

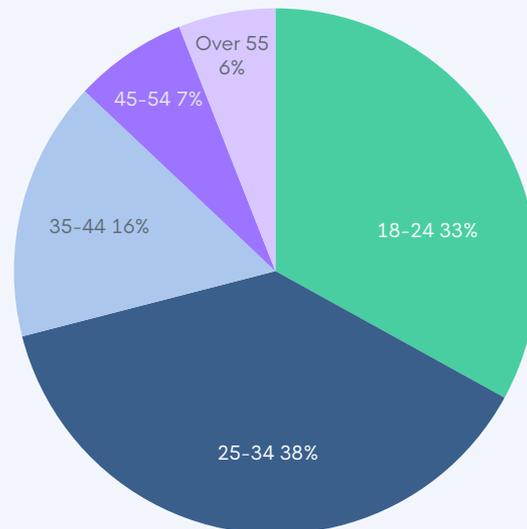


Respondent background

Gender

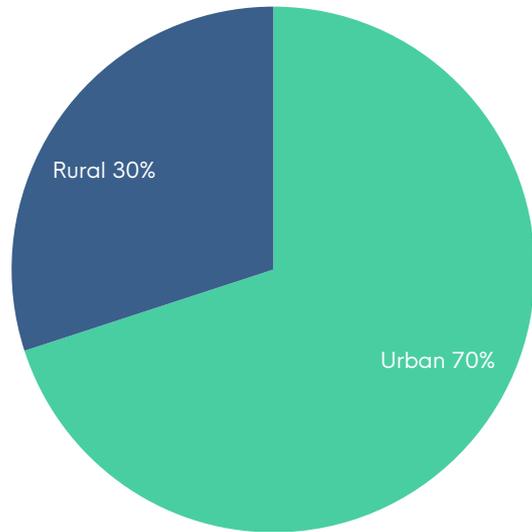


Age group

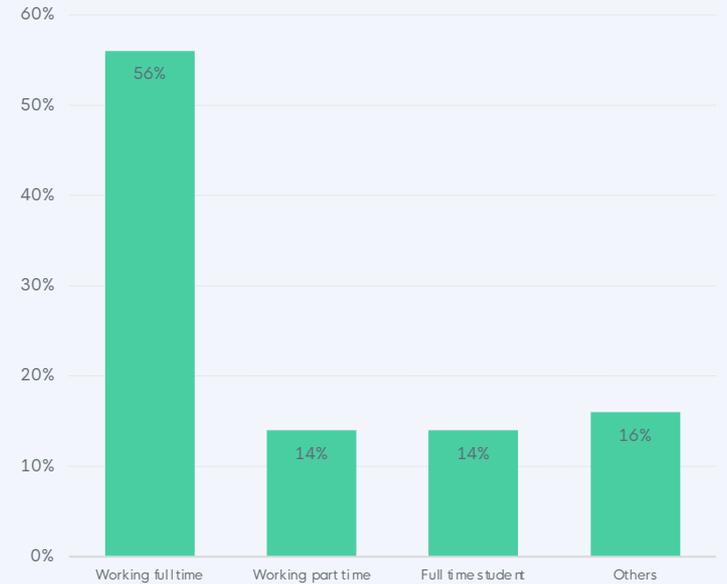


Respondent background

Urbanity



Working status



About Grove HR

Grove HR is an all-in-one HR platform for modern companies who aim at empowering employees so that they can bring their true selves at work and express their full potential. In one single system, companies can manage their whole employee lifecycle and deploy a more Agile, Mobile, and Social way to do HR.

- **Agile HR:** Streamline Core HR processes and empower employees to develop themselves and do their own HR.
- **Mobile HR:** Provide a beautiful mobile-native experience to your modern employees.
- **Social HR:** Provide a digital space for employees to engage and connect authentically.

For further information, visit us at grovehr.com or book a demo to learn how Grove HR benefits your company.



Grove by the numbers

Started in Vietnam, Grove is proudly bringing its mission to more than 10 countries around the globe. Through digital HR, SMBs are empowered to make work fulfilling and inspiring.



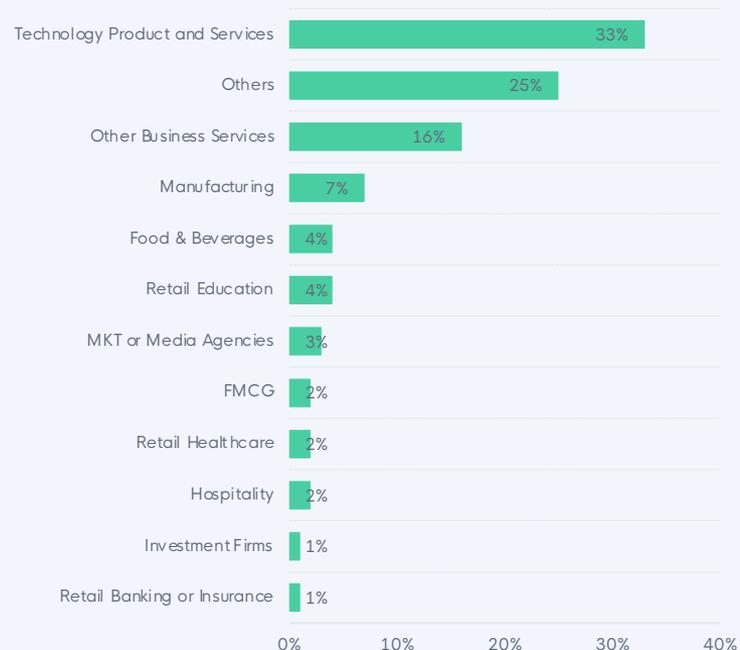
6000+

Businesses

10+

Operating markets

Digital HR is for any industry, including yours



About YouGov Vietnam

YouGov is an international, full-service market research agency. A pioneer of online market research, YouGov employs sophisticated technology to ensure the collection of high quality, in-depth and continuous data for the world's leading businesses and institutions.

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