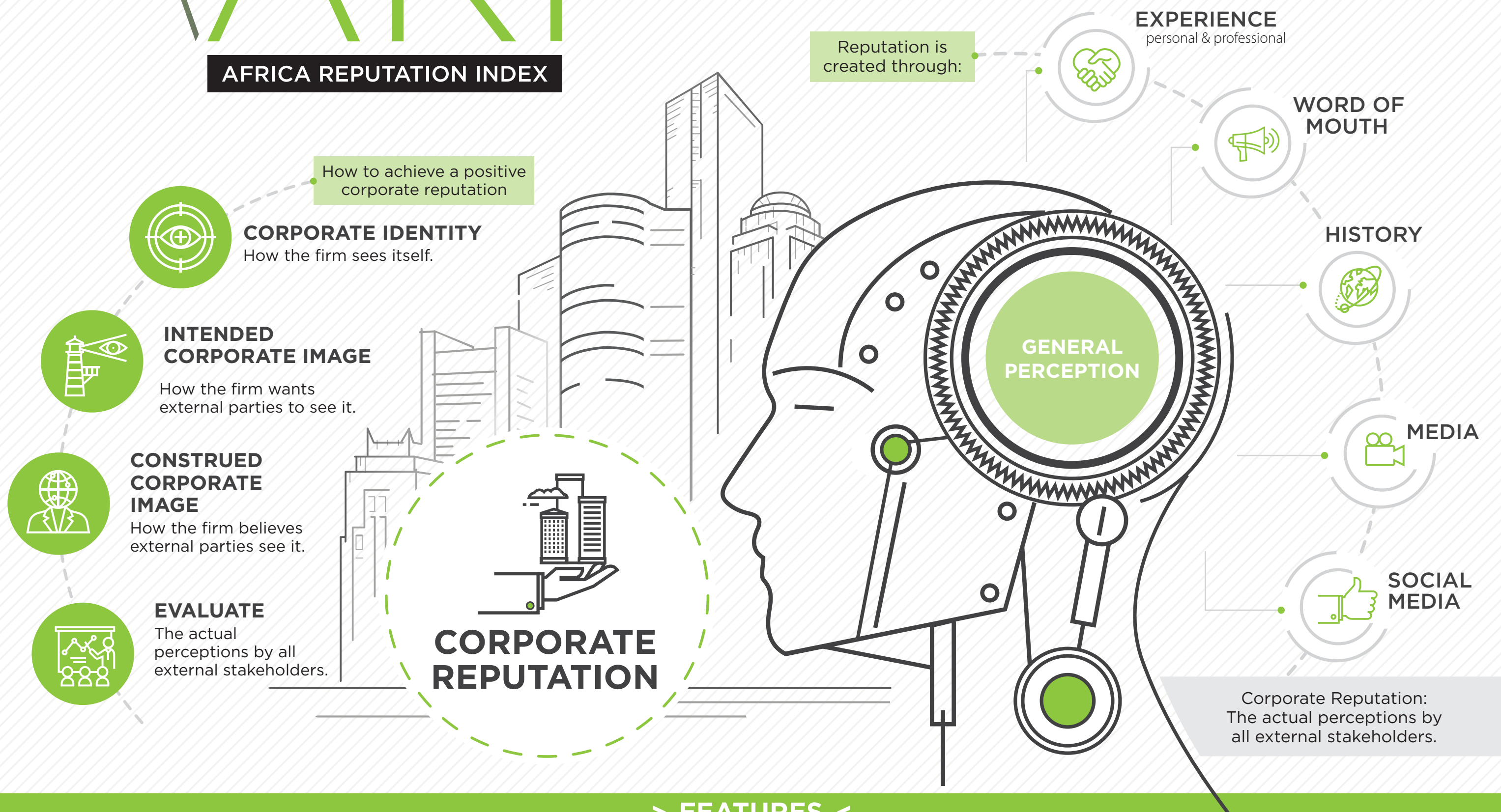


REPUTATION OVERVIEW



> FEATURES <



Reputation is...

...formed through an organisation's actions, behaviours, communications & stakeholder relationships.



A good reputation...

...generates credibility and trust which, once in place, will grow **reputational resilience** - (the ability to withstand negative publicity).



Reputation is built over time.

Performance must have been **consistently good** over the years to establish & maintain stakeholder trust.



Reputation is shaped by a variety of stakeholders

Clients, employees, investors, the community & other stakeholders.

> 5 KEY INDUSTRY INSIGHTS <



TELECOMMUNICATIONS

The top driver of reputation in this sector is word of mouth. If consumers believe a brand invests in them, they will invest in the brand.



Food Retail (FMCG)

Value for money is important in an economically stressful environment, but this must not come at the cost of service, quality and cleanliness.



FINANCIAL SERVICES

Banks are known for customer service, but negative press has impacted perceptions around integrity, the second most important attribute of reputation in this sector.



CAR MANUFACTURERS

Because cars are such a long-term investment, consumers want a brand that reflects their identity. Recommendation is the top driver in this sector, reflecting how consumers want to take pride in what they have bought.



PUBLIC SERVICES

The public needs to interact with government institutions, regardless of their reputation. Respondents would appreciate a welcoming environment that in turn ensures staff are happier. Staff competence and efficiency are expectations.

ATTRIBUTES



QUALITY



CUSTOMER SERVICE



GOOD GOVERNANCE



GOOD WORKING ENVIRONMENT



INTEGRITY



INNOVATION



HISTORY



VISIBILITY



CSI

RANKING



1 2 3
TELECOMMUNICATIONS



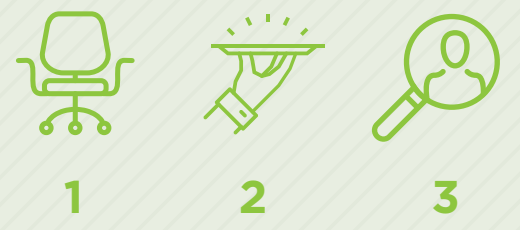
1 2 3
FAST MOVING CONSUMER GOODS



1 2 3
FINANCIAL SERVICES



1 2 3
CAR MANUFACTURERS



1 2 3
PUBLIC SERVICES



Industry Leader

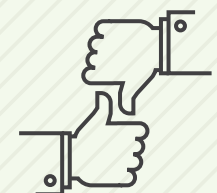


Higher Reputational Index Score

CONSUMER FOCUSED SECTORS



Well Known



Well Regarded

PUBLIC SECTOR

> CONCLUSION < REPUTATION



REPUTATION IS **IMMENSELY IMPORTANT** therefore needs to be **better understood** by executives everywhere.



CREATED BY **EXTERNAL INTERACTIONS** between customer & company and not necessarily internal interactions.



EARLY HARNESSING OF **INSIGHTS & STRATEGIES** ensures that any **undesirable outcomes** are avoided.



BEST PLACE TO START



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