

Reputation Professionals

Who are they and What do they want?

To better understand our customers, we recently interviewed fifteen corporate-reputation professionals about who they are, what they do, and the tools they use. This report summarises what we discovered.

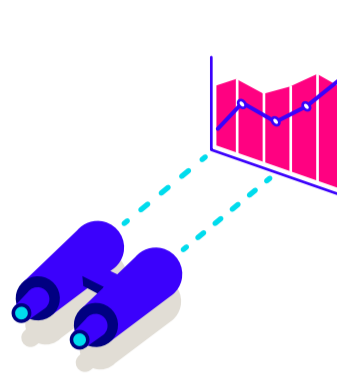


Today's reputation professional

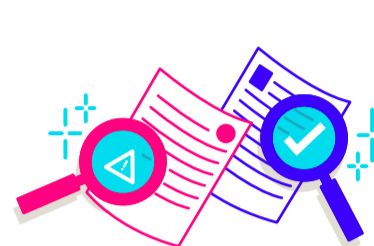
It's a role that's often misunderstood, with people working in isolation, or taking on the role alongside other responsibilities. We asked our respondents what makes a good reputation professional. Here's how they see themselves:



Fighting the good fight
Managing a brand's reputation is not just about protecting or defending a position, but actively creating a positive image by doing good.



A hunter
Reputation professionals pursue information and insight, looking for the signs of potential damage or benefit before they strike.



One eye for wide awareness, one for granular detail
Perspective is everything. You need to understand the minutiae of your brand's reputation and what affects it, as well as understanding the trends in your industry.



Ambitious
Never satisfied with the status quo, a good reputation professional seizes opportunities and takes the lead.



At one with technology
Technology is an indispensable partner in understanding the living, breathing, shifting behaviours of business.



Equipped to act fast
Your reputation is never safe. Good professionals work with real-time insight, not yesterday's news.

What are the components of great corporate reputation management?

Why is reputation management important for your brand, what is it made up of, and what's needed to keep yours in the black? According to our respondents...



Customers prefer brands that align with their own outlooks. Buying decisions often based on what they say about the buyer.



A good reputation will get you talked about – it's better than any PR you can buy.



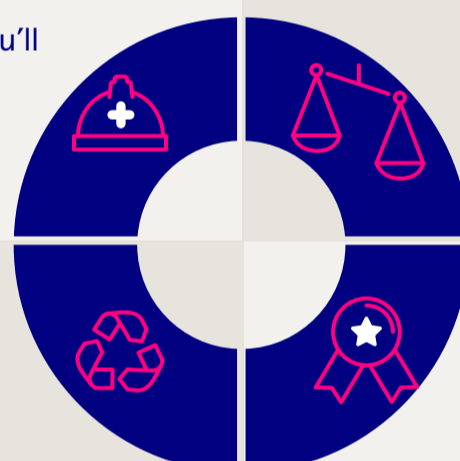
Brands that live their values find it easier to recruit and retain staff. Employees want to believe that what they're doing makes a difference.

Brand reputation is a continuous battle

You'll never be able to create a perfect brand reputation. Managing it is a constant battle to close the gap between the status quo and the ideal. The key is breaking it down into more manageable chunks.

Health and safety

This is the bread and butter stuff. Not only are you supposed to do them, there's a good chance you'll be audited on them (and fined if you fail).



Ethical

Are you 'doing no harm'? Do you fairly pay taxes? Do you promote equality? These things matter to your customers.

Corporate social responsibility

It's not enough to 'do no harm', are you actually 'doing good'? CSR is about your organisation making a positive contribution to society.

Living the brand values

Can you go beyond grey, corporate CSR box-ticking and embrace what makes your company unique?

Offence vs. defence

Some aspects of reputation management are critical to avoid reputational damage, while others will actively improve your reputation.

	Health and safety	Corporate social responsibility	Ethical	Living the brand values
Avoid damage	✓		✓	✓
Improve our reputation		✓		✓

The ideal reputation monitoring solution

The people we spoke to use a range of tools and technologies to manage reputation, but they agreed that an ideal solution would have four functionalities, looking something like this:

Design



Suggests sources to monitor



Advises on KPIs to measure

Input



Ingests all information in all languages



Monitors own brand, supply chain and competitors



Also includes primary research

Automated Process

Distributable
Easy sharing with colleagues

Simplify



Generates insight reports



Provides scoring and benchmarks



Gives precise alerts and dashboards



Lets you filter for greater clarity

Interpret



Advanced analytics



Offers consultancy



Predicts future trends

Find out more

Contact us for additional insights from our research

+44 (0) 207 060 1987

sales@polecat.com

About Polecat

Polecat provides reputation intelligence solutions to multinational corporations and institutions. We enable corporate reputation professionals to deliver effective management and monitoring of the key issues, stakeholders, geographies and markets that shape corporate reputations.

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