

REPTRAK® PULSE España 2015

Sector Bancario

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Director Latin America

¿Qué es la Reputación?

“representación perceptual de las acciones pasadas de la institución y expectativas futuras que describen el atractivo general de la firma para sus grupos de interés clave”

El éxito de una compañía depende de lograr el apoyo de las personas...

- Clientes **comprando** los productos...
- Los reguladores aportando **licencias para operar**...
- La comunidad financiera **invirtiendo** en la empresa...
- Los medios **comunicando** favorablemente...
- Empleados **siguiendo** la estrategia marcada...

Para que puedan **apoyarte** deben de **confiar** en ti.

Confiar en que , como compañía **cumple sus promesas.**

Confiar en que, como compañía pueden tener **una Buena impresion y admirarla.**



¿Cómo medimos la reputación?

Un vínculo emocional...



RepTrak®: Con una explicación racional por cada grupo de interés



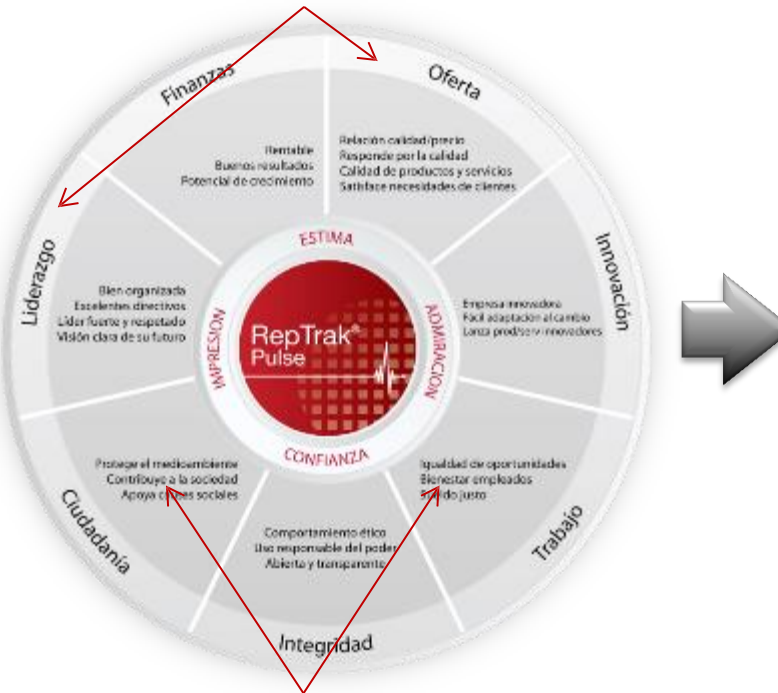
-  Empleados
-  Accionistas
-  Proveedores
-  Distribuidores
-  Clientes
-  Público general

