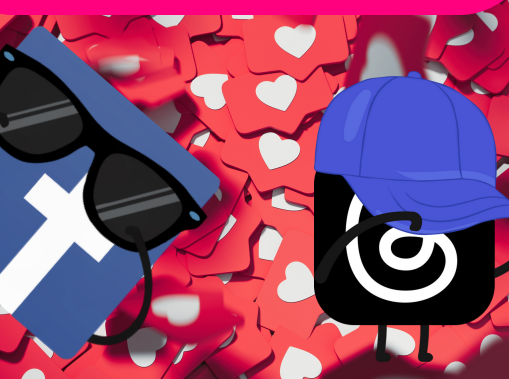# REPTRAK

The Recommendation Issue
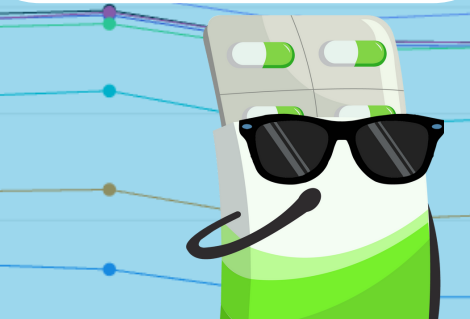
Hollywood on Strike

How Tinsel Town tension is impacting a streaming service

SOCIALIZED

Is Threads enough to save Facebook's reputation?

Mismatch

Saying something positive ≠ recommend

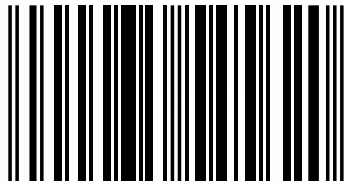# Say Something Positive & RECOMMEND

Business Outcomes are down

Frustrations with inflation and corporate conduct are rising

NO GOSSIP. JUST DATA.

The products are the celebs around here...

HEARD IT FROM A FRIEND WHO HEARD IT FROM A FRIEND WHO...

"How likely are you to recommend this product or service to a friend?"

There's a reason the Net Promoter Score (NPS) is considered the ultimate magic question. *"How likely are you to recommend this product or service to a friend?"* combines passion for product, individual social accountability, and earned trust to create the preeminent reflection of customer loyalty and broader corporate reputation. And that makes decreases in global recommendation of tip top concern.

At RepTrak, we're dedicated to the art and science of reputation. It took more than two decades to build the world's largest corporate reputation database. True to our academic roots, we measure and manage reputation like the dynamic entity it is. Measuring the power and action of recommendation is a no-brainer when it comes to measuring corporate reputation, so much so that we measure positive word of mouth (and how it relates to broader corporate reputation) multiple times across our metrics model.

Business Outcomes are one of the many reputational aspects measured by RepTrak. These are the actions stakeholders are willing to take when considering, supporting, and engaging with a company – all sharing a strong, positive correlation with reputation. Amongst those Outcomes is *Willingness to Recommend* and *Willingness to Say Something Positive*, and both Outcomes are down in 2023.

(cont.)

SO, HOW DOES REPTRAK MEASURE RECOMMENDATION?

Through a combination of machine learning (ML), AI, and natural language processing (NLP), our reputation intelligence platform combines and analyzes millions of perception and sentiment data points from online surveys, mainstream media, social media, business data, and additional third party sources. Consider it "always-there," unbiased, ongoing, near-real-time reputation and recommendation intelligence that never ends.

RepTrak's resulting Recommendation and Reputation Scores range from 0-100 and measures how people think, feel, and act towards a particular company. Scores are determined by a combination of components to provide a 360° view of reputation – among those components is Willingness to Recommend and Say Something Positive and our other Business Outcomes.

Amidst "fake news," AI, and deepfakes, stakeholders are relying on word of mouth and reviews to get trusted information about your business and its products and services. We're lucky enough (and invested enough) to have one of the clearest, most detailed, data-rich insights into this decline in Recommendation. We're opening the reputation vault and sharing our insights – rooted in data, not hearsay.

U.S. DATA, MORE ON HAND

RepTrak's reputation monitoring tools measure reputation and corresponding elements on a global basis, across industries and generations. For the most accurate reading of the largest number of relevant companies and industries measured, results of this report mostly features data from the United States.

**If you'd like to see specific results from another country or demographic, schedule a demo of the RepTrak platform.**

REQUEST DEMO

RECOMMENDATION FRUSTRATION

Business Outcome Scores

Traditional NPS questionnaires ask respondents, "How likely are you to recommend this product or service to a friend?" asking them to respond on a scale of 1-10 from least to most likely. At RepTrak, we do things a little differently. Our proprietary reputation model considers and measures reputation across characteristics and actions. To measure affirmative word of mouth, RepTrak respondents respond with their likelihood to "*recommend the products/services of Company X*," and, "*say something positive about Company X*."

