

Say Something Positive & RECOMMEND

Report in one page

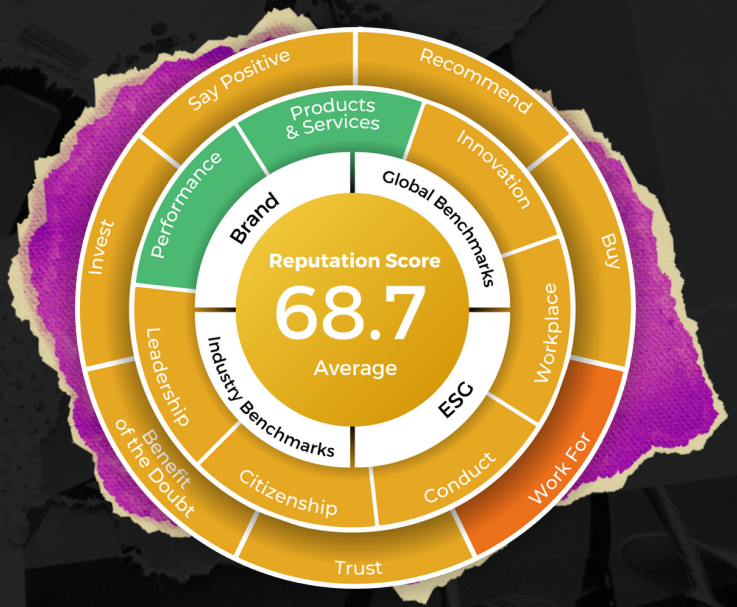
2023 BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Reputation Score	68.7	▼0.6
Benefit of Doubt	64.9	▼0.8
Buy	68.5	▼0.6
Invest	60.5	▼1.3
Recommend Products	68.6	▼0.5
Say Positive	69.7	▼0.4
Trust to do the Right Thing	68.2	▼0.5
Work For	57.0	▼1.1

▲▼ Change, but not statistically significant
 ▲▼ Statistically significant change

Stakeholders are giving fewer recommendations and less praise than they were a year ago. **Willingness to Recommend** and **Say Something Positive** are two stakeholder actions that we measure at RepTrak in the form of Business Outcomes. **These Scores are down in 2023**, but in-depth data shows that stakeholders are actually more willing to say something positive than they are to recommend — threatening long term loyalty.

In addition to significant decreases across all stakeholder actions, **Reputation Score is also down**. Reputation is a connected web, and a comprehensive approach to it is powerful when trying to improve Business Outcome Scores.



TOP 3 MOST POWERFUL FACTORS IN INFLUENCING RECOMMEND

HIGH QUALITY PRODUCTS AND SERVICES

GOOD VALUE PRODUCTS AND SERVICES

MEETS CUSTOMER NEEDS

TOP 3 MOST POWERFUL FACTORS IN INFLUENCING SAY SOMETHING POSITIVE

HIGH QUALITY PRODUCTS AND SERVICES

FAIR IN DOING BUSINESS

MEETS CUSTOMER NEEDS

NOT GOSSIP. JUST DATA.
 READ THE FULL REPORT.



Amidst "fake news," AI, and deepfakes, stakeholders are relying on word of mouth and reviews to get trusted information about your business and its products and services. As consumer needs evolve, you'll need to listen, adapt, and deliver on promises to inspire recommendations and maintain customer loyalty — ensuring your praises continue to be sung.