

TALENT COMMUNICATION RANKINGS FRANCE 2024



POTENTIALPARK



CAREER WEBSITE



APPLYING ONLINE



SOCIAL MEDIA



PROFESSIONAL
PLATFORMS

About the Potentialpark Study 2024

As **thought leaders** in the field of Talent Communication since 2002, we bring the voice of candidates to the table by **providing knowledge and insights** to help shape the future of employer branding, talent acquisition, and talent communication.

Every year, candidates worldwide take part in Potentialpark's Communication Studies and Experience Panels to share with us their expectations, preferences and needs during the job search and application processes. Our in-depth analysis of this data helps local and global employers **improve their career channels** and stay up-to-date with what is important for young talent.

2024 Talent Communication Study - France



212 criteria



11 career channels



100 employers



5,074 responses



POTENTIALPARK

Potentialpark Rankings

Presenting the best employers in online Talent Communication!

The **Potentialpark Ranking** reflects the performance of employers across all topics included in the Potentialpark Study: Career Website, Applying Online, Social Media, and Professional Platforms.



CAREER WEBSITE

The **Career Website Ranking** assesses the proficiency of employers in effectively engaging, informing, and converting candidates through strategically curated content.



APPLYING ONLINE

The **Applying Online Ranking** identifies employers with exceptionally transparent application processes and outstanding job search functionality.



SOCIAL MEDIA

The **Social Media Ranking** shows the employers with the best content mix across major Social and Professional networks such as: Facebook, Twitter, Instagram, YouTube, and Blogs.



PROFESSIONAL PLATFORMS

The **Professional Platform Ranking** highlights employers who have effectively established their brand presence and proactively engage with talent on platforms such as LinkedIn, Indeed, and Glassdoor.



The Potentialpark Ranking

France 2024

1	AXA	51	Société Générale
2	Groupe Crédit Agricole	52	Airbus Group
3	Mazars	53	Microsoft
4	Orange	54	Orano
5	Dassault Systèmes	55	Groupama
6	Groupe La Poste	56	METRO France
7	Sopra Steria	57	Talan
8	BCG	58	Bouygues Construction
9	Deloitte	59	SNCF
10	Alten	60	Segula Technologies
11	RRG	61	Nestlé
12	BNP Paribas	62	Alstom
13	Carrefour	63	Siemens
14	EY	64	RATP
15	EDF	65	L'Oréal
16	Capgemini	66	Accenture
17	PwC	67	Sanofi
18	Club Med	68	Amazon
19	Allianz	69	Suez
20	Armée de Terre	70	Groupe M6
21	Saint-Gobain	71	TotalEnergies
22	Schneider Electric	72	Française des Jeux
23	Covéa	73	Groupements d'Achats des Centres E.LECLERC
24	Thales	74	Valeo
25	BPCE	75	Groupe Renault
26	MAIF	76	Colas
27	Crédit Mutuel	77	Lyreco
28	Safran	78	Dassault Aviation
29	In Extenso	79	TF1
30	Atos	80	Danone
31	Disneyland Paris	81	Canal+ Groupe
32	CIC	82	Elior
33	Ubisoft	83	OVH
34	KPMG	84	Auchan Retail France
35	Accor	85	Air France
36	Inetum	86	SPIE
37	Nexity	87	Veolia
38	Armée de l'Air et de l'Espace	88	LVMH
39	Bouygues Telecom	89	ENGIE
40	Michelin	90	Groupe Casino
41	Wavestone	91	Burger King
42	CGI	92	GrandVision
43	Marine Nationale	93	VINCI Construction
44	Lidl	94	BearingPoint
45	Decathlon	95	Ferrero
46	Bain & Company	96	Action France
47	Devoteam	97	Stellantis
48	IBM	98	VINCI
49	Air Liquide	99	McDonald's
50	Bureau Veritas	100	Louis Vuitton