One could argue "saying something positive" is "recommending," and we wouldn't disagree. But by measuring both as separate phenomena we're able to build a more complete understanding of stakeholders, including those who might not be active customers or not within the current range of affordability, but could still amplify your reputation. Or, in some cases, when stakeholders would recommend the function of a product, but aren't happy with
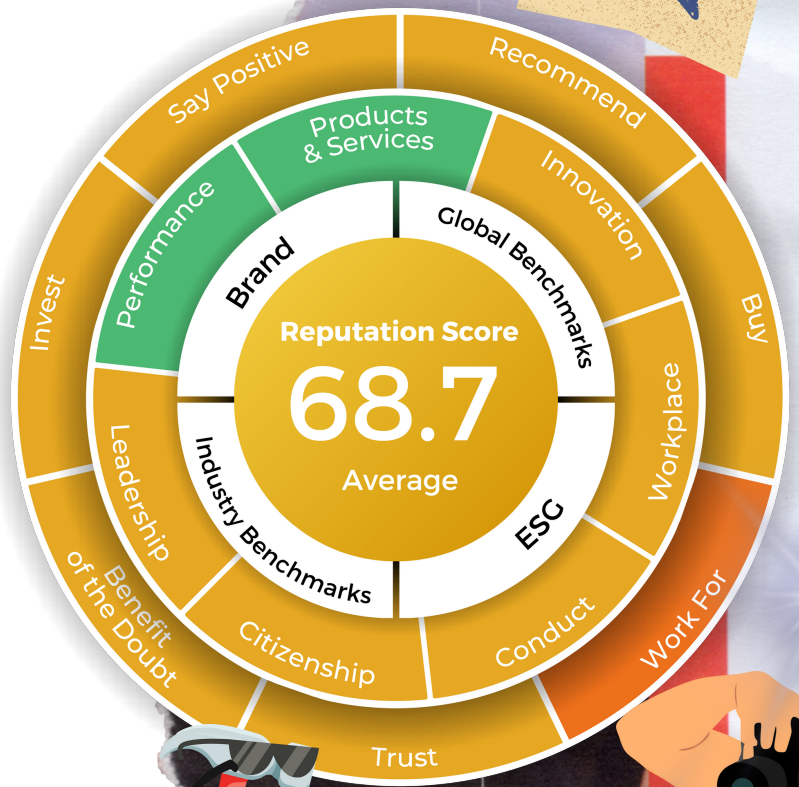
how the organization is operating – begrudgingly recommending, but unwilling to sing praises. Or perhaps vice versa, where a decline in quality and function might prevent confident recommendations, but brand loyalists still celebrate the organizations they love. While both Outcomes experienced similar significant decreases, Scores demonstrate that stakeholders are more willing to say something positive than they are to recommend. Both circumstances illustrate a threat to long term loyalty, and we only have this insight because we measure both – giving us even more data to share with you!

When we dig into our most recent Business Outcomes data, we see significant decreases year over year across all stakeholder actions, including Recommend and Say Something Positive, and Reputation Score. This less surprising given that Recommend Scores and Reputation Scores are 93% correlated, while Say Something Positive Scores are 95% correlated with Reputation Scores.
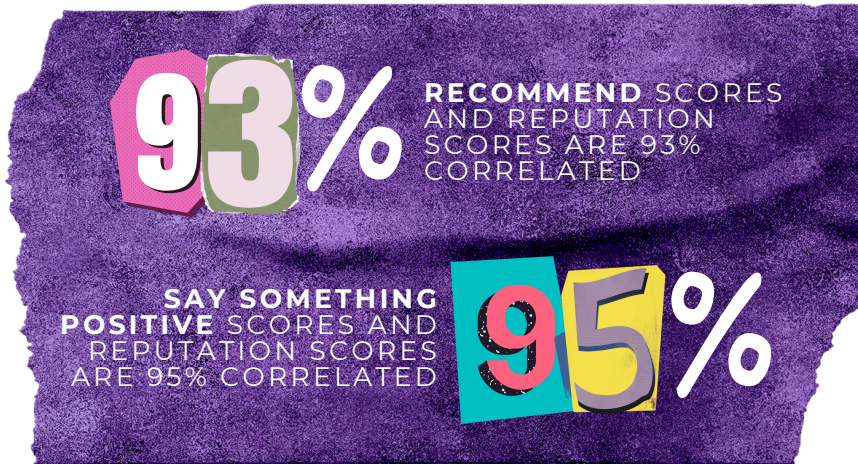
WILLING TO SAY SOMETHING POSITIVE, BUT NOT RECOMMEND

I love this coffee! It's fair trade, employees have benefits, and it's delicious. But prices have increased. When finances are tough for everyone, I won't recommend to friends for now.

WILLING TO RECOMMEND, BUT NOT SAY SOMETHING POSITIVE

This is my favorite clothing line, even though I know they have questionable practices. I recommend to friends who need a cute, price-friendly outfit, but there isn't much else positive to say. I keep petitioning for them to change their practices!

93% RECOMMEND SCORES AND REPUTATION SCORES ARE 93% CORRELATED

SAY SOMETHING POSITIVE SCORES AND REPUTATION SCORES ARE 95% CORRELATED **95%**

2023 BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Reputation Score	68.7	▼0.6
Benefit of Doubt	64.9	▼0.8
Buy	68.5	▼0.6
Invest	60.5	▼1.3
Recommend Products	68.6	▼0.5
Say Positive	69.7	▼0.4
Trust to do the Right Thing	68.2	▼0.5
Work For	57.0	▼1.1

△▽ *Change, but not statistically significant*
▲▼ *Statistically significant change*

BUSINESS OUTCOME SCORES OVER TIME

Source: 2023 RepTrak CRT Data

- ● Reputation Score
- ● Buy
- ● Recommend Products
- ● Trust to do the Right Thing
- ● Benefit of the Doubt
- ● Invest
- ● Say Positive
- ● Work For

