

REPUTATION ANALYSIS

Measuring the dimensions of reputation for successful reputation management

Field-tested research designs deliver a broad overview of a reputation's status quo. A reputation analysis highlights the potential for optimisation as well as the risks.



In times when products and services are all becoming much of a sameness, reputation is for **companies, institutions** and even **authorities** their most important intangible asset. This also means their reputation risk grows accordingly.

To ensure a company's success, the reputation risk needs to be minimised with effective support and preventative actions.

Systematic reputation analysis aids effective reputation management in finding out where the relevant levers are and managing them according to corporate strategy.

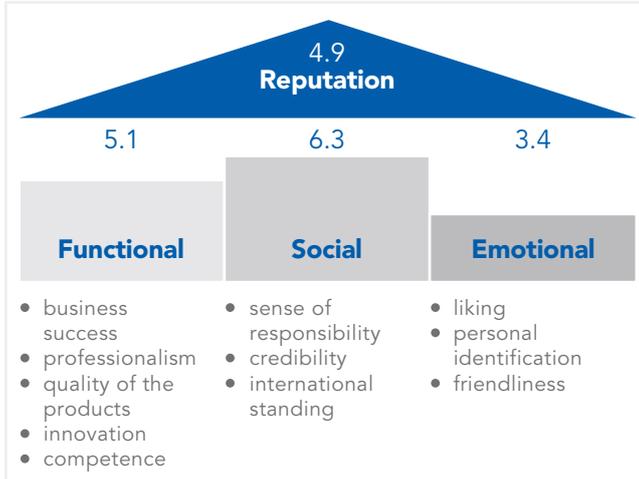
Tools and methods

The aim of a holistic reputation analysis is to identify the various stakeholder viewpoints. LINK Institut has developed an individually tailored research design for reputation analysis that is matched to the various needs and stakeholder groups. We combine methods from both market and media research.

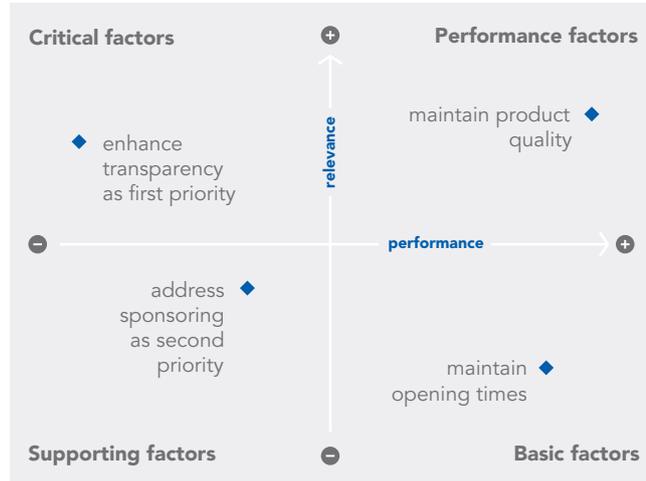


ReputationControl – for action-oriented analysis

ReputationControl is an all-round survey tool that combines scientifically grounded quantitative surveys among stakeholder groups with content-analytical media monitoring.



Corporate Reputation Index



Relevance and fulfilment of reputation drivers:
Direct recommendations for action on the basis of the impact analysis

Corporate Reputation Index

The Corporate Reputation Index defines reputation as being made up of three different dimensions of reputation: a functional dimension (objective criteria such as business success), a social dimension (normative criteria such as sustainability) and an emotional dimension (subjective criteria such as liking).

This index enables the cross-sector observation (benchmarking) of reputation, as well as the observation of various sub-groups or stakeholders.

Real-time media analysis

The results from ReputationControl are correlated with data from broad-based media observation (print, online, social media). In the light of media resonance, these results become even more meaningful, enabling reputation management success to be evaluated in the long-term.

Management-relevant presentation

LINK identifies the impact strength of the individual reputation drivers using multi-level impact models. This enables us to derive direct and individual recommendations for action, paving the way for the immediate and appropriate transition to successful reputation management.

LINK Institute – your partner for decision-making fundamentals you can rely on.

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