Que afectan a una serie de comportamientos y actitudes

RepTrak® Pulse



Dimensiones

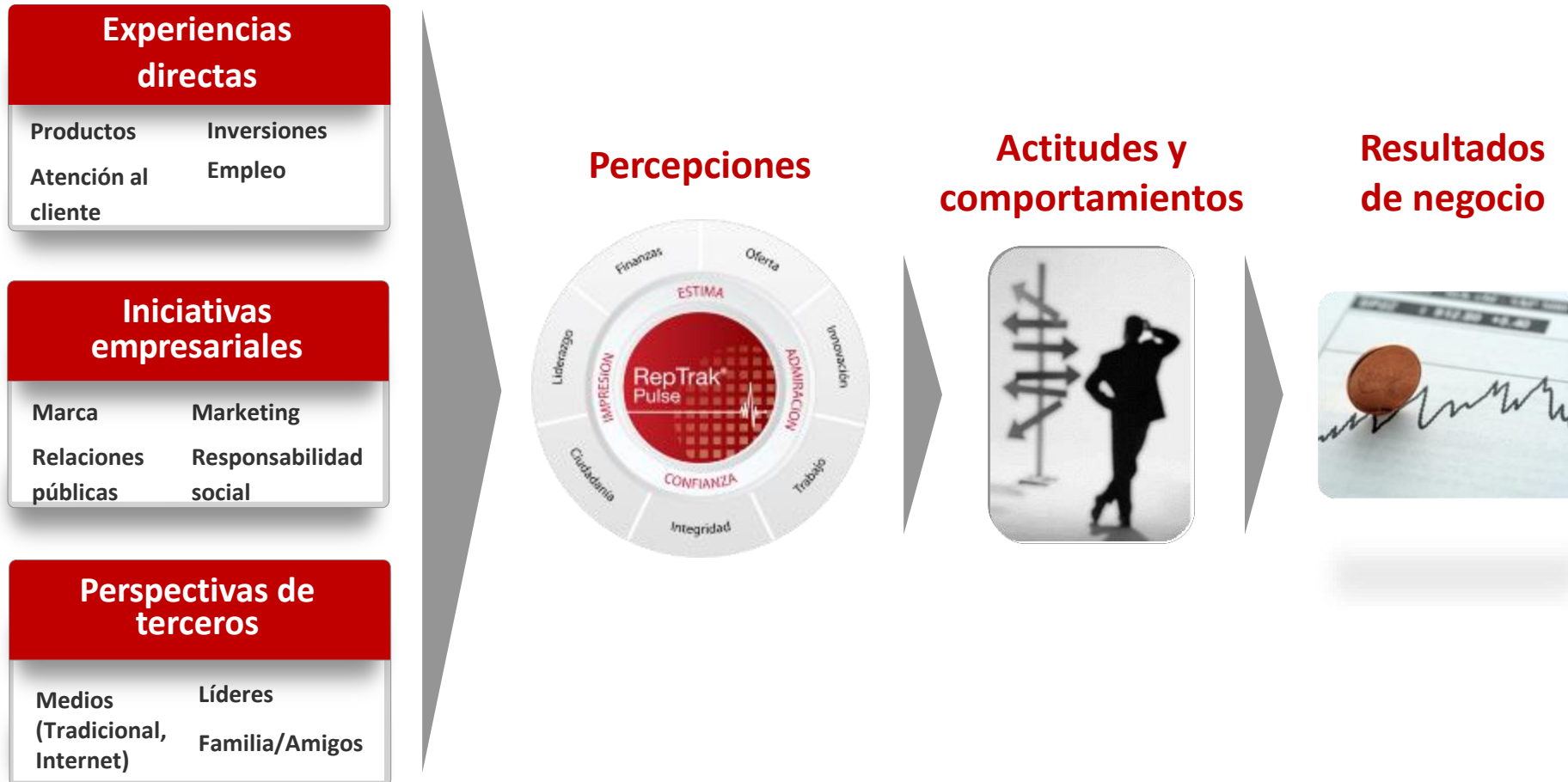


- Comprar
- Recomendar
- Invertir
- Solicitar empleo
- Hablar positivamente
- Dar una concesión

Atributos

Las variables que explican cómo es la reputación: los criterios racionales que influyen en ella, y aquellos sobre los que se puede influir de forma concreta para gestionar la reputación

Analizando cómo estas percepciones afectan al resultado de negocio



**¿Cuál es su impacto en el
negocio?**

Si dispone de una excelente Reputación, un **83%**
de consumidores **recomendarán**
sus productos