TRUST US

Reductions in Say Something Positive (69.7, ▼ 0.4) and Recommend (68.6, ▼ 0.5) could have major consequences to your bottom line. In addition to our ongoing, consistent metrics, we use our same rigorous methodology to i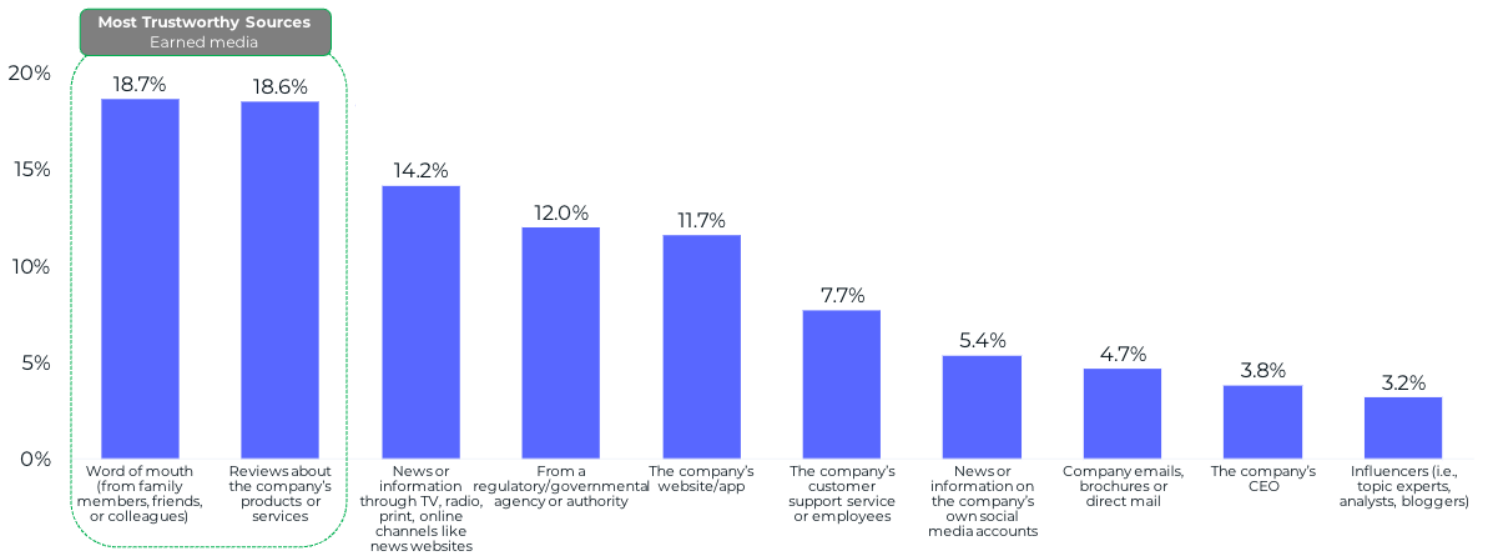nvestigate current events and concerns as they arise to give the most complete picture of evolving stakeholder needs. Our most recent 2023 Q2 Current Events data reminds us that "Word of Mouth" and "Reviews about the company's products or services" serve as the most trustworthy sources of information.

EARN STAKEHOLDER TRUST, READ THE FULL REPORT.

RepTrak. 2023 CORPORATE TRUST REPORT

Q2 2023 MOST TRUSTWORTHY SOURCES OF INFORMATION
GLOBAL

Most Trustworthy Sources — Earned media

Source	Percentage
Word of mouth (from family members, friends, or colleagues)	18.7%
Reviews about the company's products or services	18.6%
News or information through TV, radio, print, online channels like news websites	14.2%
From a regulatory/governmental agency or authority	12.0%
The company's website/app	11.7%
The company's customer support service or employees	7.7%
News or information on the company's own social media accounts	5.4%
Company emails, brochures or direct mail	4.7%
The company's CEO	3.8%
Influencers (i.e., topic experts, analysts, bloggers)	3.2%

Source: RepTrak's 2023 Q2 Current Events Study

"Positive customer recommendations play a pivotal role in enhancing a company's reputation by instilling greater trust and credibility," says RepTrak EVP Chip Garate. "Simultaneously, a favorable reputation contributes to generating more customer recommendations which can drive growth and success. Companies that prioritize customer satisfaction and strategic reputation management can leverage the positive impact of customer recommendations to overall success."

Trust and recommendation go hand in hand.

We reported on a decrease in global Trust in our 2023 Corporate Trust Report. Since then, Trust Scores have only decreased further. When Recommendation serves as an embodiment of Trust, their dual reduction is disheartening, but unsurprising.

Recommendations aren't reserved for the human. No matter where you shop online, recommendations are lurking below each product. Who among us hasn't fallen down the internet shopping rabbit hole? These algorithmic suggestions are indeed powerful tools of engagement, but it's the human

touch of (real) reviews and word of mouth recommendations that build trust.

"Recommendation means counting on other people to attest to the veracity of corporate promises and the quality of delivery," warns Marcela Ferreira, Senior Director, Advisory here at RepTrak. "It is becoming so powerful that it might become the key piece to guide decisions and preferences."

