

Psyma Reputation Index 2023

*Find out where you stand &
benchmark with Europe's
leading companies*



Relevant & independent Index



User-centered approach



Proven concept, valid results

Psyma Reputation Index

Why measure?

Determine your reputation as a core element of your brand strategy



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



Compare with the Benchmark & gain detailed insights



 **Learn where you stand & what to improve**

Psyma Reputation Index

4 Reputation Dimensions

Vision & Governance

Innovation & Competence

Social-moral Expectations



Emotional Appeal



Four relevant dimensions forming an actionable Index

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Methodology



Online Access Panel-based Psyma study



Private investors



High level of proficiency in financial investment and economics
Relationship with or good knowledge of companies assessed in the study



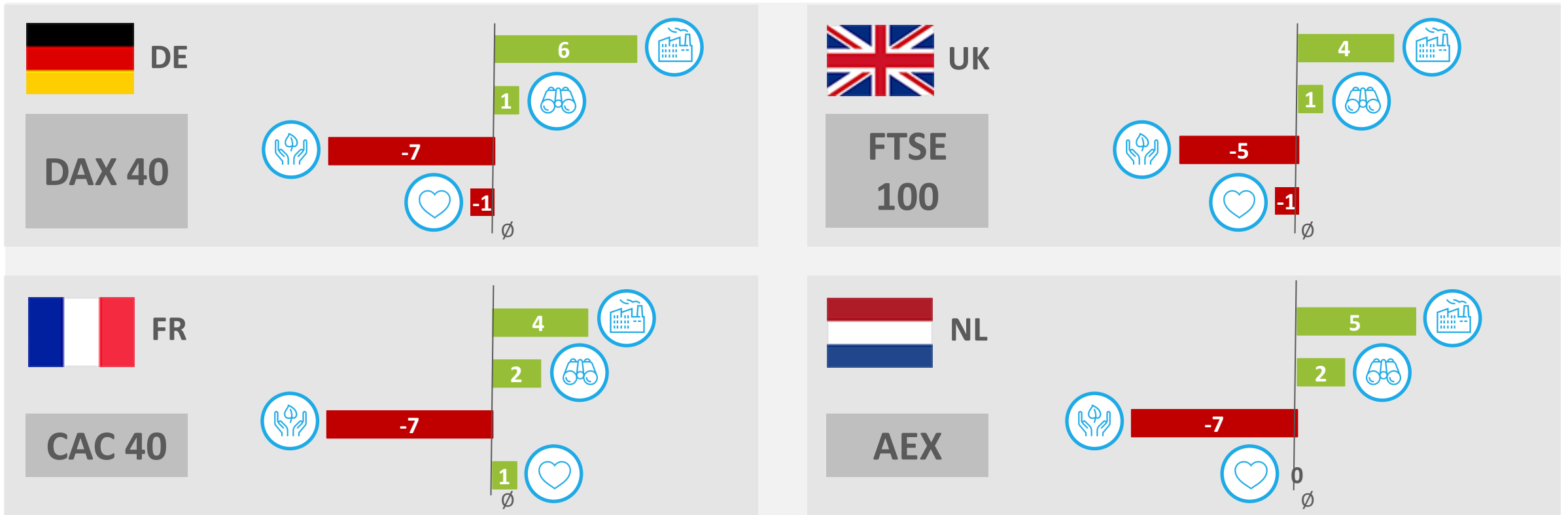
Oct. 04th – 17th 2023



 n=876 |  n=538 |  n=589 |  n=552

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2023 Results across Europe – Range by Country