Si se dispone de una mala Reputación

Sólo el **8%** de los consumidores recomendarán
sus productos

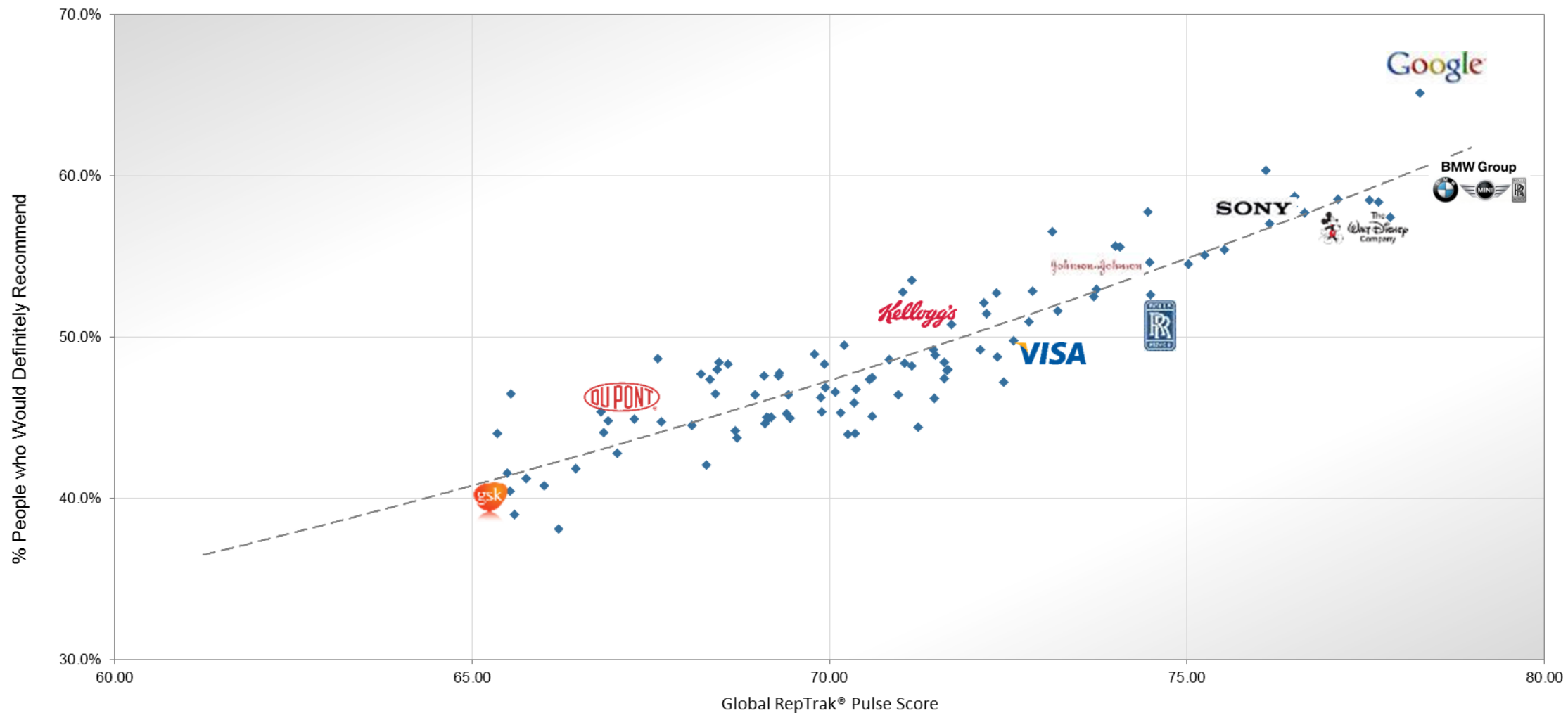


Reputación y actitudes favorables hacia las empresas

Reputación



Un incremento de 5 puntos en Reputación Supone un incremento de 7.5 % en recomendación



Resultados del Pulse



- ❑ A study of **consumer expectations**
- ❑ Of the **100** most visible global companies
- ❑ **61,000** interviews with consumers
- ❑ Across the world’s **15 largest markets**
- ❑ Measured in **Q1 of 2015**
- ❑ Released globally by **Forbes**

The Best 100 Global Companies...



Competing across the 15 Largest Economies...

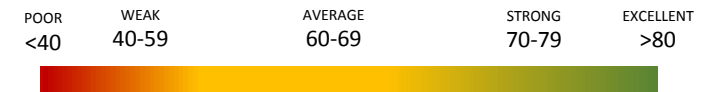


For status as “World’s Most Reputable Company”

The Top Ten of the 2015 Global RepTrak® 100

2015



















Rank	Brand	Score
1	 BMW Group	78.98
2	 Google	78.26
3	 DAIMLER	77.85
4	 ROLEX	77.68
5	 LEGO	77.55
6	 The Walt Disney Company	77.11
7	 Canon	76.64
8	 Apple	76.50
9	 SONY	76.49
10	 intel	76.16



All RepTrak® Pulse scores that differ by more than +/-0.9 are significantly different at the 95% confidence level.

