

Want to optimize brand appearance & communication?

*Find out where you stand &
benchmark with the
Psyma Reputation Index*



Relevant & independent Index



User-centered approach



Proven concept, valid results

Psyma Reputation Index

Why take part?

Measure your reputation as a core element of your brand strategy



From your stakeholders' perspective
(e.g. customers, shareholders, employees)



Four relevant dimensions forming an actionable Index



Compare with the Benchmark & gain detailed insights



Learn where you stand & what to improve

Psyma Reputation Index

How does it work?

User-focused survey among your stakeholders

Standardized, proven questionnaire.
Flexible recruitment of respondents.



Stand-alone survey or embedded into Psyma's portfolio of Corporate Digital Communication Research

Combine with proven Psyma concepts (Intranet, Corporate Website, Touchpoints) as a convenient add-on.



Global Psyma Index + detailed index dimensions to differentiate brand impact

Comprehensive statistical analyses form our reliable Psyma Reputation Index.



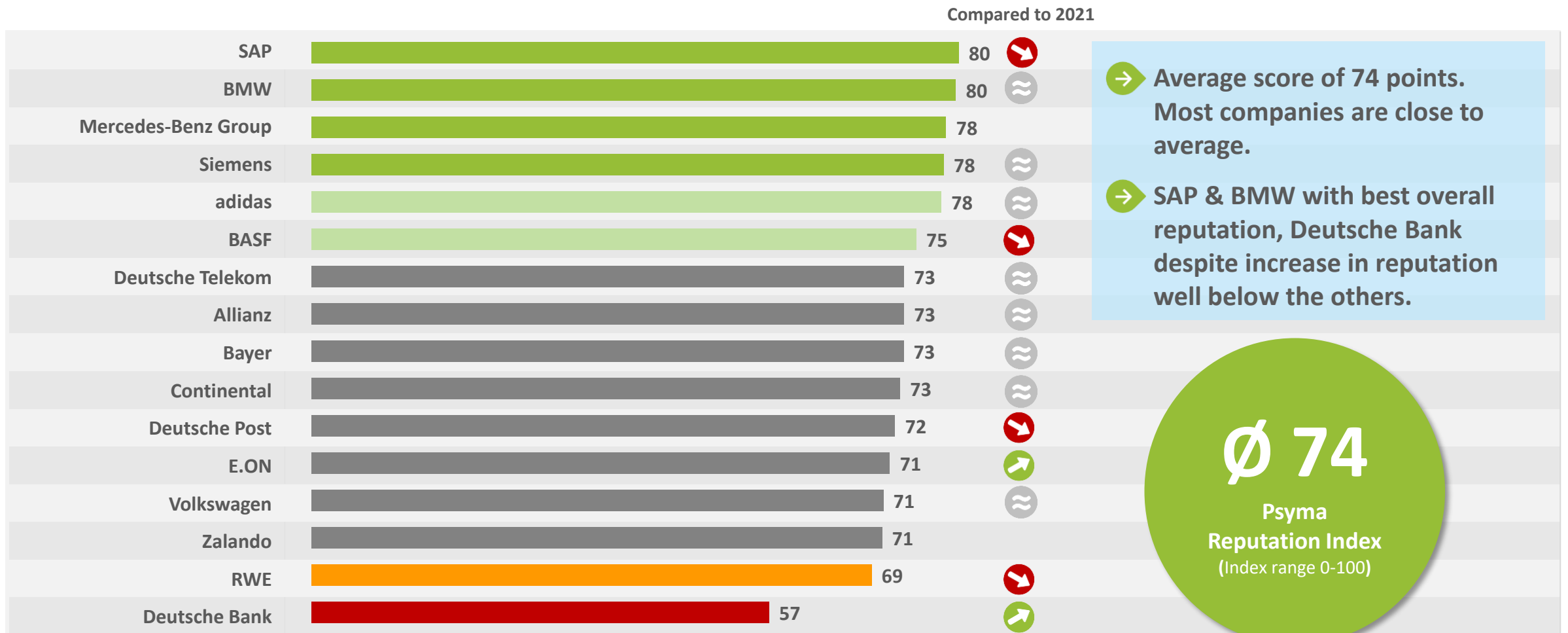
In-depth insights possible

Want to go beyond the standard level? Tailored analysis for deeper understanding (driver analysis; segmentation).