The Career Website Ranking

France 2024

1	AXA	51	SNCF
2	Mazars	52	TF1
3	Groupe Crédit Agricole	53	LVMH
4	Carrefour	54	Airbus Group
5	Deloitte	55	Groupama
6	Capgemini	56	RATP
7	Orange	57	Colas
8	EDF	58	Microsoft
9	RRG	59	Alstom
10	Armée de Terre	60	Nexity
11	BCG	61	Groupements d'Achats des Centres E.LECLERC
12	Sopra Steria	62	Auchan Retail France
13	Groupe La Poste	63	Action France
14	Allianz	64	Schneider Electric
15	Société Générale	65	Bureau Veritas
16	Saint-Gobain	66	Accor
17	CGI	67	Canal+ Groupe
18	Armée de l'Air et de l'Espace	68	TotalEnergies
19	Bain & Company	69	Groupe Renault
20	Lidl	70	Safran
21	EY	71	Siemens
22	Dassault Systèmes	72	McDonald's
23	Club Med	73	Groupe M6
24	BNP Paribas	74	Talan
25	Covéa	75	IBM
26	MAIF	76	Suez
27	Burger King	77	Elior
28	BPCE	78	VINCI
29	Alten	79	Française des Jeux
30	PwC	80	Amazon
31	Decathlon	81	Thales
32	Michelin	82	Devoteam
33	L'Oréal	83	Valeo
34	Crédit Mutuel	84	Sanofi
35	CIC	85	Segula Technologies
36	Accenture	86	Ferrero
37	In Extenso	87	Veolia
38	Bouygues Telecom	88	Lyreco
39	Atos	89	METRO France
40	Air Liquide	90	ENGIE
41	Nestlé	91	BearingPoint
42	Bouygues Construction	92	Air France
43	Disneyland Paris	93	GrandVision
44	Inetum	94	OVH
45	KPMG	95	Groupe Casino
46	Marine Nationale	96	Danone
47	Wavestone	97	Stellantis
48	Orano	98	VINCI Construction
49	Dassault Aviation	99	Louis Vuitton
50	Ubisoft	100	SPIE



The Applying Online Ranking

France 2024

1	AXA	51	Siemens
2	Orange	52	VINCI
3	Crédit Mutuel	53	Covéa
4	Mazars	54	Suez
5	CIC	55	Amazon
6	Groupe Crédit Agricole	56	Air Liquide
7	Deloitte	57	Société Générale
8	EY	58	Inetum
9	MAIF	59	VINCI Construction
10	BNP Paribas	60	RRG
11	BCG	61	OVH
12	Ubisoft	62	Groupe Casino
13	BPCE	63	Airbus Group
14	Groupe M6	64	Groupements d'Achats des Centres E.LECLERC
15	Thales	65	Bouygues Construction
16	Lidl	66	Orano
17	Alten	67	Dassault Systèmes
18	Accor	68	CGI
19	IBM	69	SPIE
20	Accenture	70	METRO France
21	Saint-Gobain	71	Carrefour
22	Michelin	72	LVMH
23	EDF	73	TF1
24	Groupe La Poste	74	Louis Vuitton
25	In Extenso	75	Groupe Renault
26	Dassault Aviation	76	Nestlé
27	Allianz	77	Bureau Veritas
28	Sanofi	78	Action France
29	Valeo	79	Danone
30	Française des Jeux	80	Safran
31	Auchan Retail France	81	Veolia
32	Sopra Steria	82	ENGIE
33	Marine Nationale	83	RATP
34	Club Med	84	Capgemini
35	Bouygues Telecom	85	GrandVision
36	Air France	86	L'Oréal
37	Segula Technologies	87	Colas
38	PwC	88	Devoteam
39	Burger King	89	Talan
40	KPMG	90	Stellantis
41	Schneider Electric	91	Atos
42	Disneyland Paris	92	TotalEnergies
43	Decathlon	93	Alstom
44	Microsoft	94	BearingPoint
45	Canal+ Groupe	95	Bain & Company
46	Wavestone	96	Elior
47	Nexity	97	Ferrero
48	Lyreco	98	McDonald's
49	Groupama	99	Armée de l'Air et de l'Espace
50	SNCF	100	Armée de Terre



