

5 EARLY WARNING SIGNS YOUR COMPANY'S REPUTATION IS AT RISK

Your brand must stand out—embracing its own unique style to captivate and endear your audience. Remember, reputation is both strong and fragile. Protecting it is essential.



Customer Sentiment & Feedback

Monitor social media mentions, online reviews, and customer complaints.

Sudden negative trends/spikes in complaints can indicate growing dissatisfaction or a potential reputational issue.



Employee Satisfaction

Keep track of employee morale and turnover rates.

Disgruntled employees or high turnover can lead to leaks, negative public reviews (e.g. Glassdoor), or a breakdown in company culture, harming reputation.



Cybersecurity and Data Privacy

Evaluate the company's cybersecurity posture and readiness to handle a breach.

A data breach, even if well-managed, can tarnish trust if not handled transparently and effectively. Check for vulnerabilities and have a crisis response plan ready.



Media and Public Relations

Analyze media coverage, traditional and online.

Regularly assess whether the tone of media mentions is positive, neutral, or negative. Negative press, whether justified or not, can snowball and damage reputation.



Compliance

Ensure compliance with industry regulations, ethical guidelines, and standards.

Non-compliance or unethical behavior, especially when exposed, can lead to public scrutiny, fines, and loss of trust.

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