But these acts don't occur by chance. We dug deeper into our Business Outcome database to uncover the most powerful factors in influencing both Willingness to Recommend and Say Something Positive. Unsurprisingly, product quality and value is of top priority. What continues to surprise us is how highly respondents value ethical business practices in how they're willing to interact with their preferred brands. We've said it before and we'll say it again: it's not just about what you do, it's about how you do it.

With inflation and shrinkflation roaring in the background and the ongoing conversation about how "they just don't make them like they used to," this should be a wakeup call to maintain product value and quality to fuel and preserve recommendation power. Stakeholders will remember your behavior when times were tough, and that can impact your recommendation potential.

Recommending is a deeply human act with very real business benefits and consequences. The act of making a recommendation is, in a way, an act of care — an act that bridges knowledge of product to knowledge of both self and other. When stakeholders no longer feel comfortable recommending you, your reputation suffers.

MOST POWERFUL FACTORS IN INFLUENCING RECOMMEND		MOST POWERFUL FACTORS IN INFLUENCING SAY SOMETHING POSTIVE
HIGH QUALITY PRODUCTS AND SERVICES	1	HIGH QUALITY PRODUCTS AND SERVICES
GOOD VALUE PRODUCTS AND SERVICES	2	FAIR IN DOING BUSINESS
MEETS CUSTOMER NEEDS	3	MEETS CUSTOMER NEEDS
POSITIVE INFLUENCE ON SOCIETY	4	GOOD VALUE PRODUCTS AND SERVICES
FAIR IN DOING BUSINESS	5	POSITIVE INFLUENCE ON SOCIETY
STANDS BEHIND PRODUCTS AND SERVICES	6	ETHICAL
ETHICAL	7	STANDS BEHIND PRODUCTS AND SERVICES
STRONG PROSPECTS FOR GROWTH	8	STRONG PROSPECTS FOR GROWTH
INNOVATIVE	9	OPEN AND TRANSPARENT
FIRST TO MARKET WITH NEW PRODUCTS AND SERVICES	10	WELL ORGANIZED

Source: Historic RepTrak Data

2023 GLOBAL RECOMMENDATION SCORES

POOR 0-39	WEAK 40-59	AVERAGE 60-69	STRONG 70-79	EXCELLENT 80+

SOCIALIZED

Is Threads enough to boost Facebook's reputation?

It's almost impossible to discuss recommendation without acknowledging its most powerful vessel: social media. Yelp reviews, Tweets (er, X's?), Facebook comments, Instagram shoutouts, LinkedIn posts… they all count as methods for "saying something positive" (or negative) and/or "recommending." The social media revolution brought on a new wave of accountability and has kept internal PR, social media, and comms teams busy.

When social media is one of the most powerful methods of recommendation, we wanted to investigate further if these platforms themselves were inspiring praise. RepTrak boasts the world's largest corporate reputation database – one built over two decades. This has allowed us to keep a detailed eye on social media reputation over the years.

Historically, social media platforms have distinctly low Reputation and Business Outcomes Scores, so continuously Weak Scores in 2023 is less surprising, but what *is* surprising is just how disappointed stakeholders are feeling and how this is limiting how stakeholders are willing to interact with these brands.

Steep, notable, statistically significant decreases are present across all Social Media Business Outcomes in 2023, demonstrating a correlation with 2023's unique pain points. Widespread inflation, shrinkflation, and financial unpredictability and pessimism could be discouraging willingness to Invest (41.0, ▼6.5) and Buy (42.9, ▼4.7). *(cont.)*

2023 U.S. SOCIAL MEDIA BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Reputation Score	51.5	▼3.8
Benefit of Doubt	47.1	▼3.7
Buy	42.9	▼4.7
Invest	41.0	▼6.5
Recommend Products	51.1	▼3.7
Say Positive	53.8	▼3.7
Trust to do the Right Thing	49.1	▼4.1
Work For	40.6	▼5.5

△▽ *Change, but not statistically significant*
▲▼ *Statistically significant change*

2023 U.S. SOCIAL MEDIA BUSINESS OUTCOME SCORES OVER TIME
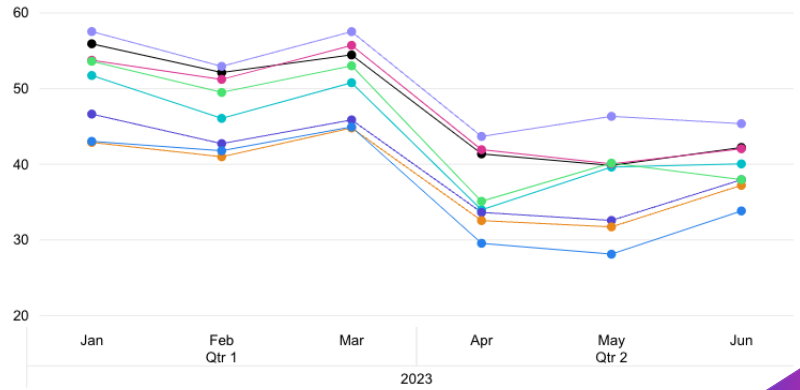
Source: 2023 RepTrak CRT Data

● Reputation Score
● Benefit of the Doubt
● Buy
● Invest
● Recommend Products
● Say Positive
● Trust to do the Right Thing
● Work For

But aren't social media profiles free? Not anymore. X, formerly known as Twitter, famously introduced the opportunity to buy blue verification checks, with Facebook announcing plans to do the same. After dominating the ad space, social media companies began looking to expand their profitability. Now, they're going for the users. This is tricky timing when social media companies famously sold user information in the past. Now, this user-focused pricing collides with unexpected pricing surges beyond social media. Regular monthly subscription prices, particularly in entertainment, have increased and profile restrictions introduced, encouraging many to become more frustrated with pricing and Willingness to Buy in general – especially when these entities were originally free (social media profiles) or low-cost alternatives (streaming services v. cable).