RepTrak® Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

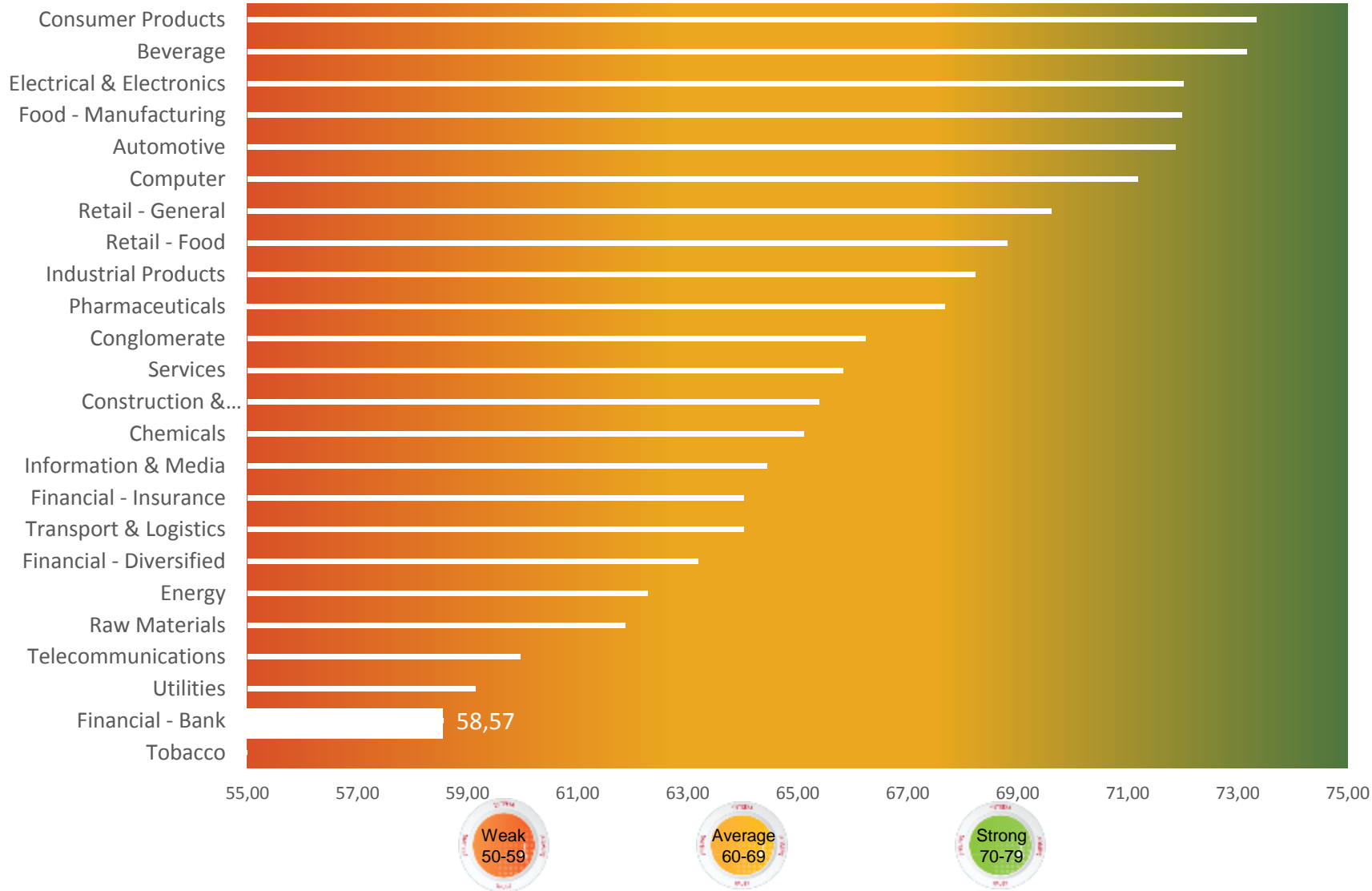
Looking Back: The Global RepTrak® 100 (2013-2015)

<u>2015</u>		<u>2014</u>		<u>2013</u>	
Rank		Rank		Rank	
1	BMW Group 	1	The <i>WALT DISNEY</i> Company	1	BMW Group 
2		2		2	The <i>WALT DISNEY</i> Company
3	DAIMLER	3	BMW Group 	3	
4		4		4	
5		5	SONY	5	DAIMLER
6	The <i>WALT DISNEY</i> Company	6	Canon	6	SONY
7	Canon	7		7	
8		8	DAIMLER	8	Canon
9	SONY	9		9	
10		10		10	



