



## INTERNATIONAL BUSINESS GLOBAL REPUTATION MEASUREMENT STUDY IN UAE

### OBJECTIVE



Having a strong, **positive reputation** was essential to our client, what people think of the company was critically important because these opinions had a direct influence on ability to achieve business goals. Our client wanted to get empowered to make better decisions and act on them effectively by knowing the **strengths and weaknesses of their reputation** and understanding how to inspire loyalty and customer preference and makes them more resilient.

### METHODOLOGY



**1<sup>st</sup> Quantitative** technique utilizing face-to-face interviews were conducted with **primary HCPs and secondary HCPs of eight different specialties** at their private work place.

**2<sup>nd</sup> Qualitative** technique utilizing face to face in-depth interviews with **payers including governmental, insurance companies and hospital based** so that a rich picture of reputation was built.

### RESULTS



The client was able to take measurements in relation to his company's strategic priorities, brand positioning, and compared actions against those of their competitors, the client was able to put a positive and well-managed reputation strategy to make them more competitive and give them better access to important stakeholders.