Psyma Reputation Index

Overall Reputation Index – Ranking of DAX 40 companies (2022)

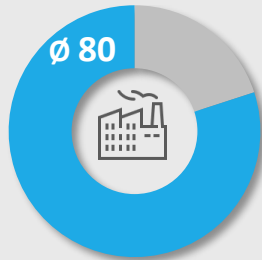


Psyma Reputation Index

4 Index Dimensions – DAX 40: Average value & best performers vs. bottom rung

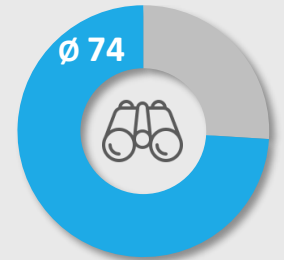
1

Innovation & Competence



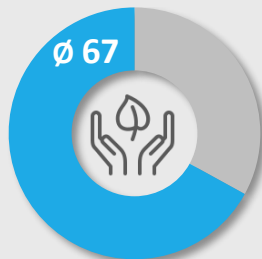
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Vision & Governance



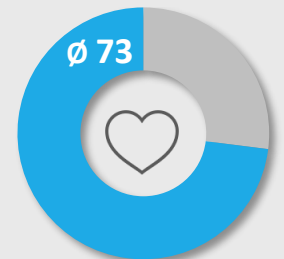
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Social-moral expectations



