

Advanced Modeling With Results From Streamlined Program Redefines Goal

pivotal360 Brand and Reputation



Situation

- Global financial services firm experienced an *acute reputational crisis* and executive team sought guidance to navigate the crisis
- Internal attempts to develop simple models for *what drives brand and reputation* insufficient to the current needs



Insights and Model

- Designed *global assessment* to streamline process and replace complicated multimillion-dollar efforts siloed within individual departments
- Provided *continuous, consistent assessment of eight stakeholders* including top, hard-to-reach executives
- Created *model to quantify the impact* of all internal and external data on KPIs, such as favorability, likelihood to recommend, stock price, and client satisfaction, enabling focus across the organization



Outcome

- Executive management team now has *specific target goals* for key metrics to manage to (e.g., >60% Favorability) given demonstrated ties to desired outcomes
- Programs launched with *budget allocated to digital campaigns* based on ROI of individual ads, media purchases and digital targeting
- In addition to the guidance needed to *navigate the immediate crisis*, executive team launched and invested in a corporate social responsibility (CSR) program aimed at the public as extension to efforts among their core stakeholders