Notable changes in leadership (specifically Elon's entrance into Twitter and then appointment of Linda Yaccarino as CEO), growing insight into how social media captures and maintains our attention, reintroduction of famously banned accounts, Big Tech layoffs, misbehaving influencers, controversial disinformation campaigns combined with frustrations with fact checking entities, unpredictable algorithms, and its status as a vehicle for both entertainment and outrage have made social media the entity we love to hate – and Recommend (51.1, ▼3.7) and Say Something Positive (53.8, ▼3.7) Scores reflect that. Who amongst us hasn't been caught in the temporary dopamine-flooded delight of an infini-scroll, but wouldn't recommend that others do the same. *Do as I say, but not as I do.*

ZUCK YEAH?

You may have already read our deep dive into how Elon Musk's purchase and leadership of Twitter, now X, has influenced its overall reputation and stakeholders' willingness to give it the Benefit of the Doubt. But with Meta's July 2023 introduction of Threads, the social media space has been ripe with reputation intrigue. Given that Threads is an app designed for sharing text updates and joining public conversations, Instagram and Facebook's recommendation power could grow even larger – but is Threads enough to save Facebook's questionable reputation? We dug into Facebook's data for a clearer look.

At RepTrak, we measure parent companies, so Instagram and Threads fall under the Facebook umbrella of data.

At first glance, Facebook's Business Outcomes Scores are startling, but relatively on par with their industry. What's more surprising, is just how stable their Scores have been through 2023. Beyond Willingness to Invest, all other Business Outcomes did fluctuate, but not in a statistically significant (at p=0.05) manner. This doesn't make RepTrak data any less accurate or these fluctuations negligible, it's simply an industry practice that considers probability and keeps our data in perspective.

When RepTrak data has detected statistically significant decreases across global Business Outcomes in 2023, maintenance and subtle increases (no matter how low), are notable. Facebook's results indicate that stakeholders are more likely to Recommend (△ 0.2) and Say Something Positive (△1.6), and the launch of Threads could be a contributing factor.
(cont.)

2023 U.S. FACEBOOK BUSINESS OUTCOME SCORES

OUTCOME	SCORE	CHANGE
Reputation Score	42.9	△0.6
Benefit of Doubt	39.7	△2.3
Buy	36.0	▽1.1
Invest	34.0	▼3.9
Recommend Products	41.9	△0.2
Say Positive	46.1	△1.6
Trust to do the Right Thing	39.7	△0.3
Work For	31.6	▽1.7

△▽ *Change, but not statistically significant*
▲▼ *Statistically significant change*

2023 U.S. FACEBOOK BUSINESS OUTCOME SCORES OVER TIME
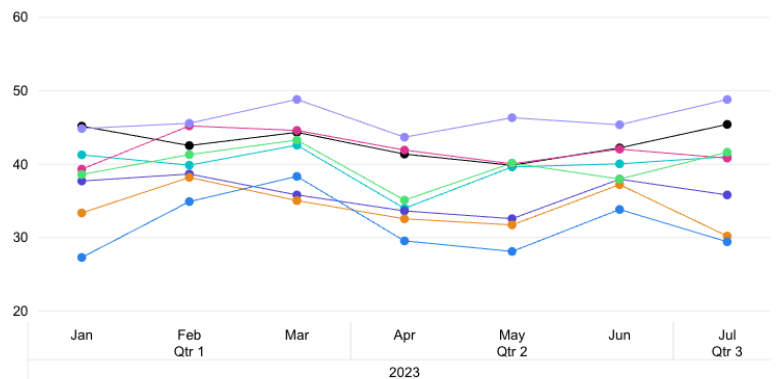
Source: 2023 RepTrak CRT Data

- ● Reputation Score
- ● Benefit of the Doubt
- ● Buy
- ● Invest
- ● Recommend Products
- ● Say Positive
- ● Trust to do the Right Thing
- ● Work For

We saw a similar result across Facebook's Drivers. These Drivers encompass what stakeholders typically consider when formulating and interpreting reputation and also contribute to RepTrak's overall Reputation Scores. Only Workplace (46.0, ▼1.7) Scores experienced a statistically significant change, the rest remain relatively constant. Given this shiny new app, we turned our attention to their Product (△0.7) and Innovation (△1.0) Scores, noting subtle increases.

These increases are encouraging, and certainly correlate with the Threads launch, but Facebook achieved higher Product and Innovation Scores throughout 2023 prior to their July launch. Their low Scores remain a consistent reminder of unmet stakeholder needs, and a new app is not enough to remedy those concerns: overwhelming layoffs, billion-dollar fines for violating EU privacy policies (paired with ongoing privacy concerns), confusion around the metaverse, a rebrand and rename, reinstating controversial accounts, its general role in the transmission of COVID information (and misinformation), verification available for purchase, settlements to be paid… making for a long list of reputation risks.

To make these changes both significant and positive, we'd recommend a well-rounded approach to reputation. New products and features are exciting but aren't a substitute for good conduct.