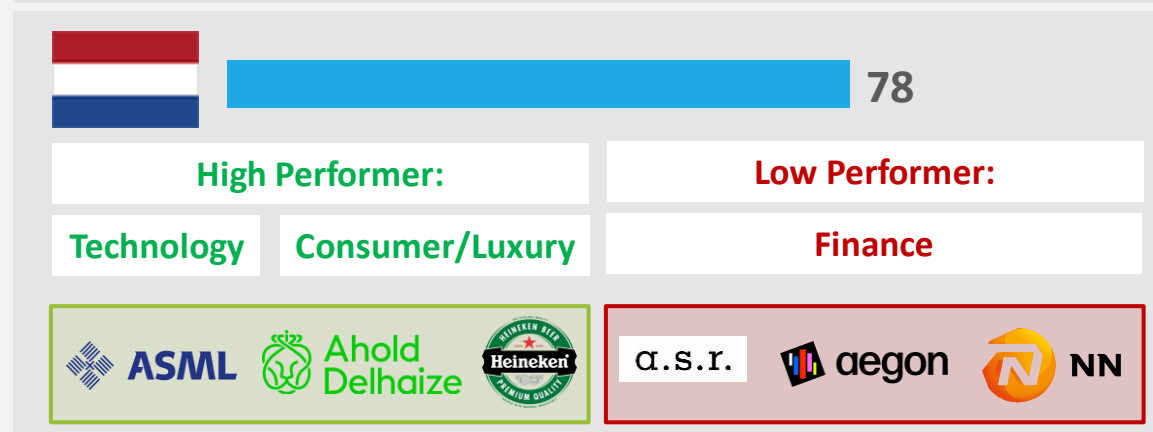
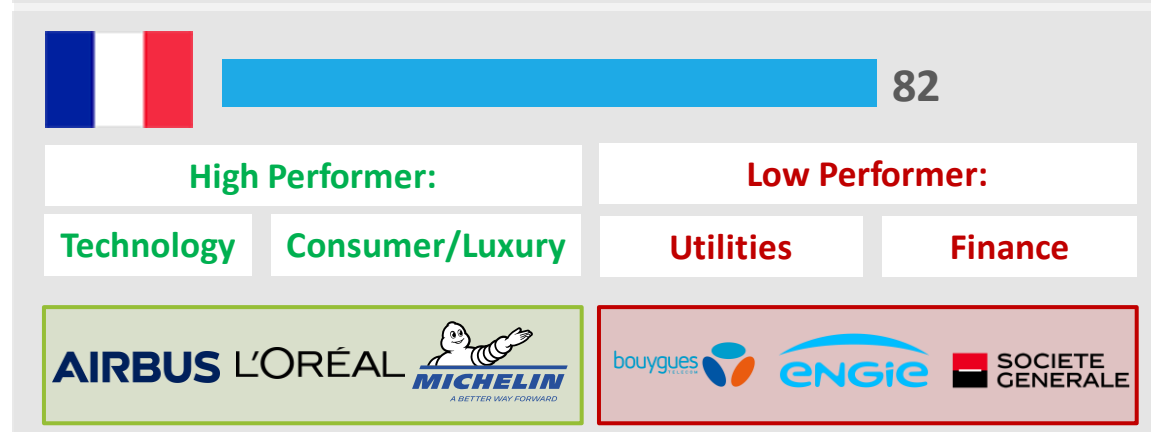
