

HOW TO CONDUCT A REPUTATION SURVEY

PURPOSE

- The purpose of a Reputation Survey is to inquire into the nature of sentiment, conversation, opinion, perceptions and beliefs about an organization or entity with identified stakeholder groups e.g. customers, suppliers, regulators, community, employees, beneficiaries etc
- The findings provide useful feedback that enables a business or entity to improve on its performance, relationship management and communications
- Reputation is evaluated against brand values, purpose and mission and identified gap areas are noted for further interrogation

KEY QUESTIONS

- From the onset you need to determine what you want to research into and the kind of questions that will draw out the insights. What is the desired outcome?
- What will the outcome of the survey achieve?

SIZE & SCALE OF THE SURVEY

- How big is the survey going to be?
- What audience or stakeholder groups are going to be interviewed?
- What is a representative sample size?
- How do we ensure the research will target the right audience segments?

AGREE METHODOLOGY

- Determine if the research would be carried out through online survey, focus groups or one-to-one interviews
- Determine how the results will be analysed
- Get expert and external independent expertise for the purpose of clarity, independence and credibility
- Approve methodology with project sponsor before proceeding

DETERMINE **THE** RESPONDENT **GROUPS**

- Determine the internal and external stakeholder groups to be surveyed eg. customers, suppliers, employees, government, regulators, beneficiaries, investors, lenders, media, community etc
- Also determine the groups to be excluded and why

BRAND QUESTIONS

- Be clear about the questions you would like asked and what you want out of them
- E.g. Visibility , perception about performance, market positioning, ethics, trust, credibility, recognizability, key words or emotions associated with the Brand
- Put checks in place to ensure the right people are being surveyed
- Interrogate into perception of the Brand in comparison with other peer Brands (2 or 3 well-known Brands in the sector)

TOOLS

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- **Determine what tools to use.**
- **Ensure you get a good tool that helps with questions setting, insights and data visualization**
- **Also ensure the price point works for your brand. Ensure there is adequate assurance on Return of Investment**
- **Use what is fit-for-purpose**
- **Avoid manual surveys and use tested tools only**

FOCUS GROUPS

- Focus groups help to provide clarity to information provided from the surveys
- Bubbles up insights that may be missing from the online surveys
- Use independent professionals and ensure strict protocol around questions asked, confidentiality and process

ONLINE SURVEYS & CULTURAL SENSITIVITY

- Be aware that some people will not respond factually when responding to online surveys so run a comparative check with confidential focus groups
- Also check for skews to see if respondents are replying diplomatically
- Provide opportunity for open-ended comments
- Use anonymous surveys to get honest opinions
- Embed a process that guarantees high-quality feedback

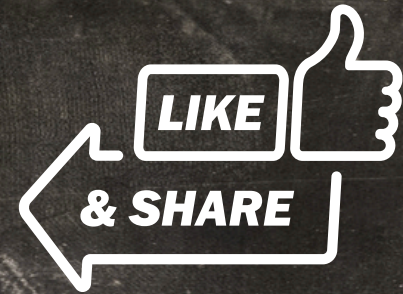
INSIGHTS, PATTERNS & TRENDS

- In analysing the data, look for patterns that emerge across the various stakeholder groups
- Run the data across various variables (ensure you get a tool that enables cross-data analysis especially if dealing with large volumes of data)
- Use professional researchers and data analysts if you lack the expertise in-house

WHAT NEXT?

- Once the data comes in, what do you do next? What is the call-to-action? What profile is emerging?
- How do you visualize the data in a compelling way to the business leaders or project sponsors?
- What story is emerging from the data in terms of opportunities and threats?
- And what can be done about it?

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