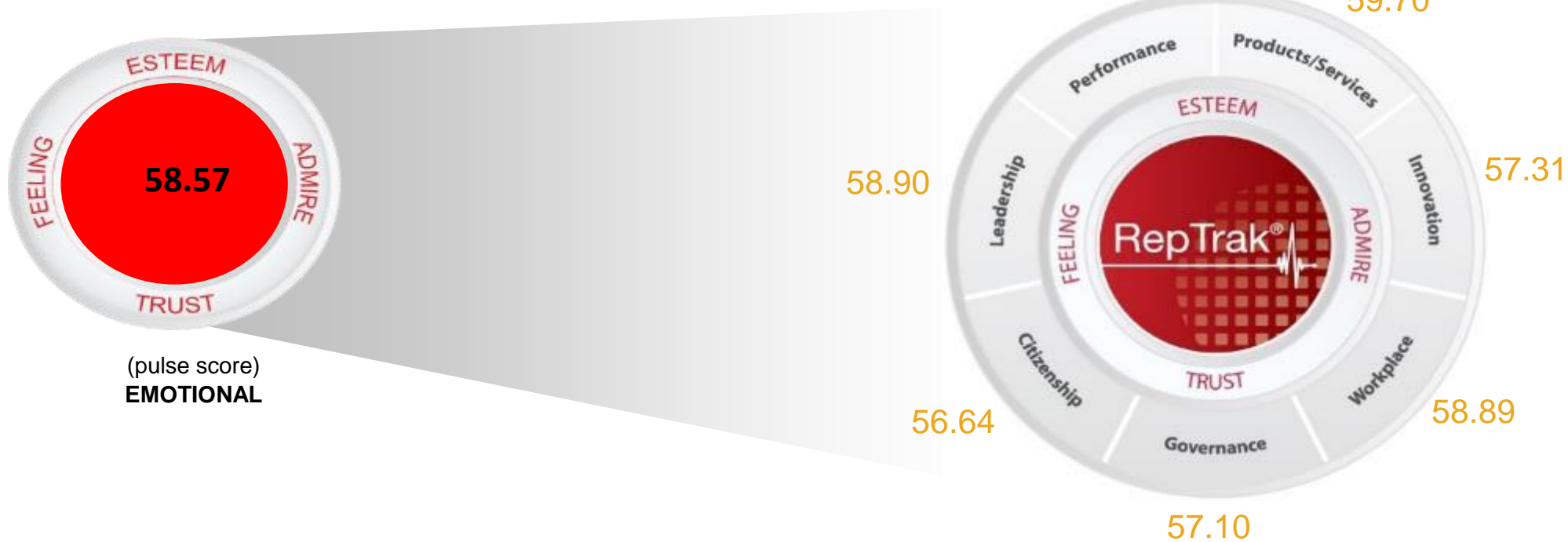
¿Y el sector financiero?

2014 Global RepTrak® Pulse Industry Ranking: Banking



The global banking industry has a weak reputation

2014 Global RepTrak® Pulse Score and Reputation Drivers: Banking



(industry average scores shown for each reputation driver (dimension))

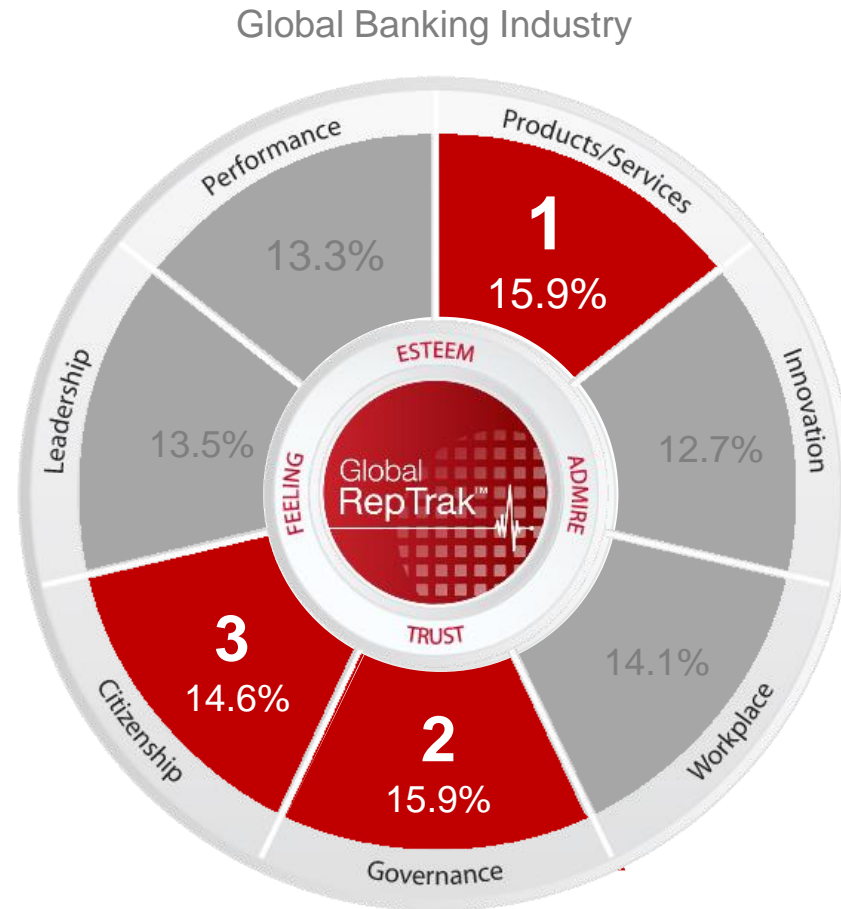
RATIONAL EXPLANATION OF THE EMOTIONAL

Reputation is driven by seven dimensions — RepTrak® Pulse measures them

For each company we measure, perceptions are captured for each of the factors in the model — Trust, Admiration, Esteem, and Good Feeling. Taken together, they form a single score (The RepTrak® Pulse). We have found that to earn a strong reputation companies need to address all seven dimensions.

