



Reputation Risk Checklist

Customer Experience

- Do we actively monitor and respond to online reviews?
- Are customer complaints resolved promptly and respectfully?
- Do we provide consistent, high-quality service or products?
- Is our delivery/promise fulfillment reliable?
- Are our pricing and refund policies transparent and fair?
- Is customer support accessible and helpful?

Operations & Safety

- Are our services/products delivered with minimal downtime?
- Are health and safety protocols followed consistently?
- Are our facilities clean and well-maintained?
- Do we operate in an environmentally responsible way?
- Are we compliant with relevant regulations?

Internal Culture

- Are employees trained on conduct and ethics?
- Is our workplace culture healthy?
- Do we handle internal disputes with professionalism?
- Are we cautious when hiring people?

Ethics & Integrity

- Are our marketing claims truthful and verifiable?
- Do we avoid misleading or manipulative sales tactics?
- Do we vet suppliers and partners for ethical practices?
- Are we transparent about our social/environmental impact?

Communication & Public Image

- Is our social media content respectful and thoughtful?
- Do we have a protocol for managing public-facing mistakes?
- Are we prepared to respond to backlash or PR issues?
- Do we address public criticism constructively?

Legal & Compliance

- Are we free of lawsuits or major legal disputes?
- Are we financially stable and solvent?
- Are we following all industry regulations?
- Do we avoid IP, licensing, or contract conflicts?

Brand Associations

- Do we vet influencers and public partners?
- Are we aware of any controversial endorsements?
- Could our brand be unintentionally aligned with a negative group?

Cybersecurity

- Is our customer data stored and handled securely?
- Are we protected against hacking or phishing?
- Do we monitor for fake or spoofed accounts?

Community & Social Sensitivity

- Do we engage respectfully with our local community?
- Are we prepared to respond to social or political events thoughtfully?

External Threats

- Do we monitor for misinformation or false rumors?
- Are we protected from reputation attacks (e.g., fake reviews)?
- Can we respond quickly to viral content that affects us?