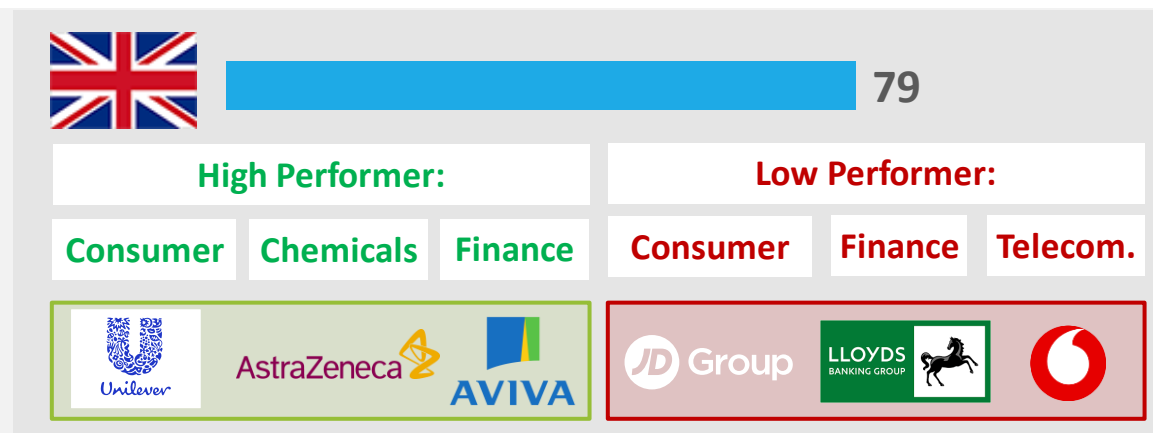
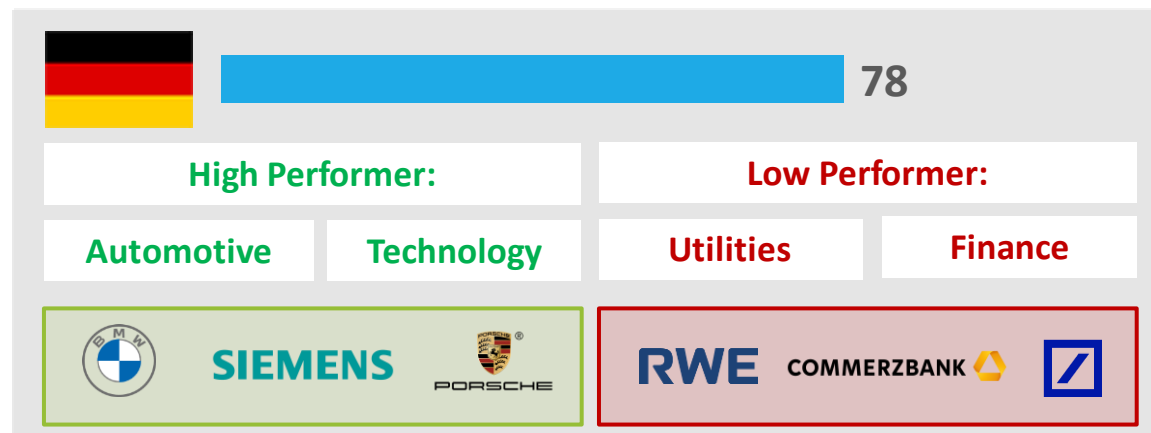