The Social Media Ranking

France 2024

1	AXA	51	Colas
2	Dassault Systèmes	52	Amazon
3	Carrefour	53	Air France
4	Groupe Crédit Agricole	54	Sanofi
5	Sopra Steria	55	Nestlé
6	Alten	56	CGI
7	EY	57	Groupama
8	Groupe La Poste	58	Michelin
9	Club Med	59	Air Liquide
10	Armée de Terre	60	Groupements d'Achats des Centres E.LECLERC
11	PwC	61	Lyreco
12	Safran	62	IBM
13	Thales	63	METRO France
14	BCG	64	Wavestone
15	BNP Paribas	65	In Extenso
16	Atos	66	Nexity
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23	Deloitte	73	OVH
24	Bain & Company	74	Bouygues Telecom
25	Inetum	75	Société Générale
26	Mazars	76	L'Oréal
27	Covéa	77	Accenture
28	Microsoft	78	Valeo
29	Disneyland Paris	79	Segula Technologies
30	Alstom	80	Groupe Renault
31	Airbus Group	81	BearingPoint
32	Talan	82	CIC
33	Bouygues Construction	83	MAIF
34	Capgemini	84	Auchan Retail France
35	Armée de l'Air et de l'Espace	85	Dassault Aviation
36	Devoteam	86	Lidl
37	Danone	87	LVMH
38	RATP	88	Ferrero
39	EDF	89	TF1
40	SPIE	90	Crédit Mutuel
41	Saint-Gobain	91	VINCI
42	SNCF	92	McDonald's
43	Orano	93	Elior
44	Bureau Veritas	94	ENGIE
45	Groupe M6	95	Stellantis
46	Accor	96	Française des Jeux
47	Suez		
48	BPCE		
49	Groupe Casino		
50	Siemens		



The Professional Platforms Ranking

France 2024

1	AXA	51	Deloitte
2	Groupe Crédit Agricole	52	L'Oréal
3	METRO France	53	OVH
4	Mazars	54	Groupe Renault
5	Nexity	55	Stellantis
6	Devoteam	56	Michelin
7	RRG	57	Allianz
8	Groupe La Poste	58	Orano
9	MAIF	59	Société Générale
10	Capgemini	60	TF1
11	Schneider Electric	61	Ferrero
12	Sopra Steria	62	Inetum
13	Segula Technologies	63	Danone
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20	Alten	70	Nestlé
21	EDF	71	Siemens
22	Elior	72	Action France
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24	Covéa	74	Bain & Company
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36	Thales	86	GrandVision
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38	Decathlon	88	Carrefour
39	ENGIE	89	Bouygues Construction
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48	TotalEnergies	98	Groupe M6
49	Club Med	99	Louis Vuitton
50	Saint-Gobain	100	VINCI



YOUR DIGITAL AWARDS

Potentialpark has partnered with TRUE Original Documents to bring you your digital awards that are secured with their blockchain technology and are easy to share and use in your communications.

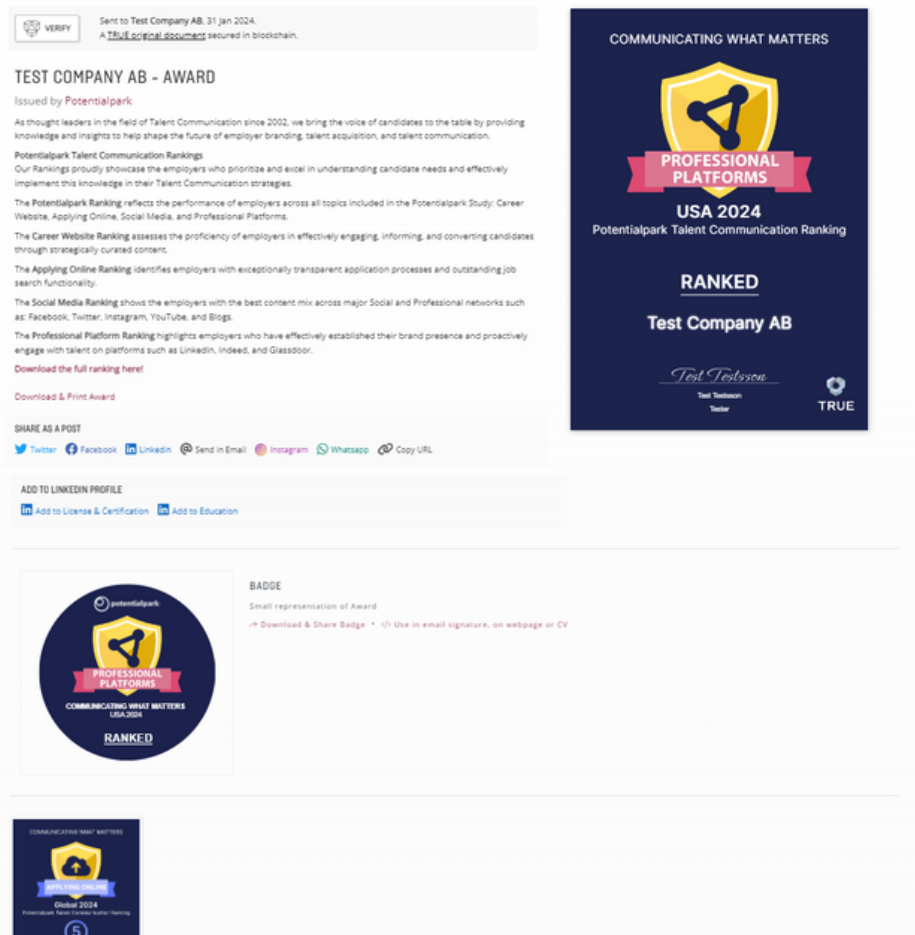
Read more about TRUE [here](#).