2023 U.S. FACEBOOK REPUTATION DRIVERS

OUTCOME	SCORE	CHANGE
Products & Services	50.6	△0.7
Innovation	53.7	△1.0
Workplace	46.0	▼1.7
Conduct	39.7	△0.5
Citizenship	43.7	▽0.2
Leadership	48.6	△0.7
Performance	59.2	0.0

△▽ *Change, but not statistically significant*
▲▼ *Statistically significant change*

2023 U.S. FACEBOOK REPUTATION DRIVERS OVER TIME
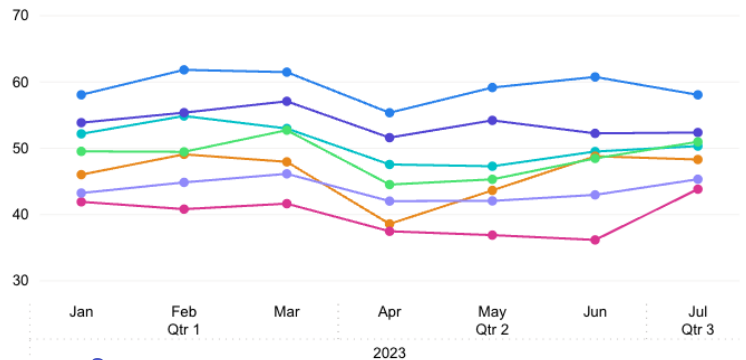
Source: 2023 RepTrak CRT Data

- Products & Services
- Innovation
- Workplace
- Conduct
- Citizenship
- Leadership
- Performance

STRIKING OUT

How recent labor strikes are impacting entertainment companies

Since the onset of COVID, we've been noting distinct increases in "employee empathy," where customers and stakeholders expect their favorite brands to be good employers. The chaos of sudden remote work became a

mandatory return to office, hazard pay or the lack thereof, fluctuating thresholds for independent contractors, and mass layoffs on the heels of the Great Resignation have resonated with stakeholders and they're

Chip Garate

EVP, Global Customer Solutions
The RepTrak Company

> ...consumers and investors are more inclined to support companies that demonstrate ethical and responsible practices in regard to how they treat their workers.

workers' rights

willing to hold these organizations accountable.

"There are two reasons for this growing emphasis on the treatment of workers," says Chip Garate. "First, consumers and investors are more inclined to support companies that demonstrate ethical and responsible practices in regard to how they treat their workers. Second, companies are doubling down on the concept that happy workers equal better customer experiences."

Elements of reputation are intertwined, how you do anything will echo across your reputation. Workplace Driver Scores and Willingness to Work For Scores have been consistently falling over the past couple of years, and while they're not alone, these employer-based decreases are notable as employment tensions rise.

RepTrak's 2023 Q2 Current Events data reiterated the power of caring for employees. Results demonstrated that Care for Employees is the most important area to demonstrate good conduct. This indicates that, in the eyes of the public, the good your organization does begins with how it treats its employees. RepTrak measures Conduct as a Driver, measuring stakeholder sentiment towards organizational ethicality, openness and transparency, and fairness in

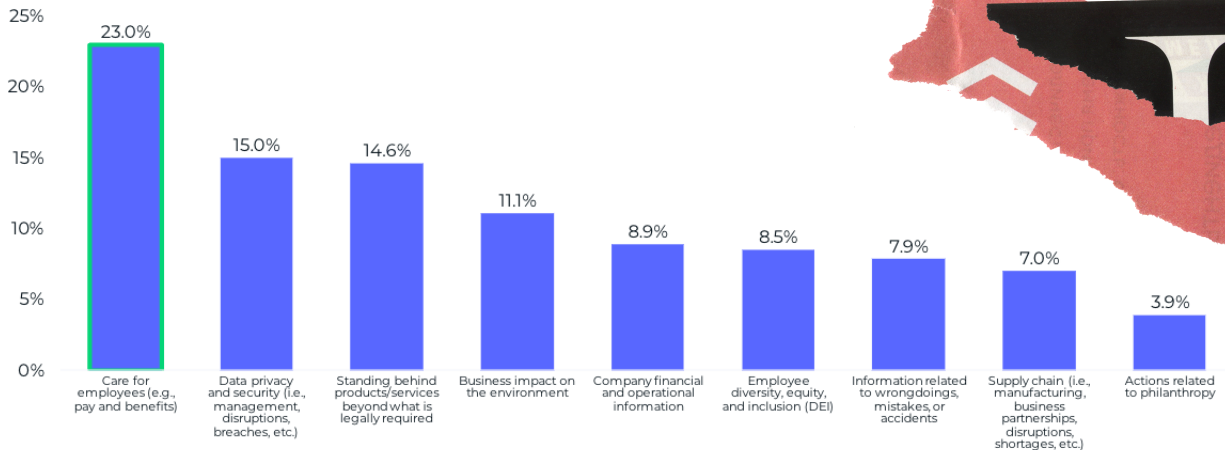## GLOBAL REPUTATION DRIVER WEIGHTS OVER TIME
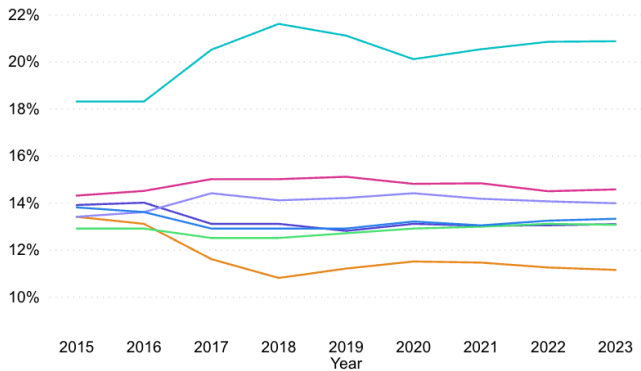
Source: 2023 Global RepTrak 100 Study

