

KPMG Uses Data-Driven Insights to Support Strategic & Commercial Objectives & Improve Stakeholder Communication to Drive Reputation

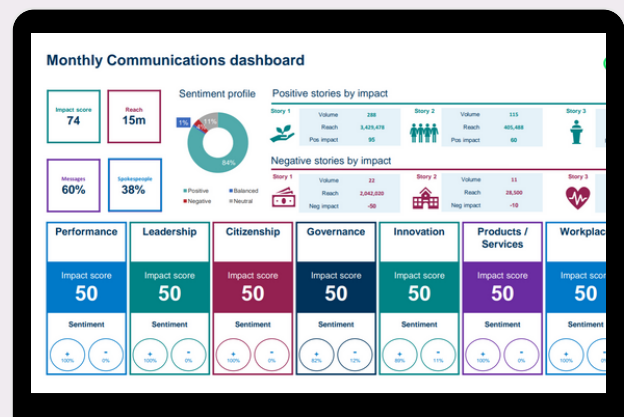
“The report forms a key part of our monthly Executive Committee & Board management information packs. We appreciate Onclusive working closely with us to ensure we meet these deadlines & showing flexibility, adapting the work ongoing in response to feedback & changing business needs . . . The rich insights help us prioritise which activities to push with different stakeholders & get ahead of any upcoming negative issues.”

Head of Strategic Communications, KPMG

About KPMG

KPMG is one of the UK’s largest audit, tax, & advisory firms. It faces the same reputational challenges as the rest of the “Big Four” in its industry. This means that effective communication is vital when speaking to their audiences of senior business leaders, regulators, & economists. Articulating complex messaging & differentiating KPMG’s position from their peers is always a priority.

We knew that by integrating our [Insights & Consultancy offering](#) which combines AI media analytics with deep human insights, we could help KPMG to better understand its audiences & use that information to drive effective messaging & campaigns to positively drive brand reputation.



Context

Today, what people think and feel about our brands is as valuable as the product or service we sell. Stakeholder audiences want to know if organisations:

- Represent their values,
- Are responsible & sustainable,
- Are open & honest.

Due to the dominance of the audit landscape, potential conflicts of interest across audit & advisory, & a perceived lack of transparency (as they’re not publicly listed), KPMG will always be under the media spotlight alongside its competitors. With reputation one of the most important currencies in today’s corporate world, it must be addressed as a business priority.

Onclusive

The Challenge

KPMG's Strategic Communications team wanted to proactively support the firm's strategic & commercial objectives while protecting its reputation. Importantly, they wanted to make strategic communications decisions based on data. Often, the views of internal stakeholders are shaped by what they read in mainstream & social media, so they wanted to be able to show a more evidence-based view of their reputation with different audience groups.

They faced a challenge in achieving this: While they had plenty of data, including media analysis & public affairs tracking, the information was disjointed. They needed a single, cohesive reputation & sentiment tracker to understand the perceptions of multiple external stakeholder groups.

“Our old approach was siloed & pocketed, with each team owning different data. We couldn't tell a coherent story to inform overall reputation strategy. We wanted to bring everything together into one tracker and worked closely with Onclusive on that ambition . . . We needed to drill down into each external stakeholder group. We wanted to demonstrate to the leadership how we were tracking against the firm's strategic objectives: the themes they want to proactively push out into the market.”

Head of Strategic Communications, KPMG

Why Onclusive?

We've provided KPMG with qualitative media analysis since 2011, so we already had a long-standing relationship of trust & success.

To meet this new challenge, our team of experienced media insights professionals explained how KPMG could take their measurement capabilities to a new level by adding a layer of reputation tracking to their existing analytics data and reporting.

This would allow them to hear the opinions of the firm's key stakeholders across mainstream & social media in one place - a depth of insight they'd never had before.

