

Client Case Insight: Corporate Reputation Assessment

ICT corporates experienced a cycle of extraordinary negative adjustments to their share prices a number of years ago. As a consequence of this event a large IT company within South Africa approached StratNovation to measure their corporate identity, image and reputation.

The study required the measurement of stakeholder perceptions of the IT Company relating to reliability, trust and faith in the services it provided; a comparative multi-item measuring instrument was developed to enable a survey to be administered across a representative sample for stakeholders.

The data was cleaned and validated and a comprehensive analysis and synthesis of the data revealed a number of stakeholder expectations in terms of what the IT Group should aspire to become. StratNovation quantified the flow of communication within the organisation as well as all external communication activities. This determined which stakeholder groups had the greatest influence on the organisation's reputation and how much the organisations credibility was impacted by each of the various influencers.

A number of recommendations were drawn from the research. Firstly, employees were found to be a crucial source of information - which indicated that they should therefore be specifically targeted with appropriate actions to be able to effectively disseminate the correct information.


Communication initiatives, consistently disseminated needed to be undertaken to assure the various stakeholders that, although the share price was low, the company was still performing and that all positive aspects of the organisation should be highlighted and focused communications disseminated.


StratNovation recommended that the company agree on a set of actionable, implementable communications initiatives across all corporate functions, service lines and the market place, across the various external stakeholder segments to enhance the corporate reputation. The metrics were baselined in this study to enable improvement to be measured in the future.

The end-result enabled action to be taken on improving the reputation of the group with both customers and stakeholders.

FOLLOW-UP with a StratNovation team member

 www.stratnovation.co.za

 Office +27(11) 706 8999 OR +27 087 802 6256

 +27(63) 662 6165

 Skype Message or schedule a discussion: [stratnovation](https://www.skype.com/people/stratnovation)

 [StratNovation linkedIn.com](https://www.linkedin.com/company/stratnovation)

 info@stratnovation.co.za /

Appointments and / or Skype Consultations: appointment@stratnovation.co.za Indicate if you would you like to:

1. Follow / receive our quarterly thought leadership 5-liner on this subject Directly and / or through our website?
2. Follow our BLOG on this subject to keep up-to-date with our latest views on this topic!