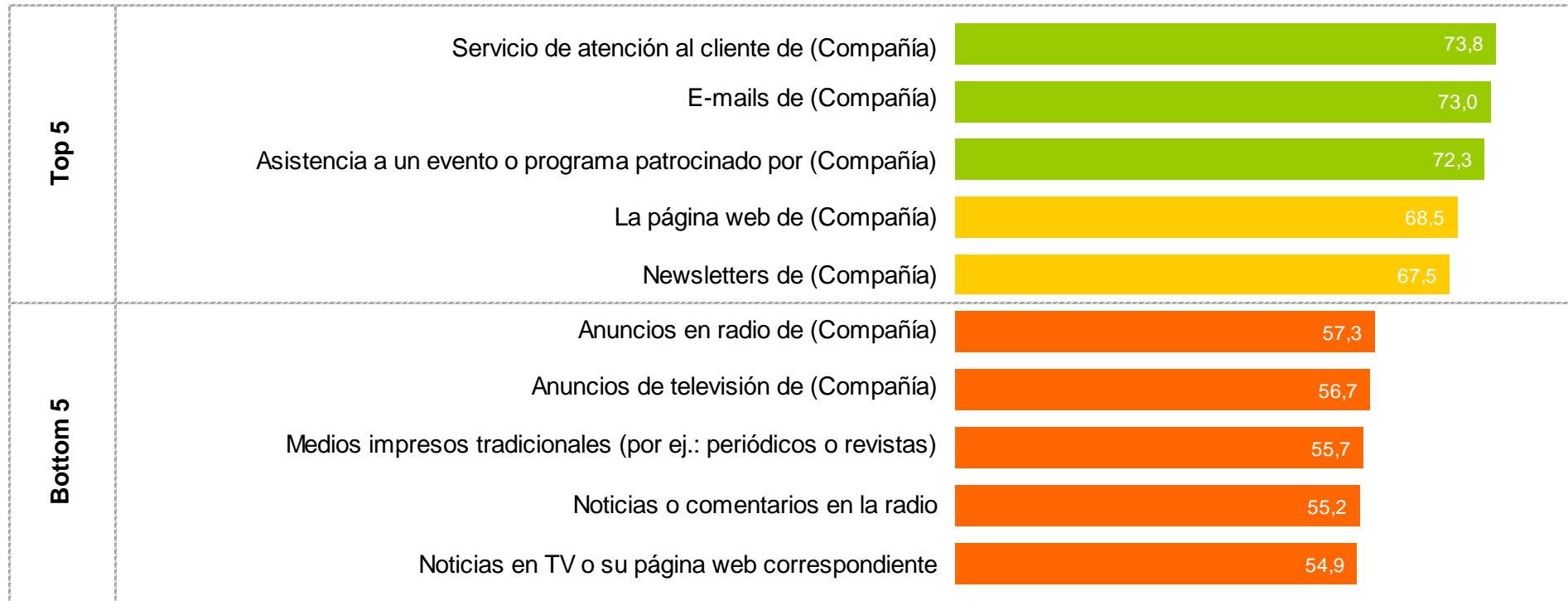
GLOBAL BANKING INDUSTRY

2014 Reputation Dimensions: Products & Services and Governance Are the Top Drivers of Reputation in Global Banking



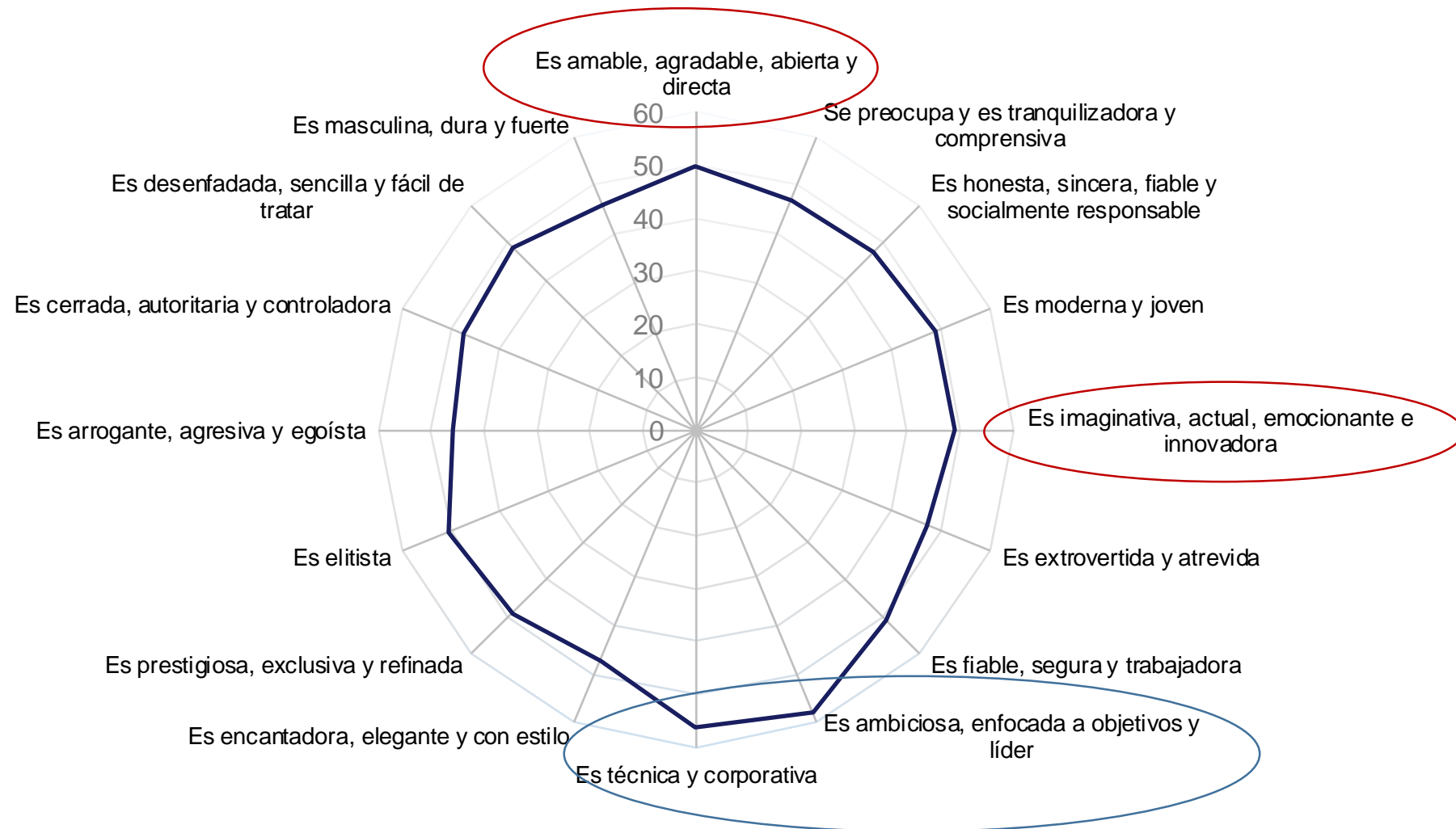
- For banks globally, Products/Services, Governance and Citizenship are the top three dimensions impacting reputation

Top 5 & Bottom 5 Touchpoints por sector (basado en puntuación de Pulse)



Excelente/Superior	> 80
Fuerte/Robusta	70-79
Media/Moderada	60-69
Débil/Vulnerable	40-59
Muy débil/Pobre	< 40

Personality del sector



¿Por qué hay sectores que funcionan mejor que otros?

The Reputation Research Centre (RI/Erasmus U.) study examined the impact of firms' messaging on stakeholders perceptions

Research Questions

How can we explain differences in industry reputation?

1. Is this based on what companies express themselves about the activities in their industry?
2. Is it based on what the media state about these industries?
3. What impacts the perception of stakeholders most: statements by the firm, or media coverage about the industry?
4. Do stakeholders differ substantially in perceptions about an industry?



High Reputation



Medium reputation



Low reputation

Data were gathered in three industries: Food, Chemicals and Banking

Data were gathered in three steps

1 **Qualitative study**
Determining key topics per industry



Bank attitude
Credit facilitation
Customer focus
Executive bonuses
Financial crisis
Financial literacy
Government support
Healthiness banking system
Innovation
Integrity
International trade
Investment funds
Leadership aspirations
Offices
Profitability
Quality employees
Retiree public
Responsible
Rich clients
Riskiness banking system
Safety online transactions
Sales techniques
Sponsorship events
Supervision banks
Transparency
Trustworthiness
Working environment



Nitrotoxic resources
Biomaterials
Capital intensity
Chemical danger
Chemical spills
Chemical weapons
Chemicals sale
Chemicals transparency
Complexity technology
Contribution society
Energy efficiency
Environmental impact
Global warming
Importance future
Innovation
Meeting needs
Natural resources
Profitability
Risks chemicals
Solutions today challenges
Wealth country