[Chat to an Expert](#)

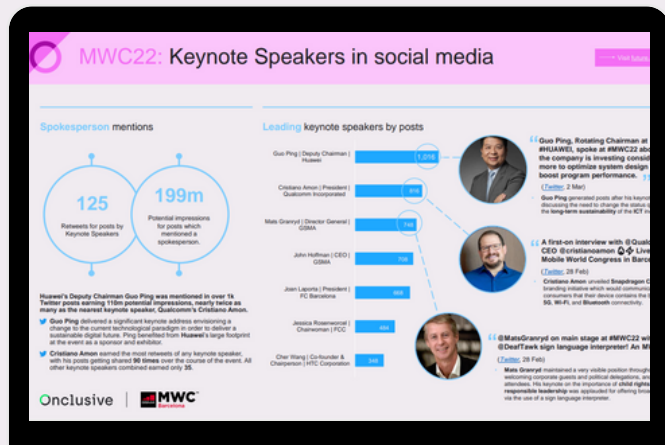


Our Strategy & Approach

We worked closely with the Strategic Communications team to design a research solution that would allow them to:

- Take a longer-term approach to managing KPMG's reputation across all stakeholder groups,
- Plan & measure integrated campaigns,
- Track key themes they wanted to proactively push out into the market.

Following extensive conversations with the client, we grouped what was needed into three key themes:



Identifying what's important

- Carry out an audit of existing data available in the firm.
- Identify the external voices that matter most to KPMG: politicians, industry bodies, & other influential voices.
- Segment all content according to stakeholder group.
- Align metrics with the objectives of KPMG's Corporate Affairs team & the firm's strategic vision.
- Create an impact score to measure the visibility & importance of each commentator based on potential readership, brand placement, & sentiment.

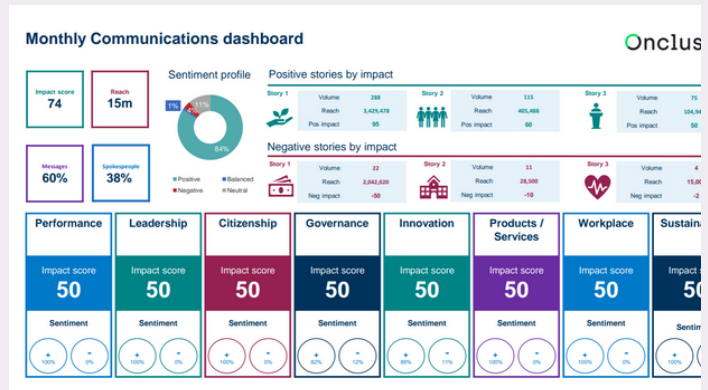
Presenting a fair comparison between external stakeholders vs competitors

- Assess the impact of different commentators on driving opinion & sentiment for KPMG.
- Create a like-for-like benchmark against competitors.
- Present a single overview of long & short-term reputation trends for each firm, offering drill down capability into each stakeholder group.

Designing an insightful & digestible report

- Use KPMG's branding & design features to ensure buy-in from internal stakeholders.
- Design a template that was relevant & digestible for all KPMG team, with an ability to cut the data in multiple ways.

Results



New, Holistic Approach

A holistic approach to tracking all stakeholder discussion & sentiment about the firm, the industry, & its competitors.

An Integrated View

An integrated view of how key content & campaigns land with external stakeholders, helping to manage expectations of senior internal audiences, optimize future comms strategy, & understand what issues need to be addressed.

Data-Backed Evidence

Data-backed evidence to help proactively manage external perceptions of the firm, get a real-time view of reputation score in their sector, proactively plan & measure campaigns for priority stakeholder groups.

Aligned Reporting

A way to align reporting to its strategic vision and reputation strategy & show direct progress it is making towards achieving both.

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About Onclusive

Onclusive is a global partner for PR and Communications success. We combine industry-leading data science with an international consultancy and best-in-class PR workflow tools. Our technology, insights and expertise make sense of the fractured, fast-moving media world, helping you manage, monitor and measure your communications activity. Elevate your performance and prove and improve your value with Onclusive on your side.