How to access your Digital Awards?

You will receive a link to your Digital Awards from Potentialpark, with the sender marketing@potentialpark.com.

You can also find them when they are published on potentialpark.com/rankings!

NEW LOOK



The screenshot shows a digital award page for 'TEST COMPANY AB - AWARD'. At the top, there is a 'VERIFY' button and a message: 'Sent to Test Company AB, 31 Jan 2024. A TRUE Original Document secured in blockchain.' The award is issued by Potentialpark. The text describes Potentialpark's role as thought leaders in Talent Communication since 2002, and how their rankings showcase employer branding, talent acquisition, and talent communication. It lists five ranking categories: Potentialpark Talent Communication Rankings, Career Website Ranking, Applying Online Ranking, Social Media Ranking, and Professional Platform Ranking. Below the text, there are social sharing options (Twitter, Facebook, LinkedIn, Email, Instagram, WhatsApp, Copy URL) and an option to 'ADD TO LINKEDIN PROFILE'. A 'BADGE' section shows a small representation of the award and provides instructions to 'Download & Share Badge' and 'Use in email signature, on webpage or CV'. At the bottom, there is a 'COMMUNICATING WHAT MATTERS' badge for 'Global 2024 Potentialpark Talent Communication Ranking' with a '5' rating.

The Ranking Release

Potentialpark shares insights and rankings at the same time as our Talent Communication Summits. You will receive information about the Potentialpark Ranking Release and our Partner Releases for each market after the Summits. You will also be able to read the different marketing insights at potentialpark.com/blog. Feel free to share the insights with your team or in your communications!

This year, to bring you our valuable insights we are proud to partner with:



lasuperagence

Agency & Tech Awards



Annually Potentialpark conducts the largest Talent Communication study, and ranks and awards the employers that fulfil candidates' expectations. Yet, we know that employers don't act alone when it comes to strategy, execution and most importantly listening to candidates!

The Agency and Tech Awards are recognition for solution providers that have contributed to the Talent Communication industry by taking into account Potentialpark's research and their client's needs.

As an employer in the Potentialpark Rankings, you can nominate your great agency and tech partners for this award every year!

Potentialpark Solution

Understand Talent, Benchmark, Prioritize & Move Ahead

Data-Driven Strategy

TALENT COMM ULTIMATE

The 360° solution for candidate strategy, content & influence platform - expertise - network

Your employer brand performance - Comprehensive candidate trends insights - Detailed competitive analysis with 6 benchmark competitors - Full Feature Guide and Best Practices - Actionable insights for your employer brand roadmap - Dedicated Potentialpark expert to guide you to success - Thought-leader network & exclusive events

TALENT COMM STRATEGIC ESSENTIALS

Essentials to maintain your competitive edge

Comprehensive candidate trends insights
- Competitor analysis by TC category with 3 competitors - Thought-leader network & exclusive events

TALENT COMM LITE

The quickest way from insights to action

Your employer brand performance - Competitor analysis by TC category with 1 chosen and 1 recommended competitor - Tailored action points for your employer brand across each TC category



Talent Audience Impact

TALENT EXPERIENCE

Understand how your target audience experiences any aspect of your employer brand through online interaction and develop accordingly

Employer Branding Effects - In-depth Expert Evaluation - Specific answers to specific questions - Qualitative input from your select target audience - Compare with your chosen key competitors - Expert suggestions for solutions and next steps - Standard Topics: Career Website, Applying Online, Social Media, Professional Platforms, Jobs, Applicant Journey - **Fully customizable and available on demand**

CONTACT US!

FOR ENQUIRIES ABOUT THE RANKINGS, TO LEARN
MORE ABOUT POTENTIALPARK INSIGHTS OR
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