

Integrating a Worldwide Reputational View: Executive-Friendly Takeaways With Unit-Level Action Items

pivotal360 Brand and Reputation



Situation

- Given complexity of stakeholder relationships, senior management of global insurance firm desired **consistent set of key metrics** across stakeholders and across firm
- Leadership team sought more **insightful and actionable data sources** to benchmark and then monitor firm's brand and reputation across 24 countries

Insights and Model

- Designed **brainstorming sessions and qualitative research** among stakeholders to create global research project plan to deliver results that would align with firm's core goals and objectives
- Created **model to identify key industry drivers**, contextualized for geography/stakeholder, allowing corporate arm of organization to provide unit-by-unit guidance to improve business outcomes; continually monitor brand and reputation

Outcome

- Results **measured brand health, company reputation**, communications; utilized other internal/external data streams to **identify and forecast KPIs impacting business outcomes** such as sales, stock price and likelihood of brokers to partner, investors to recommend and potential customers to consider services offered by company
- Year-over-year tracking **validated success** of efforts guided by model
- Based on model, client **sold off a division, divested certain product lines** and **exited select global markets**
- Program designed to dovetail with prior work while providing more actionable marketing intelligence driving **business outcomes**