

# Case Study 2: Corporate Reputation



## The client issue

The BW Group is one of the world's leading maritime companies with a long tradition in the shipping industry. Following a **significant merger** in 2003 and a subsequent **reorganisation and rebranding** in 2005, the BW Group wanted to assess its **corporate reputation** and compare themselves with competitors.

Besides the need for assessing the success of their restructuring, the BW Group wanted to:

- **renew** the Corporate Reputation survey conducted within the shipping and industry entities prior to the merger
- **extend** the research to other business units
- **compare** with previous research
- gain **new and relevant insights**

## The TNS approach

TNS suggested using the TRI\*M Corporate Reputation Manager to ensure **comparability** with previous results and uncover new strategic insights.

The TRI\*M Corporate Reputation Manager provides a **holistic** view of a company's reputation and positioning on the market.

Three different TRI\*M tools – TRI\*M Index, Grid and Competitive Analysis – were combined in the online survey conducted among:

- existing stakeholders (customers)
- new stakeholders (suppliers and financial institutions)

"What customers say and what they mean are not always the same. We liked the intelligent approach TNS has to this business reality. This gives us high confidence in our action plans."

**Rebekah France, General Manager Marketing & HR – BW Group**

## The outcome

### TNS conclusions and recommendations

The BW Group had a **high overall reputation** among its customers. The results also showed an **improvement in some key attributes** within a number of business units. However, **further communication** – stressing the strengths of BW compared to its competitors – would be necessary.

### Next steps

The results were used by each of the BW Group's business units to drive change within their organisations, mainly through **better communication** of the company's strategic vision. The company has also increased its **investment in customer-facing staff** to strengthen its customer relationships.

For more information please contact:

**Dr. Margit Huber** Global Head of Stakeholder Management

[margit.huber@tns-global.com](mailto:margit.huber@tns-global.com)