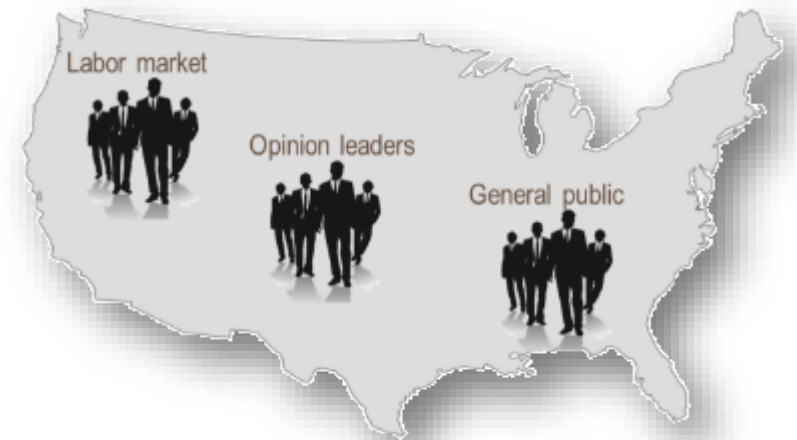
Advertisement
Animal welfare
Attractive profession
Economic challenges
Factory
Family life
Family owned businesses
Farmers
Fast food
Food safety
Food scarcity
Iconic brands
Impact agriculture
Information packaging
Innovation
Local impact
Nutritional value
Obesity
Organic
Partnership value chain
Processed food
Profitability
Supply chain
Sustainable
unhealthy
Working environment

2 **Content analysis**
Determining the salience of key topics per industry for firms, media and Stakeholders

Key topics firms :

- Credit facilitation
- International trade
- Financial crisis
- Customer focus
- Investment funds

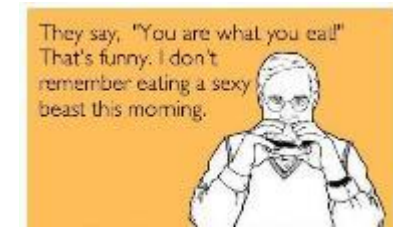
3 **Quantitative study**
Determining impact topics on Reputation among Multi-stakeholder groups



Is this based on what companies express themselves about the activities in their industry?

You are what you do and what you say you do

- There is a clear link between what firms state about themselves and what media are focusing on plus what stakeholders believe to be typical for an industry.



Is it based on what the media state about these industries?

Media reflect on what firms express

- Media mainly cover the same topics as firms express. Nevertheless, they add to the discourse in two ways: (1) intensity (food firms get limited attention, while publicity about banks and chemicals is sky high), (2) they color the topics (about banks mainly negative, while articles in chemicals are mainly positive).



Conclusions
Industry
Reputation

What impacts the perception of stakeholders most: statements by the firm, or media coverage about the industry?

Firms' messaging is more powerful than media coverage

- As media mainly reflect on topics that are initiated by firms, the companies themselves are the key drivers of the perceptions among stakeholders. Two decades of messaging by chemical firms stressing the SHE principle (safety, health, environment) and later their contribution to society in getting a pleasant, comfortable life, is echoed clearly among stakeholders. The opposite is true for banks, who are seen as the key cause of the breakdown of the financial system in the recent crisis. Unfortunately, this belief is rooted in what banks have stated themselves in the past.



Do stakeholders differ substantially in perceptions about an industry?

More similarities than differences in stakeholder perceptions

•The ~ 20 topics we have analyzed per industry differ in ranking per stakeholder group. However, the general public is more negative than opinion leaders or the labor market, but there are more similarities than differences between the three groups. Apparently, the impact of associations about an industry is based on long lasting expressed messages about an industry that are embedded in the memory of all people, despite your present stakeholder role.

Key lessons

- So, the key lessons are twofold:
 - (1) be aware of the longitudinal impact of what you say you will do today and said in the past,
 - (2) take your responsibility for your industry too! Solely focusing on your firm's interest will in the long run be contra-productive as a negative industry reputation will have a spill-over effects on your firm too.



Think
long-term


**BIGGER
PICTURE**

Conclusions
Industry
Reputation (2)

About Reputation Institute

Reputation Institute is the world's leading reputation management consultancy, enabling leaders to make more confident business decisions. Independently owned and founded in 1997, Reputation Institute is the pioneer in reputation management operating in 30 countries. Through reputation insights and advice Reputation Institute enables leaders to make business decisions that build and protect reputational capital and drive competitive advantage.

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