



Reputation in a new era of **AI**

What happens when reputation meets Artificial Intelligence?

RepTrak has clear answers to your questions.





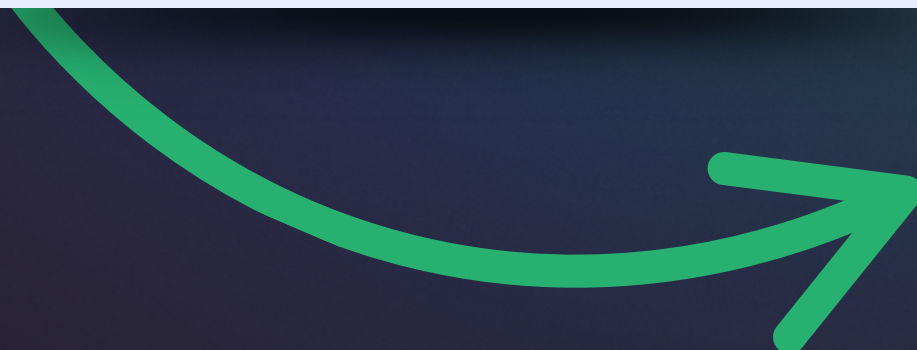
In a quickly evolving business landscape, using artificial intelligence has become a part of daily operations. From building innovative products, to using them, large language models (LLMs) are sharing more information than ever before about companies themselves. That spread of knowledge is now impacting reputation accordingly.

The critical question now arises: **can organizations harness AI in a way that builds reputation rather than risks it?**

These 7 quick-slides explore the challenges and opportunities that AI can bring to your corporate reputation.



Key Insights



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Question: How does generative AI impact reputation?

Answer: AI-powered search has become an **amplifier of corporate reputation**. It's more important than ever to track reputation during key moments of business transformation. For communications teams, implementing strong strategies (like GEO) will be critical to sustaining reputation across audiences — human and machine alike.



Next Insight



2



Question: Do AI insights tell the full story of reputation?

Answer: Relying **on AI generated insights alone for your company's reputation is insufficient.** Reputation is the sum of perspectives from investors, employees, regulators, customers, and communities. You can teach AI about your companies efforts, but real clarity comes after reputation intelligence is applied as a strategic asset.





Question: How can generative AI disrupt reputation?

Answer: Generative AI **can spread misinformation, deepfakes, and hallucinations**, making it harder to separate fact from fiction. Inaccuracies also have the ability to travel quickly, creating greater reputational risk in a short amount of time. Actively managing reputation is critical for organizations.





Question: How should we approach generative AI responsibly?

Answer: Companies should not jump into generative AI for the sake of it — they need to be thinking about **taking an approach that's based on *purpose and intent*.**

“Purposeful AI” helps business leaders act with clarity and direction in a quickly changing innovative landscape.





Question: How can generative AI add value to your reputation?

Answer: Generative AI can be used to strengthen reputation intelligence in a purposeful way. But **its value depends on the data behind it** — and when you draw on more than 20 years of reputation insights (*ahem, RepTrak*), it becomes a powerful competitive advantage.



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Question: How are leaders feeling about AI?

Answer: The rise of AI has sparked reactions ranging from concern to optimism. For many leaders, it has created **uncertainty about how to navigate the shifting reputation landscape...**



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Question: What do leaders need in this new landscape?

Leaders need a “compass” as AI becomes more relied on by their stakeholders. RepTrak Compass™ provides a continuous source of truth, with human, perception-based data amplified by real-life reputation experts. With RepTrak, modern leaders **can become “chief navigation officers,”** guiding communications and directing business strategy.



Navigate your reputation with Compass™





**Disruption is everywhere.
Direction makes the difference.**

Read more about Compass, purposeful AI, and reputation management on our blog.

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