



REBOUNDED ACTIONS?

Business Outcomes data from the

2024 GLOBAL REPTRAK® 100

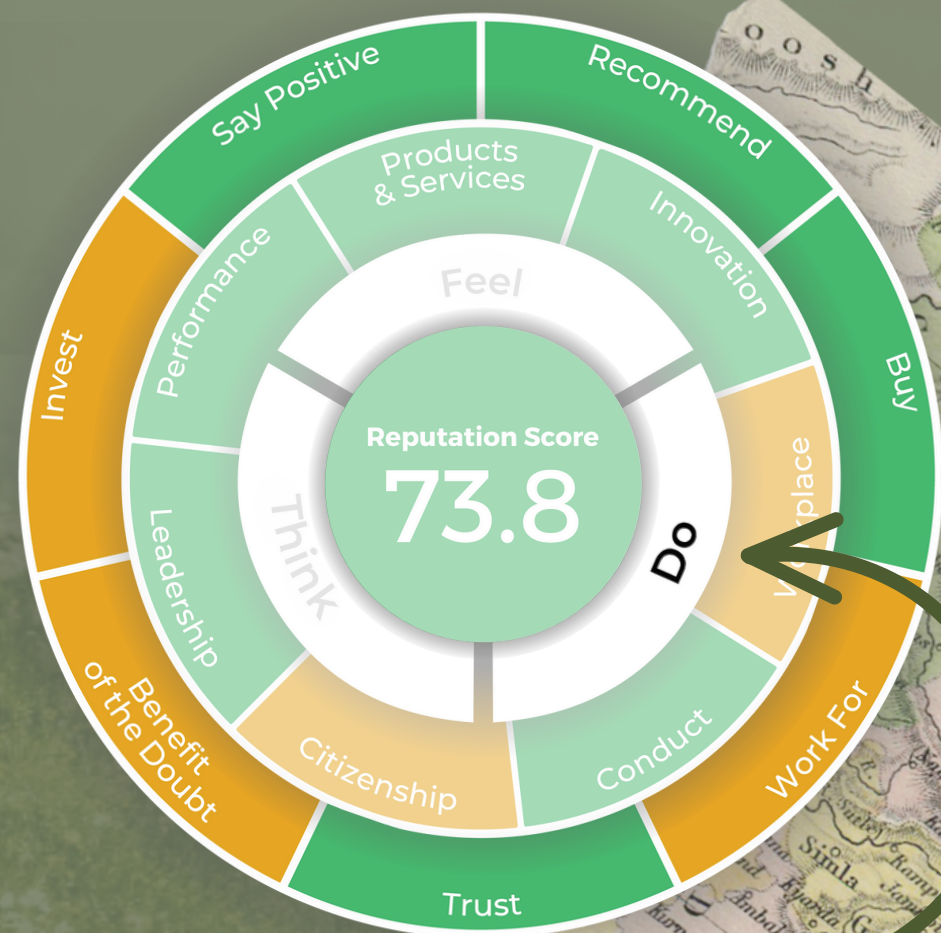


What are Business Outcomes?

RepTrak's proprietary model quantifies how people feel, think, and act (do) towards companies globally — our Business Outcomes are the “do” in these reputational elements.

They are **the actions stakeholders are willing to take when considering, supporting, and engaging with your company.**

In 2023, stakeholders were not just passively skeptical; they actively altered their interactions with businesses based on their perceptions of them. Let's see how 2023's *in-action* has rebounded in 2024.



Stakeholder Actions in 2023 and 2024:

2023

In 2023, consumer's skeptical perceptions led to refrained engagement with companies. As a result, every Outcome had a significant decrease.

These Scores reflected consumer nerves about how they would earn and spend money. With the threat of recession and impacts of inflation looming, they were *less likely* to take these 7 actions with brands.

2024

This year, global economies are recovering — and so too are stakeholder actions. With increases up to 1.8 points, stakeholders are feeling more confident about interacting with companies.

Although these numbers are optimistic, they have not fully recovered from the significant decreases seen in 2023. While other parts of our model show a full rebound YoY, Business Outcomes have not had the same elasticity.

