Challenge
A global energy company needed to quickly identify its reputational risks and opportunities around the world. The RepTrak model and 7 business drivers of reputation - Products/Services, Citizenship, Innovation, Leadership, Workplace, Performance, Governance - provided key measurements around their perception among stakeholders. However, the sheer volume of data collected was overwhelming and actionable insights with specific ties to the company's reputation were difficult to uncover.

Solution
Media RepTrak filtered the digital noise surrounding the organization to include only relevant conversation as it pertained to the 7 business drivers of reputation. That conversation was then analyzed by volume and tonality with a resulting Media Pressure Score. Media RepTrak insights were delivered via the RepTrak Analyzer dashboard solution with easy to read visualizations to quickly assess the emerging reputational risks and opportunities. This empowered the energy company's leadership team to:

• Evaluate which of the 7 drivers of reputation had the highest impact on overall reputation
• Identify which topics were shaping those drivers
• Leverage the digital media channels in which the conversations were occurring
• Compare their Media Pressure Score to benchmarked organizations

Results
The Media RepTrak analysis combined with the perception reputation data provided a clear path to prevent reputational failure and while optimizing opportunities globally. Data and insights revealed:

• The highest risk came from negative stories regarding safety in the WORKPLACE that left unaddressed, would result in a poor workplace perception score.
• Highly negative stories around an already weak perception on CITIZENSHIP were a risk in need of mitigation.
• There was an opportunity to positively affect reputation by promoting and expanding stories around INNOVATION and PERFORMANCE.

Media RepTrak, combined with Perception RepTrak provides holistic business intelligence as well as predictive analytics of reputation trajectory.

About Us
Reputation Institute helps leaders at the world's largest companies build credibility with the people that matter most to them by delivering data-driven insights about how they are truly perceived. We do this with RepTrak, an unrivaled technology that provides actionable insights across industry, competitor and company analysis.

Learn more at: https://www.reputationinstitute.com/solutions/media-reptrak

We Power the World's Most Reputable Companies