➔ Widest spread in DE. ‘Social-moral expectations’ is an issue for all



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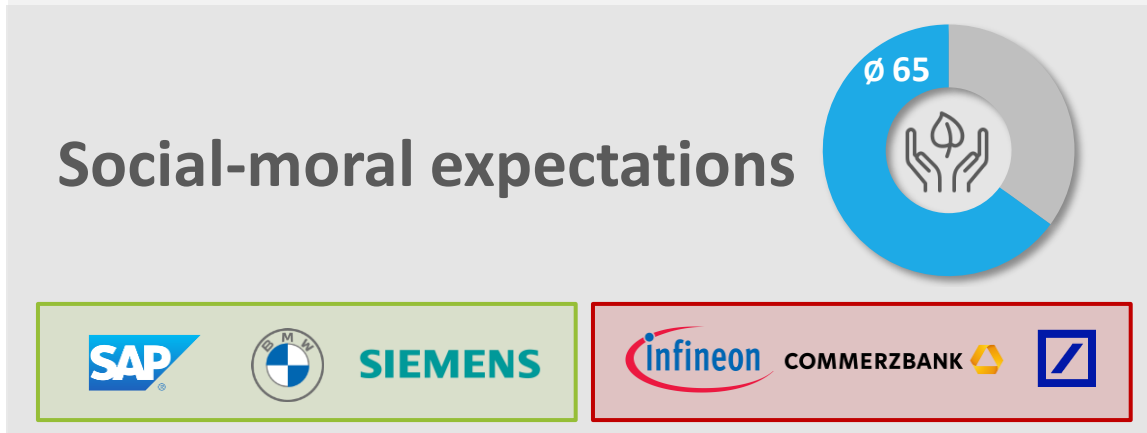
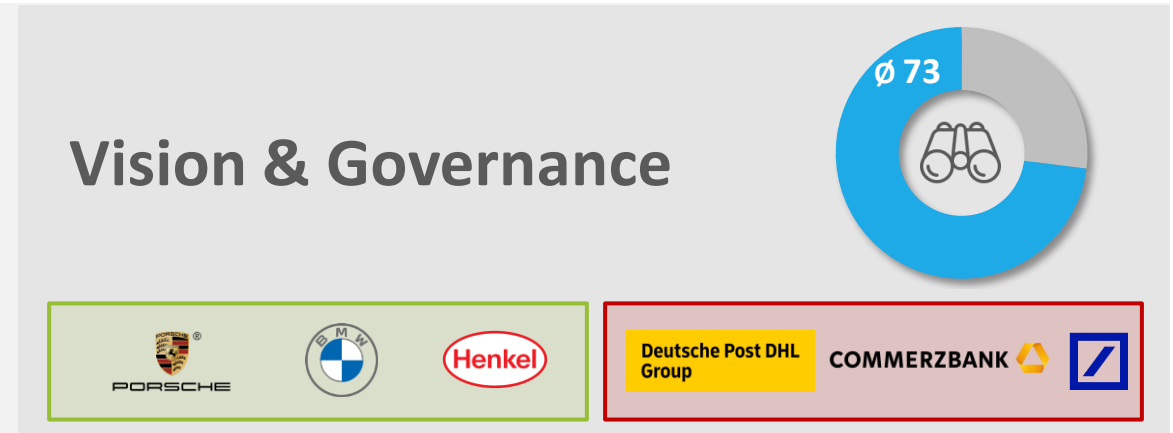
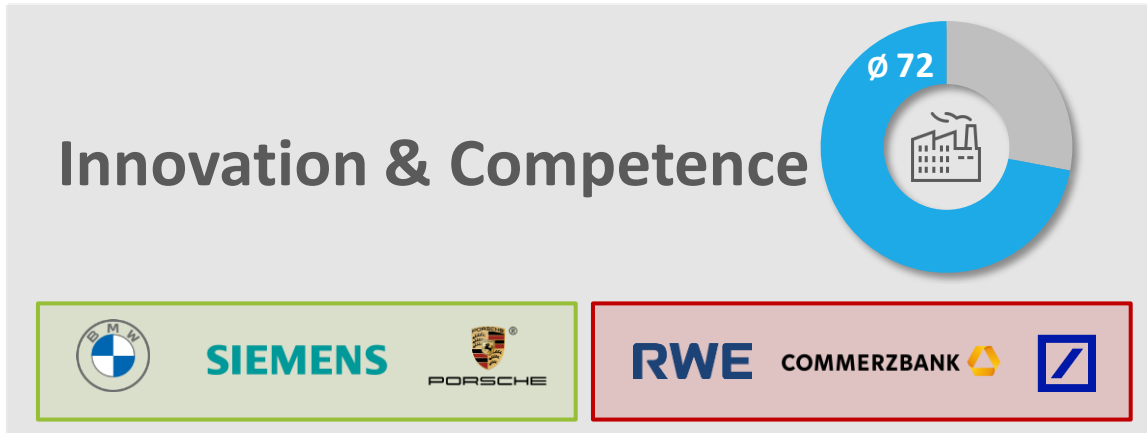
Example: Innovation & Competence – Country Comparison



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Example: DAX 40 – Average Value & Best Performers vs. Bottom Rung

