

Tracking Reputation

BACKGROUND

Managing reputation is vital for any successful business, whether it's a private sector or public sector organisation. Whilst the private sector have spent years developing and managing reputation, it is a relatively new concept for public sector organisations. The Local Government Association (LGA) recognised this back in 2005 when they developed the reputation campaign, aimed at improving the reputation of local authorities in an era of falling satisfaction levels. Initially aimed at County, Unitary and Metropolitan Borough's, the latest reputation guide from the LGA focuses on 5 key rules of reputation;

- ◆ Prove you provide value for money
- ◆ Inform and engage residents and staff
- ◆ Build trust and confidence in what you do
- ◆ Improve key services and show you are doing so
- ◆ Focus on changing lives for the better



TRACKING REPUTATION

Of course an important aspect associated with managing reputation is being able to track perceptions over time, to see how satisfaction with the council and its services change over time. M·E·L Research is working with a number of local authorities to develop an approach for tracking reputation on a regular basis. We believe a reputation tracker survey should not only monitor headline indicators such as overall satisfaction with the council, it should also aim to find out about the type of media and communications residents get information from, and measure the impact of specific campaigns to help Communication Managers evaluate their success, and inform future campaigns.

We can also work with you to develop a similar approach for measuring reputation amongst businesses and key stakeholders. With 25 years experience in the public sector we offer a range of services, and can advise on the best methodology for you and your needs. Standing for 'Measurement, Evaluation and Learning' we specialise in ensuring public consultation helps drive up performance, standards, responsiveness and public satisfaction with local authority.

INTERPRETING THE RESULTS



Having measured perceptions, you may be left feeling 'so what'? This is where M·E·L Research can help in interpreting the implications from the research, not just in listing out the results. We summarise this using our own brand name '**Measurement**' (what have we found), '**Evaluation**' (what does it mean) and '**Learning**' (what should be done).

Using a customer segmentation approach we will help you to understand the key reputation issues by customer group, highlighting where specific socio demographic groups are particularly satisfied or dissatisfied with aspects of services provided by the local authority. By not treating customers as one homogenous group, we can help you to develop targeted communications messages to help boost trust and confidence in the council, and achieve the overall aim of improving reputation.

For further information, please contact
Helen Clive @ Helen.clive@m-e-l.co.uk or call 0121 604 4664