Psyma Reputation Index 2024

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 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

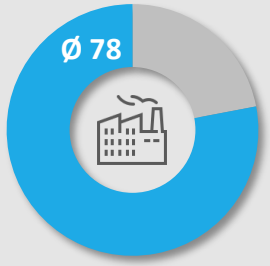
Emotional Appeal

Four relevant dimensions forming an actionable Index

Psyma Reputation Index

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

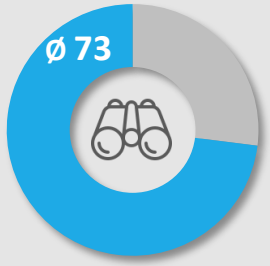
Innovation & Competence



BMW, AIRBUS, SIEMENS

COMMERZBANK, Deutsche Bank, Volkswagen

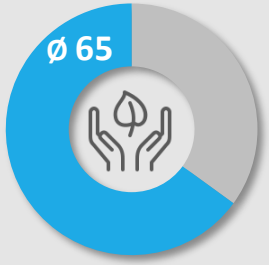
Vision & Governance



BMW, adidas, SIEMENS

Deutsche Bank, COMMERZBANK, Volkswagen

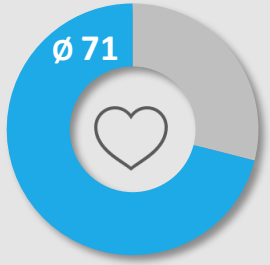
Social-moral expectations



SAP, BMW, SIEMENS

Deutsche Bank, COMMERZBANK, BAYER

Emotional appeal



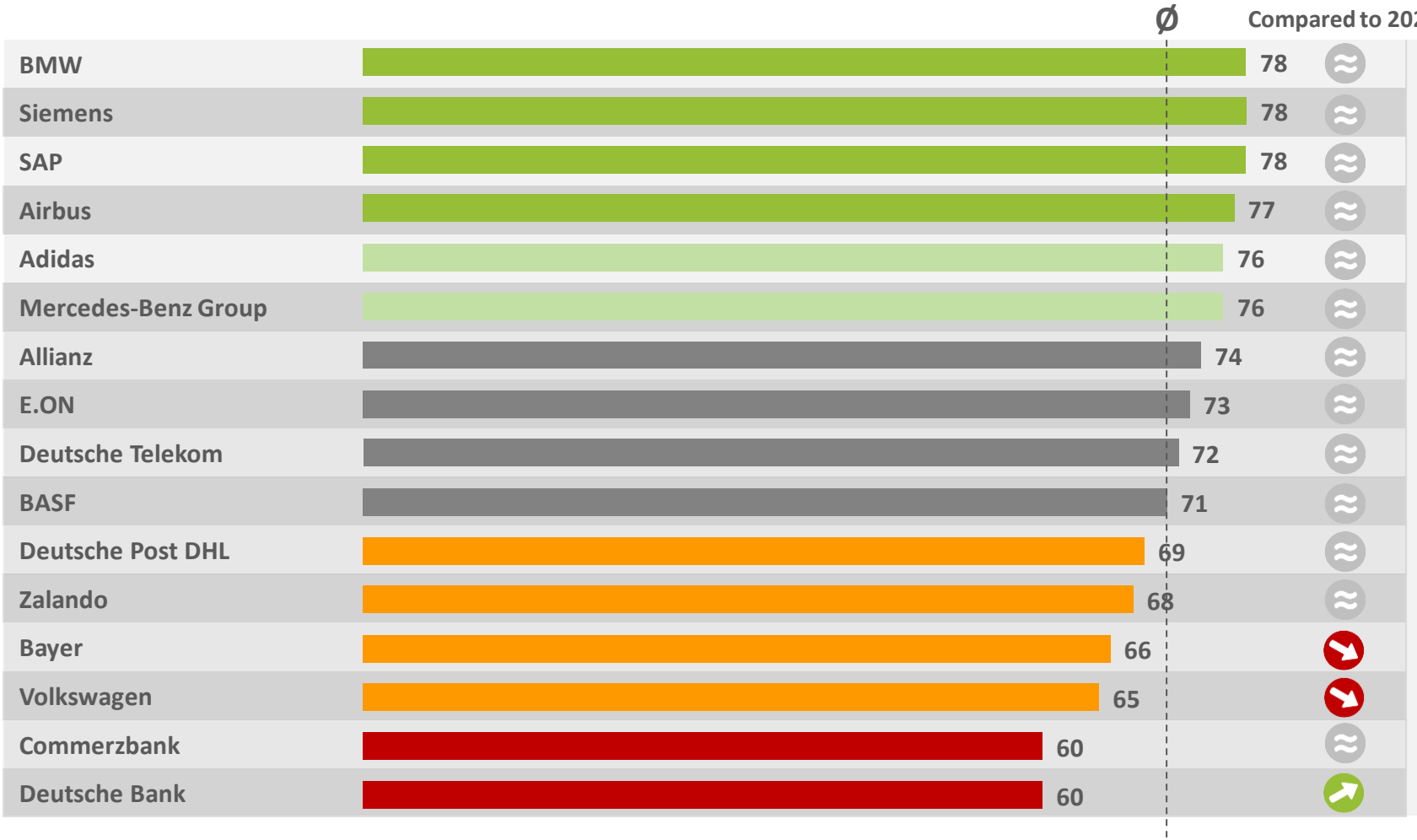
AIRBUS, SAP, SIEMENS

COMMERZBANK, Deutsche Bank, Volkswagen

Correlation of top / low performers across index dimensions

Psyma Reputation Index

Overall Reputation Index – Ranking of DAX 40 companies (2024)



Ø 71

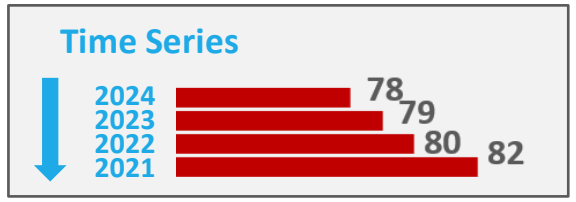
Psyma Reputation Index
(Index range 0-100)
-1 compared to 2023

BMW & Siemens with best overall reputation, Commerzbank & Deutsche Bank with lowest.

Base: all respondents (n=1526), DAX 40 companies with n>50 respondents

Psyma Reputation Index

Overall Reputation Index – Development over Time



- **Automotive: Declining belief in innovation in the automotive industry; Mercedes-Benz Group might be less affected with its luxury-focused concept**
- **Deutsche Bank: Improved perception with higher profitability and ESG Efforts**
