**REPUTATION REVIEW WORKSHEET**

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| **Area** | **What to Look For** | **What You Found** | **Corrective Action** |
| Policies | Are brand management and reputation management clearly addressed? Are issues of quality and customer satisfaction noted as priorities? Is the brand character described in sufficient detail so that behaviour can be emulated? |  |  |
| Procedures | Do all policies have an associated procedure? Do procedures provide step by step instructions to allow staff to easily take the required action? Are ALL employees authorized to accept returns, replace unsatisfactory items, etc.? Do procedures include documenting concerns for further analysis? |  |  |
| Employment Contracts | Is the expectation to learn, understand and follow all policies and procedures included? Within legal limits, are off-the-job behavioural expectations noted? E.g. No company branded apparel to be worn off-the-job. If your Facebook page is covered with frat house mayhem, don’t post the company you work for in your profile. For high profile executives, do they understand that someone is ALWAYS watching? |  |  |
| Training | Who provides initial employee training? Are you certain that they have received proper training? Does training cover the what, why and how of all reputation critical policies? Is there a training manual or checklist to aid in ensuring this? |  |  |
| Conflicting Messages | Are procedures so complicated that they negate the policy? I.e. Will staff and customers be frustrated? Do sales quotas or other operational expectations interfere with following policies? Are longer-term managers still up to date with policies, or are they teaching their own version? Are customer service employees applauded for making customers happy even if it “costs” the company? Does anyone ever actually listen to the recordings of customer calls? |  |  |
| Marketing Parameters | Do marketers have clear guidelines on what is and is not acceptable? Are approved key messages documented and reviewed regularly? Are there fact-checking and acceptability review processes in place?  |  |  |
| Direct Feedback | Do all your customer touch points include a direct contact mechanism (email address or phone number)? Is there a contact form on your website? Do you ask customers to let you know if they are unhappy for any reason? Do you send a thank you email asking for feedback? Is there a process in place to ensure that issues are resolved quickly? |  |  |
| Reviews | Do you know where customers are talking about you now? Do you monitor all chatter about your brand or company on a regular basis? Do you have a strategy in place to influence where the bulk of reviews will be written; e.g. by suggesting review sites or providing links? Do you follow up on both negative and positive reviews? (Negative reviews to fix, and positive reviews to get permission to use the customer’s info and comments in marketing.)  |  |  |
|  | ADD MORE ROWS TO NOTE AND FOLLOW UP ON ANY SPECIFIC CONCERNS YOU HAVE |  |  |
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