

# Corporate Reputation index (CRi)

Track your reputation and stay ahead of the competition

Insightrix Corporate Reputation index® (CRi) measures Saskatchewan residents' perceptions of a number of provincial organizations. The primary goals of the study are the following:

- Identify trends in the general population's perceptions on a weekly basis
- Gauge the impact of events and announcements on views of organizations on an ongoing basis
- Compare similar and/or competitive organizations' strengths and weaknesses with one another

Insightrix sets quotas by age, region and gender to ensure respondents are diverse and representative of the provincial population.

## Measurements

Every week, 75 members of the Insightrix® online panel, SaskWatch Research®, complete the CRi study and provide feedback on how they believe organizations are performing on the *following 10 key indicators*:

- Competence
- Value
- Customer service
- Ethics
- Innovation
- Trustworthiness
- Environmental stewardship
- Community leadership
- Reputation as employer
- Overall reputation

## What Do Subscribers Receive

Insightrix delivers high-quality, relevant data. Subscribers can track the performance of their organization compared with other companies through an online reporting facility.

- ✓ Access to the average overall and weekly reputation scores
- ✓ Filtered results by demographic variables (age, gender, region)
- ✓ Verbatim open-ended comments
- ✓ Four reports available one month after the end of each quarter including trended data and key insights

## Analysis

### Compare Key Drivers

Compare the drivers of your reputation with those of your peers and competitors. Insightrix uses the collected data, along with a specialized regression method, to allow you to see exactly where significant differences lie so you can most effectively allocate your resources.

### Measure Reputation Lift

How has your reputation fared this year? Using time series analysis, Insightrix will identify areas of reputation that have shown a significant increase or decrease, as well as areas that have stayed the same.

### Identify Emerging Changes

With a combination of time series and comparative analysis, our advanced CRi analysis allows you to understand the stability the reputation drivers of your corporation and the extent to which they are changing over time.

## Cost & Custom Options

### COST

Subscription to the CRi service is on an annual basis. As a syndicated study, your results provide high-quality public opinion research at a fraction of the cost of custom research.

Annual Subscription ..... **\$15,000**

### CUSTOM OPTIONS

Clients are encouraged to ask additional confidential questions.

Closed-Ended Questions ..... **\$1,500**  
Open-Ended Questions ..... **\$2,500**

### Sample Boosting

Subscribers can increase the sample size in specific regions and/or demographic groups.

### Film Video Uploads

Subscribers can enhance survey findings by capturing Saskatchewan residents' perceptions of their organizations on video.

### Media Monitoring

Insightrix can monitor traditional and new media, giving your organization insights into trends, sentiment and influence.

\*Additional charges will apply