- Products/Services
- Workplace
- Citizenship
- Performance
- Innovation
- Conduct
- Leadership

Q2 2023 MOST IMPORTANT AREAS TO DEMONSTRATE GOOD CONDUCT
GLOBAL

Source: RepTrak's 2023 Q2 Current Events Study

| Area	Value
Care for employees (e.g., pay and benefits)	23.0%
Data privacy and security (i.e., management, disruptions, breaches, etc.)	15.0%
Standing behind products/services beyond what is legally required	14.6%
Business impact on the environment	11.1%
Company financial and operational information	8.9%
Employee diversity, equity, and inclusion (DEI)	8.5%
Information related to wrongdoings, mistakes, or accidents	7.9%
Supply chain (i.e., manufacturing, business partnerships, disruptions, shortages, etc.)	7.0%
Actions related to philanthropy	3.9%

doing business. And for good reason: Conduct (14.6%) is the second most powerful Driver in determining reputation.

As we saw previously with Willingness to Recommend and Say Something Positive, Product & Services (20.9%) is the most powerful Driver in influencing reputation. But as we noted earlier: it's not just about what you do, it's about how you do it. Reputation is a beautifully connected web. When care for employees influences Conduct and Conduct influences Reputation and Reputation and Recommendation share such a high correlation, thorough awareness and a comprehensive approach to reputation is powerful. The public is compassionate and they've been advocating for fair treatment of workers throughout 2022 and 2023, especially in the US.

Again, inflation and pricing remain of the utmost priority and concern (another tenant of Product), but employment has held second place through 2023, reminding us that fears of recession have not yet totally eased. But it is the prioritization of employment over "go(ing) to market with new lower cost products and services," that reminds us of the compassion of the public, looking out not just for themselves but others as well. And they've had plenty of employment crises to lament over in 2023.

High profile tech layoffs have rolled into the Hollywood writers' strike, and now the Screen Actors Guild (SAG) and American Federation of Television and Radio Artists (AFTRA) have joined them on the picket line, prolonging the strike and further halting entertainment production. The public has also joined the effort, supporters are chanting and booing during industry leaders' keynote speeches, actors are walking out of their own movie premieres, and fans are publicly organizing their movie *(cont.)*

TOP PRIORITY DISTRIBUTION: 2023 Q1 V. 2023 Q2
U.S.
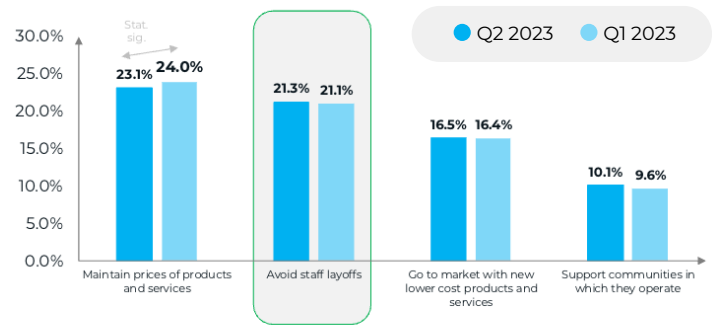
Source: RepTrak's 2023 Q2 Current Events Study

AVOID STAFF LAYOFFS
U.S.

Source: RepTrak's 2023 Q2 Current Events Study

watching efforts to communicate their support of writers.

The industry is ripe for a product you would recommend, but you're unwilling to speak positively of. At RepTrak, we don't follow hunches, we dig into data – so we turned our attention to one particular streaming company at the center of the strike to see how their reputation, their status as an employer, and Willingness to Recommend and Say Something Positive has fluctuated since the onset of the strike.

When compared to 2022, this streaming service's Reputation Scores have taken a distinct dive (▾ 4.0) from the Strong range into the Average range. Business Outcomes took similar decreases, particularly from May to June, with the onset of Writers' Strike in May 2023. Their Recommendation Scores have stayed relatively stable (▽ 0.9), decreasing, but not in a statistically significant fashion. But their Say Something Positive Scores decreased most drastically (▾ 3.0) across its Business Outcomes, even more so than their already low Willingness to Work For Scores (57.9, ▽0.1).

This reminds us that current and prospective employees have been frustrated for a while, but public frustration has grown even more recently, restricting praise. No business decision exists in a vacuum, too many other decisions are being implemented alongside constantly changing global circumstances. During this timeframe, this streaming service also announced the end of password sharing (May 2023), with its competitors disclosing plans to do the same. The public's Willingness to Buy fell simultaneously, demonstrating their frustration, especially when many didn't have to originally buy the service in order to enjoy it.

Higher, more stable Recommendation Scores suggest a certain level of relative product satisfaction, but their steep decrease in Say Something Positive Scores and Willingness to Buy and Work For (along with everything else) indicate a deep dissatisfaction with company practices. They like what the service has to offer, but they're not happy about it – and their reputation is taking a hit as a result.