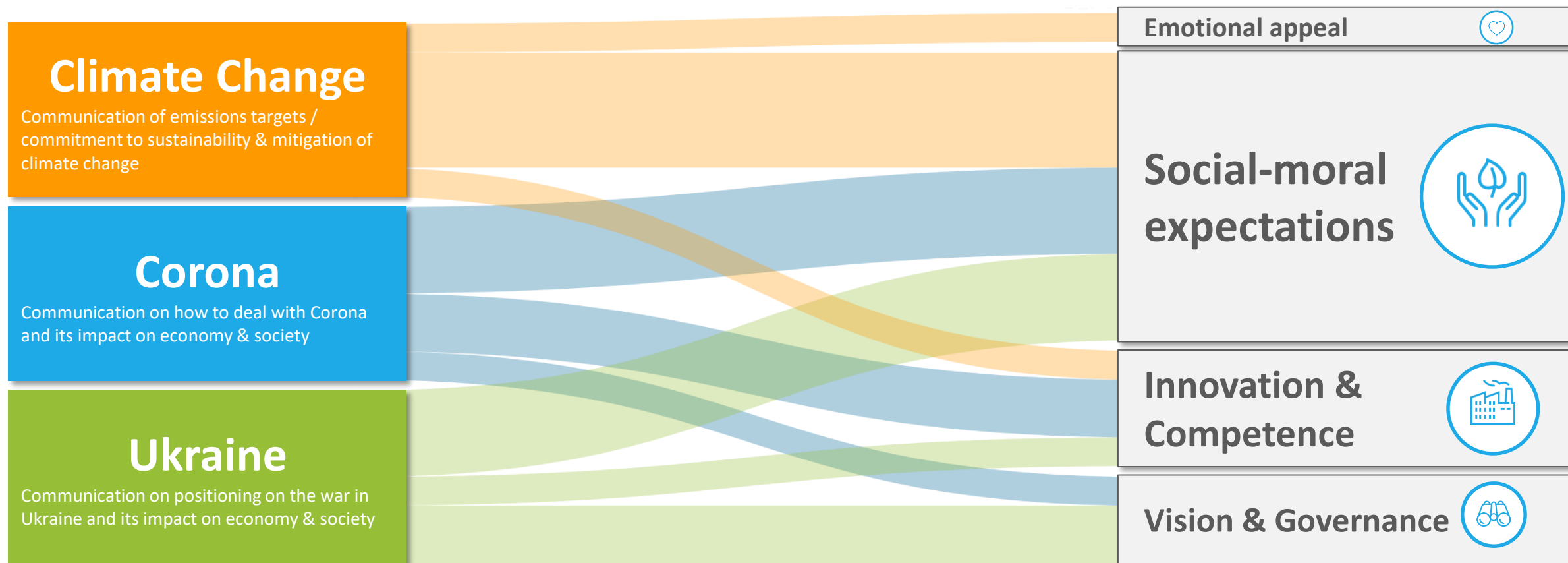
4

Emotional appeal



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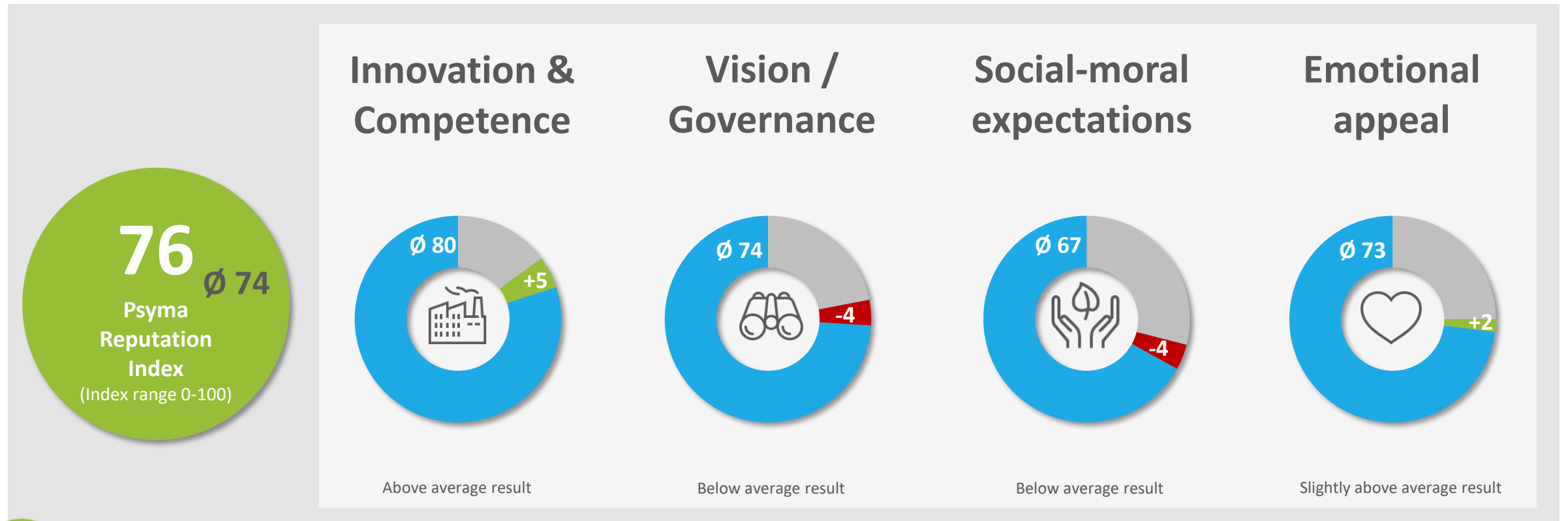
Influence of Corporate Communications Topics on Reputation Dimensions



→ Crisis communication mainly related to Social-moral expectations.

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Company-specific Assessment – Example



→ Compare against the Benchmark & monitor your performance on individual aspects

What's next?

Integrate as add-on in Psyma Corporate Digital Communications research or set up as separate, in-depth survey

Intranet Benchmarking

- In-depth evaluation & recommendations
- Benchmarks & Best Practice examples



Corporate Website Benchmarking

- In-depth evaluation & recommendations
- Best Practice Index, modular approach



Touchpoints Monitoring

- Monitoring of different Touch Points
- Comparison along standardized set of KPIs



Stand-alone survey

Tailored to your research needs



The logo for psyma, with 'psy' in green and 'ma' in blue, is centered within a white semi-circular shape on a green background.

Passionate People.
Creative Solutions.

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