

Organisation Reputation Research

Are you concerned about your organisation's reputation, especially in the current era of information availability, where confidentiality can now easily be compromised resulting in declining sales of products and / or services or slow uptake of new services?

Monitoring the reputation of your organisation on a regular basis and understanding how performance is perceived by clients, enables actions to be taken to address any latent or emerging concerns through effective communication techniques.

Continuously improving the reputation of the value of service delivered to customers, along with operating an organisation transparently, can secure and ensure the sustainability of an organisation in an ever increasingly competitive and information-rich environment. Insufficient knowledge of how clients perceive an organisation's reputation within the various customer communities and segments can severely damage the sustainability of your business. Undertaking client reputation research can accurately measure an organisation's reputation.

Client Reputation Research is aimed at:

- identifying "soft" reputational attributes which are valued by customers, but may / may not be reflected by competitors (if there are competitors), or equivalent service-provider organisations;
- assessing customer perceptions of organisational performance, be it under-performance or over-performance in relation to reputation;
- assessing customer perceptions of transparency, ethical behaviour internally and externally, including culture related to reputation;
- the relationship between organisational reputation and the satisfaction with products and / or services delivered;
- the characteristics of the reputation that customers expect of the CEO, executive cohorts and also from within the organisation and
- identifying areas of opportunity to improve the reputation of the organisation.

In undertaking reputation research, StratNovation uses a framework to measure all the elements of reputation that may impact a company. The attributes of the model are tested, and results interpreted to attain the level of the perceived reputation of the organisation.


After providing a comprehensive, graphically illustrated research report for your organisation, a full-day workshop will be held to present with the view to:

- developing a reputation enhancement plan as a strategic initiative within the strategic plan;
- establishing teams with responsibilities to take specific action on reputational areas that require improvement;
- developing specific reputation improvement initiatives for each team to action; and
- setting a timescale for the development and implementation of the reputation enhancement programme.


StratNovation's organisational reputation research guides clients through the entire research process. The resultant report and recommendations will enable strategic decisions to be decisively made, not only on how specifically to improve organisational reputation, but how to specifically improve relations across all stakeholder groups.

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