2023 GLOBAL BUSINESS OUTCOMES

BUSINESS OUTCOME	SCORE	CHANGE
Buy	72.6	▼1.1
Say Positive	72.1	▼0.9
Recommend Products	71.8	▼1.1
Trust To Do The Right Thing	70.5	▼0.7
Benefit Of Doubt	66.0	▼1.3
Work For	63.1	▼2.2
Invest	62.7	▼2.0

Source: 2023 Global RepTrak 100 Study

2024 GLOBAL BUSINESS OUTCOMES

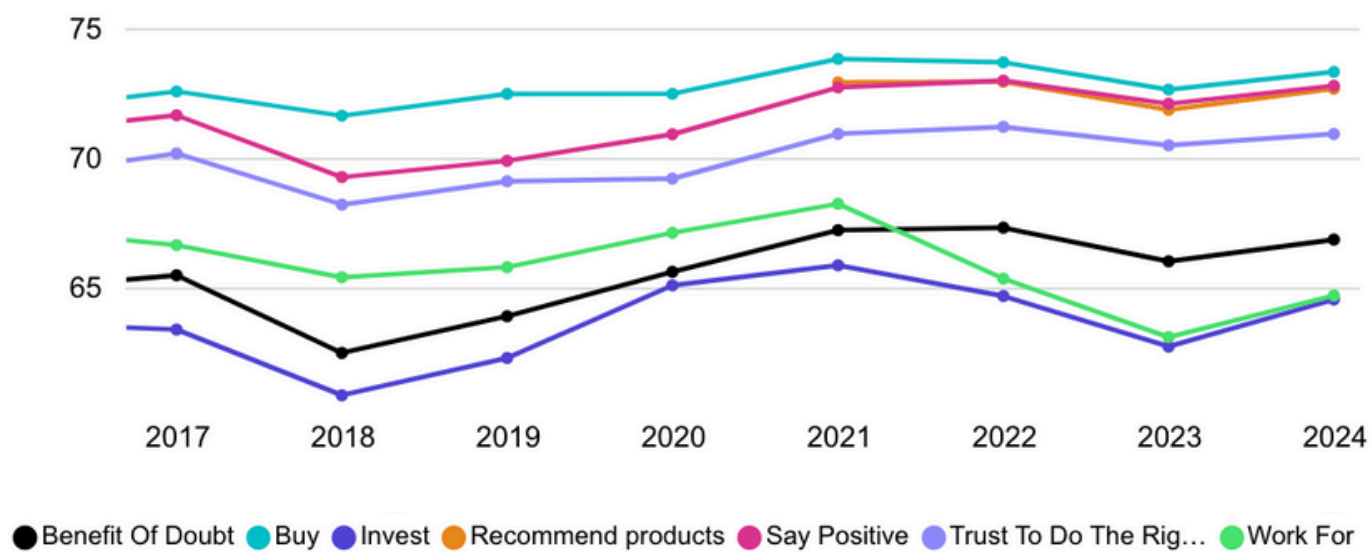
BUSINESS OUTCOME	SCORE	CHANGE
Buy	73.3	▲0.7
Say Positive	72.8	▲0.7
Recommend Products	72.7	▲0.9
Trust To Do The Right Thing	70.9	▲0.4
Benefit Of Doubt	66.8	▲0.8
Work For	64.7	▲1.6
Invest	64.5	▲1.8

Source: 2024 Global RepTrak 100 Study

Is this slow burn cause for panic?



GLOBAL BUSINESS OUTCOME SCORES OVER TIME
2017-2024



Source: 2024 Global RepTrak 100 Study

RepTrak data shows it's not unusual for a lag to be present when transforming positive perceptions into stakeholder behavior. Habits are hard to break, and it can take some time for consumers to change their thinking into action.

Despite a slow burn, the good news is, this isn't cause for brands to panic. But don't drop the ball while you wait. It's important to stay proactive, no matter your Scores, and consider what can be done to promote positive perceptions. If you keep up the good work, in time, your Business Outcome Scores will reflect it.



But what can your business do?

We recommend your business take two steps to improve your Business Outcome Scores while consumer actions steadily rebound:

1

Be patient with your stakeholders.

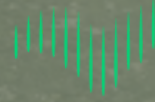
While consumer's actions catch up with the rest of their sentiment, patiently protecting your reputation and managing crisis events will be crucial in preserving ongoing positive perceptions. If you don't, sentiment can quickly reverse — setting your reputation farther back.

2

Don't be afraid to communicate.

Patience is a virtue, but...it never hurts to give your consumers a little nudge by asking them to buy, advocate, or invest. By communicating with them and acknowledging their sentiment, it can help propel these positive behavioral changes forward.

Remember that **your actions** are the key to accelerating and motivating your stakeholders to take theirs. It might be nerve-wracking to see your Business Outcome Scores slowing evolving, but you know what they say... a life time to build, seconds to destroy. Building a strong reputation across the board takes time and dedicated efforts — in reading this, you're already on your way.



Want insight beyond Business Outcomes?

The 2024 Global RepTrak 100 Report is full of recommendations, insights, numbers, reputation trends, and more.



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