



# HAUFE.

## Case Study

# Haufe-Lexware

Creating powerful content for Haufe-Lexware to help position them as thought leaders in the tax consultation industry in Germany, with the objective to prevent the shortage of skilled workforces.

### The Challenge

Our client, Haufe-Lexware, is a leading taxation solution provider within the tax consulting industry in Germany.

The leadership team believe that sharing powerful knowledge with their clients and the wider industry is equally important as supplying them with efficient digital tools for work.

Germany is currently facing a shortage of qualified workers and there is a new emerging threat that the tax consultancy industry will face problems in the future finding skilled employees. As a result, Haufe-Lexware decided to equip the industry with knowledge on how to attract a young, skilled workforce.

To ensure they were perceived as thought leaders, they needed to better understand the attitudes and behaviors of their potential future employees.

## The Solution

They reached out to B2B International to conduct a research study to understand these attitudes and behaviors, particularly of Generation Zs with a focus on students, future high school graduates and young professionals.

We therefore designed an online study to discover the following (but not limited to):

- How is the tax consultancy sector perceived as a work field area by Generation Z?
- What criteria and aspects are considered when deciding on their future profession?
- What does Generation Z expect from the sector and their future employers?

Our online survey generated over 1,200 responses. To guarantee a robust set of results and a clear ranking of decision criteria, we implemented a MaxDiff technique which encourages respondents to make trade offs when selecting the most and least important decision making criteria for them. Furthermore, we implemented regression analysis to uncover aspects that have a particular impact and conducted segmentation to understand which of the criteria are hygienic aspects and which need to be fulfilled but not communicated.

These results were then visualized as a hierarchy of needs to ensure the results were clear, digestible, and most importantly, actionable. To take this study one step further, besides understanding the performance and perception of the tax consultancy industry, we also investigated other professional fields. This then enabled us to reliably benchmark and provided scope to discover white spot opportunities.

## The Insight

Some of the insights generated from the survey were surprising. These included that only 18% of the targeted audience would consider tax consultancy when looking for work in the future, and it is even lower among female respondents. Some insights, however, confirmed pre-existing assumptions that the image of the sector is still not favorable, and that the benefits of working within this industry are not being communicated with the future workforce.

The main findings were presented by Haufe-Lexware on the 45.Steuerberatertag (45th tax consultant day) in Dresden. A flyer was also distributed to the audience with a highlights summary from the study.

We then collaborated with their team and created a detailed whitepaper with powerful content for those in the industry wanting to know how to entice their future workers, with actionable insights to take forward.



## Testimonial

*With B2B International, we were able to generate important insights about Generation Z and their attitude to working life, especially in relation to the tax industry. At Haufe, we see ourselves not only as a provider of solutions, but also as a companion and advisor to the industry so these insights were vitally important to enable us to do this. The cooperation with B2B International was highly professional, precisely controlled, and transparent right from the start.*

Björn Matz - Head of Brand Management & Architecture, Haufe-Lexware