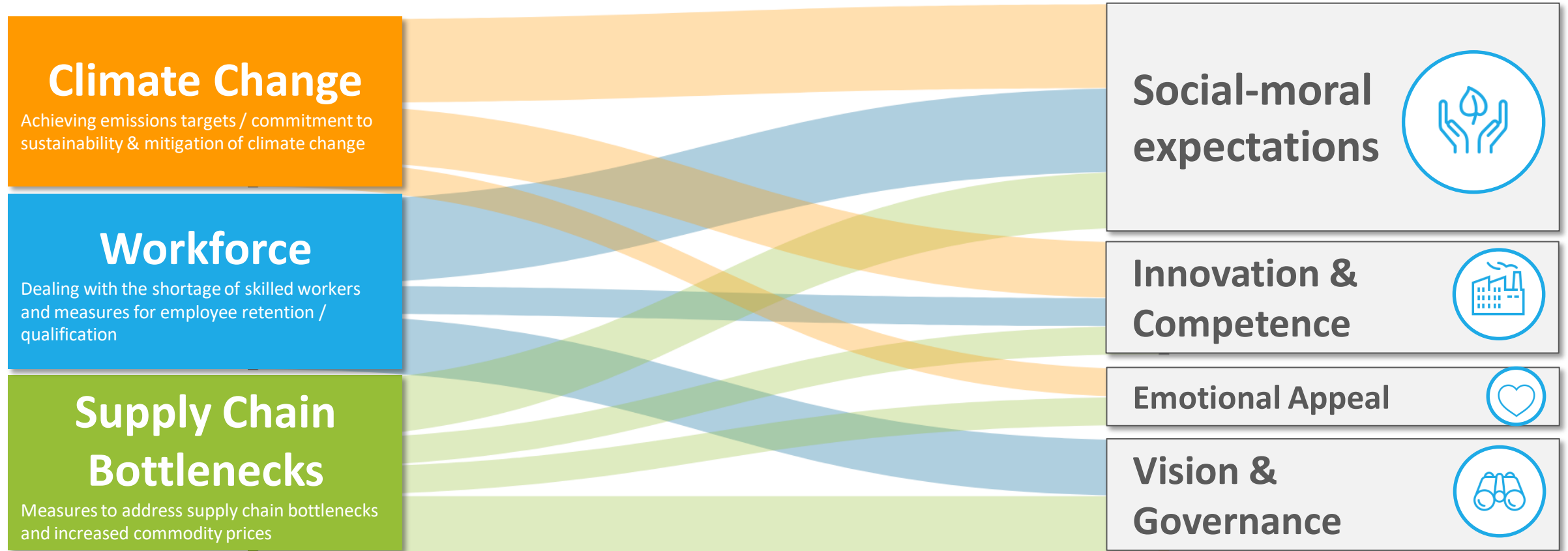
DAX 40 



→ Correlation of top / low performers across index dimensions

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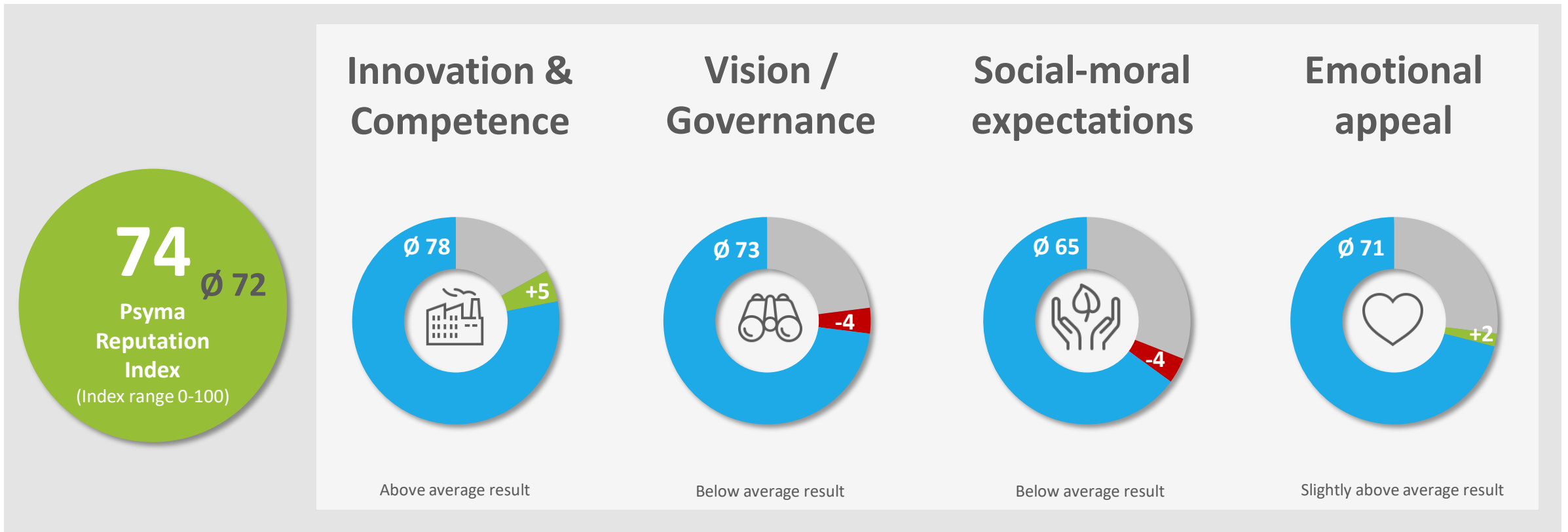
Influence of Corporate Communications Topics on Reputation Dimensions



➔ **Crisis communication mainly related to Social-moral expectations**

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Example: Company-specific Assessment



→ 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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