- **SAP: Transition to cloud-based solutions as well as facing significant challenges (competitiveness). Fresh positive trend with AI?**

Base: all respondents (n=1526), DAX 40 companies with n>50 respondents

Psyma Reputation Index

Influence of Corporate Communications Topics on Reputation Dimensions

- All 3 topics (Climate Change, Workforce Challenges, Supply Chain Bottlenecks) related to Social-moral expectations.
- Potential halo-effect of societal and ethical considerations.

- Decreased influence of topics on Social-moral expectations: Unchanged emphasis of Climate Change, however, Workforce Challenges & Supply Chain Bottlenecks now stronger related to the other dimensions.
- With industrial activity declining and market conditions challenging, potentially more emphasis on internal improvement and innovation.

Shift towards fostering innovation & strengthening governance to sustain market leadership

Psyma Reputation Index

Example: Company-specific Assessment

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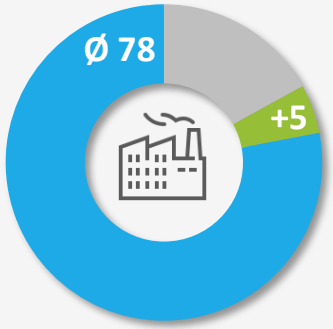
Psyma Reputation Index

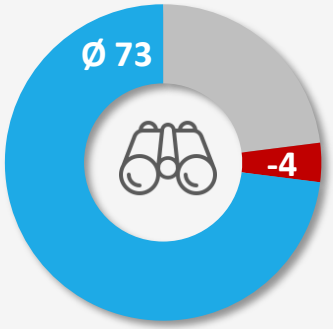
(Index range 0-100)

Innovation & Competence



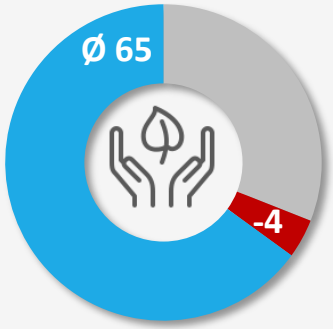
Above average result

Vision / Governance



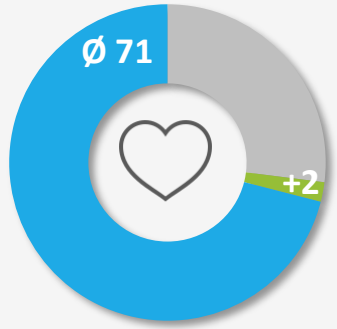
Below average result

Social-moral expectations



Below average result

Emotional appeal



Slightly above average result

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

Psyma Research+Consulting GmbH
Nuernberger Strasse 103
91207 Lauf an der Pegnitz
Germany

Tel +49 (0)911 99574-970
Fax +49 (0)911 99574-933
info-ebusiness@psyma.com
info-tkit@psyma.com
www.psyma.com