

RISK AND REPUTATION MANAGEMENT

What does Steel City Re® do in providing reputation risk solutions?

We forge reputation resilience by placing clients in a state of enterprise-level control over their business processes that may create headline risk, reputation damage and that negatively impact enterprise value. Steel City Re has designed a suite of Reputation Insurance products that address these risks.

What are examples of headline risks from uncontrolled or unmonitored business processes?

Headline risks arise from people subverting critical business processes. Examples include unethical acts as well as various failures to sustain innovation, quality, safety, environmental sustainability, and security. Resulting headlines pertaining to issues like unethical sales practices, patent infringement, poor customer relations, contaminated food products, toxic waste dumping, environmental damage, underage labor and data security breaches often wreak havoc on corporate reputation. These risks can be close to home as well as generated within a company's supply chain or business network.

Are you a marketing or PR agency?

No. Steel City Re is a provider of integrated operational solutions that include strategic planning and scenario modeling, deploying information systems technology, applying risk transfer and insurance products, and creating communications tools. In the aggregate, we refer to these as "risk and reputation management."

How does a company benefit from risk and reputation management?

A company benefits through both reputation protection and enhancement. Reputation protection is a benefit of overall reduction in business risks and results in lower operational risk, adverse customer experience risk, and D&O liability risk. Reputation enhancement is a benefit of stakeholders' appreciation of authentic operational improvements and results in enhanced market share/pricing power, lower operating and credit costs, and higher net incomes and earnings multiples.

Can you measure or quantify these benefits?

Yes. Steel City Re provides enterprise-level reputation values including peer comparisons within commercial sectors. Our solutions utilize data on more than 9,000 companies that are included in the Steel City Re Corporate Reputation Index™.

What are the major process steps in risk and reputation management?

There are seven. We measure, assess and adopt best practices. We analyze process gaps. We train, foster conformance, monitor and forecast process and practice risks. Lastly, we communicate value through innovative risk transfer solutions.

What type of businesses do you serve?

Steel City Re serves clients who are interested in increasing, protecting, or restoring their reputation value. Their motivations range from, on one hand, a desire to differentiate their companies and create competitive advantages to, on the other hand, better conform with corporate governance, risk and compliance guidelines.

Whom should I contact to learn more?

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