

## Enterprise Risk – Retha van Reenen – 9 September 2008

### Three steps ahead: Online reputation management part 4

There are many companies out there that facilitate the customer complaints process online these days. But one that particularly grasped my attention was [www.getclosure.co.za](http://www.getclosure.co.za). It is similar to [www.hellopeter.com](http://www.hellopeter.com) in that it informs the supplier (and facilitates the complaint resolution process) once a complaint has been submitted on the site.

As a reputation risk measurement, I also enlist my clients with an online monitoring with [Market IQ](#) and a press clipping service such as Monitoring SA to ensure that all bases are covered when it comes to reputation management. Unfortunately, these measures are quite reactive as clients can only respond once something has already been said or published.

Market IQ monitors more than 10,000 online media and content portals in South Africa, Africa and internationally. The 7 main applications of Market IQ services include monitoring:

- your company and its divisions to ensure prompt and effective reputation management
- your brands and products and track what is been written about them
- your industry and market changes to ensure you are the first to react
- your competitors and their brands - which clients are they targeting; what new products have they launched
- mention of key personnel within your organization
- legislation and governing bodies to ensure you are always aware of your changing environment
- your key clients to identify opportunities

Reputation management often gets ignored in the face of more serious-seeming issues such as financial risks. Because of the thousands of online sources, companies like Market IQ can really help companies that are under resourced to focus on the day-to-day running of companies, because after all, customer service is not a core function. It is however, something that can make or break a company if not managed properly.

This is why an effective crisis communication strategy is so important. There is no time to waste once information has hit the media. Companies need to ensure that their company spokespeople know their key gatekeepers in times of crises. These days, there is no excuse for poor reputation management.