

Putting the Focus Where It Matters

Background

In 2015, this technology company was looking to understand how it was perceived more broadly by all of its stakeholders. Like all tech companies, there was a plethora of customer data, but very little on the rest of society. “Reputation was a little more nebulous, and hard to quantify,” says the company’s Director of Communications Intelligence. “We work in a communications organization, and, while customers are absolutely important, we had a need that was broader than how we’d been defining brand. We needed to have a concrete definition of reputation, a way to measure it, and a quantifiable way to improve it.”

Choosing a Reputation Partner

The company had been working on a brand study that was specifically targeted at the customer base of IT decision makers, and communications leaders at the company acknowledged that brand and reputation, while tightly correlated, were two different things that should be measured separately. So, they turned to RepTrak, which included a broader respondent base and a continuous measure. This allowed the company to understand what the critical drivers to improve reputation are at the country, region, and global level. “We were impressed by the legitimacy of the methodology and the breadth of the backgrounds of the people who started the methodology,” the Director of Communications Intelligence says.

International Collaboration

The company began using RepTrak to measure reputation in the U.S. After educating the internal team on the measurement system and how it can be leveraged as a reputation management system to drive reputation and business impact, leaders around the world were eager to use the program in their countries.



RepTrak is how the company tracks its success with a worldwide country impact strategy that’s intended to demonstrate to each country’s leaders and employees how the company is positively impacting society. This has led to RepTrak, and reputation management in general, becoming more widely adopted at the company. The international collaboration around reputation takes multiple forms, including a cross-pollination of best practices and insights shared about the local reputation programs, and communications leaders report that when teams see success in other countries, the teams competitively rally around reputation KPIs.

“ We’ve evolved through reputation and other insights to be much more focused on corporate responsibility activities and our impact in the world. ”

– Reputation leader

Industry

Technology

Company focus

Networking hardware, software, telecommunications

Stakeholders measured

Customers, employees, potential employees, media and analysts, suppliers, the broader community, investors

Markets analyzed

11 countries
(Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, United Kingdom, United States)

RepTrak client since

2015

Results

Based on RepTrak insights, the company has devoted more resources to corporate responsibility activities. “We saw there was a great opportunity to grow our reputation by putting a lot more focus on that,” the Director of Communications Intelligence says. “So, we developed programs very specific to people and culture, which expands to the impact we’re making on the world.” These efforts have resulted in external pressures that affect others in the technology industry having less of an impact on the company. It has also allowed the company to stay competitive when it comes to recruiting new employees.

Communications leaders appreciate being able to tie their key initiatives, in addition to more typical activities, to how perceptions of the company are shifting. “We’re able to see if we move the needle in cyber security or with a people and culture initiative, do we get a higher score? That’s huge,” the Director of Communications Intelligence says.

Equally important, RepTrak data has helped communications leaders have a more important seat at the table within the company. For example, they’re able to show a correlation between reputation data and customers’ likelihood to buy. This information is shared with the sales and finance teams, and allows the communications team to prove the ROI of investing in their reputation-centric activities. “It isn’t just a nice kind of thing,” the Director of Communications Intelligence says. “It shows we can use this to improve our reputation which, in turn, can have an impact on the business with our investors, our customers, and even employees.”

“ It shows we can use this to improve our reputation which, in turn, can have an impact on the business with our investors, our customers and even employees.”

– Reputation leader

The Seven Drivers of Reputation