There's no such thing as a good time for a strike, but the timing of the strike paired with the regular progression of business could be compounding reputation frustrations. It will take an extensive,

proactive approach to stabilize, and this includes its treatment of workers.
(cont.)

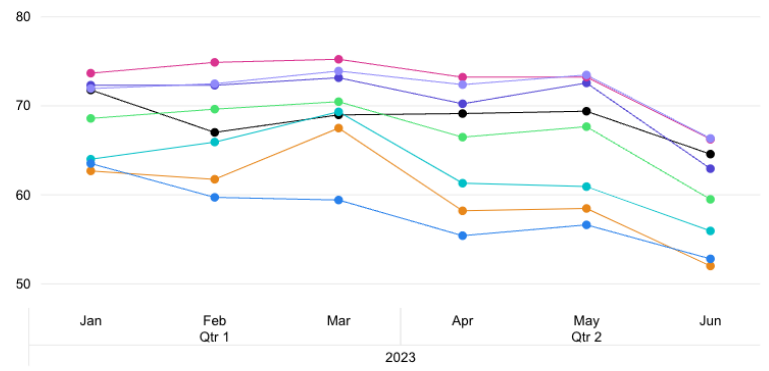## 2023 U.S. BUSINESS OUTCOME SCORES
ANONYMOUS STREAMING SERVICE

OUTCOME	SCORE	CHANGE
Reputation Score	68.4	▾4.0
Benefit of Doubt	62.9	▾2.6
Buy	70.5	▾2.5
Invest	60.0	▽0.8
Recommend Products	72.7	▽0.9
Say Positive	71.7	▾3.0
Trust to do the Right Thing	67.0	▽2.3
Work For	57.9	▽0.1

△▽ *Change, but not statistically significant*
▲▾ *Statistically significant change*

2023 U.S. BUSINESS OUTCOME SCORES OVER TIME
ANONYMOUS STREAMING SERVICE

Source: 2023 RepTrak CRT Data

● Reputation Score   ● Recommend Products
● Benefit of the Doubt ● Say Positive
● Buy   ● Trust to do the Right Thing
● Invest   ● Work For

RECOMMENDED FOR YOU

What to do next

When recommendations are powerful *and* highly sought after *and* in a global flux, we turned to our seasoned Advisors and internal reputation experts for insight into what brands should do next.

RepTrak Sr. Advisor Marcela Ferriera works with some of the world's biggest brands to help them understand and amplify their reputation metrics, and touts the value of stakeholder insight to boost recommendation power: "Many companies need help understanding the expectations behind customers' decisions. They assume they know what customers want without asking them correctly and without monitoring over time. And to make things even more challenging, expectations change; they evolve. The good news is that companies do not need to play a passive role in meeting changing expectations. They can shape expectations. But to be successful in such an endeavor, they need to maintain active listening, put themselves in stakeholders' shoes, then incorporate external perspectives to guide their action consistently."

She continues, "Those who deliver on what they promise, who are approachable, who listen and answer questions, who are clear on timing and the methods they are considering to solve issues as they emerge – they are the ones who gain both reputation and recommendation favor. They understand that how they do business and nurture their relationships with stakeholders is as important as the products and services themselves."

"Perform consistently, nurture relationships, and communicate in a clear and coherent way, highlighting how the company seeks to

Marcela Ferreira

> Perform consistently, nurture relationships, and communicate in a clear and coherent way.

Senior Director, Advisory (Americas) The RepTrak Company

address stakeholders expectations."

And she's not the only one to recommend listening to stakeholders, meeting those needs, and then thoroughly communicating those efforts. Chip Garate serves as RepTrak's EVP of Customer Solutions, overseeing our reputation platform and how it meets customer needs. When we asked him what he's seeing in the data, he reminds us, "Some companies view recommendations as a numbers game. 'What is our number of recommendations? How much of it is positive?' Recommendations should be viewed as a continuous, integrated aspect of a business strategy. It is essential to actively listen to customers, prioritize their feedback, and make improvements based on their input to create a loyal and trusted connection."

Like reputation, the need for and the process of inspiring recommendations is ongoing, and will never truly been complete. But listening to stakeholders is where the process begins, only then will stakeholders be willing to speak highly of you.

PEOPLE ARE TALKING, AND THEY'RE TALKING ABOUT YOU.

But it's not just your products and prices on their minds, they're keeping a close eye on how you deliver those same products and services. Across industries, we've learned that Saying Something Positive and Recommending are not always synonymous, but when each shares a uniquely high correlation with Reputation Scores, there is value to having both in your favor.

At RepTrak, each organization has its own unique reputation shortcomings and triumphs, but our advice remains relatively constant: Do good. Then talk about it. Dedicated improvements paired with thorough communications keep your stakeholders informed and your reputation appropriately aligned, and your praises sung.

RepTrak™

HOW REPTRAK CAN HELP BOOST RECOMMENDATION

RepTrak tracks corporate reputation and recommendation power objectively and in-near-real time, meticulously monitoring your Reputation Drivers, ESG Drivers, Brand, and Media interactions and how your efforts and communication impact your audience's willingness to recommend and your broader reputation.

Our advanced metrics paired with our expert Advisors provides crucial insight and informs powerful and practical strategy while measuring effectiveness.