

# **PRESS RELEASE MALAYSIAN ORGANISATIONS MANAGING THROUGH CRISIS**

**FROM IPSOS TRUST TRACK**

IPSOS MALAYSIA

2 February, 2021

**GAME CHANGERS**

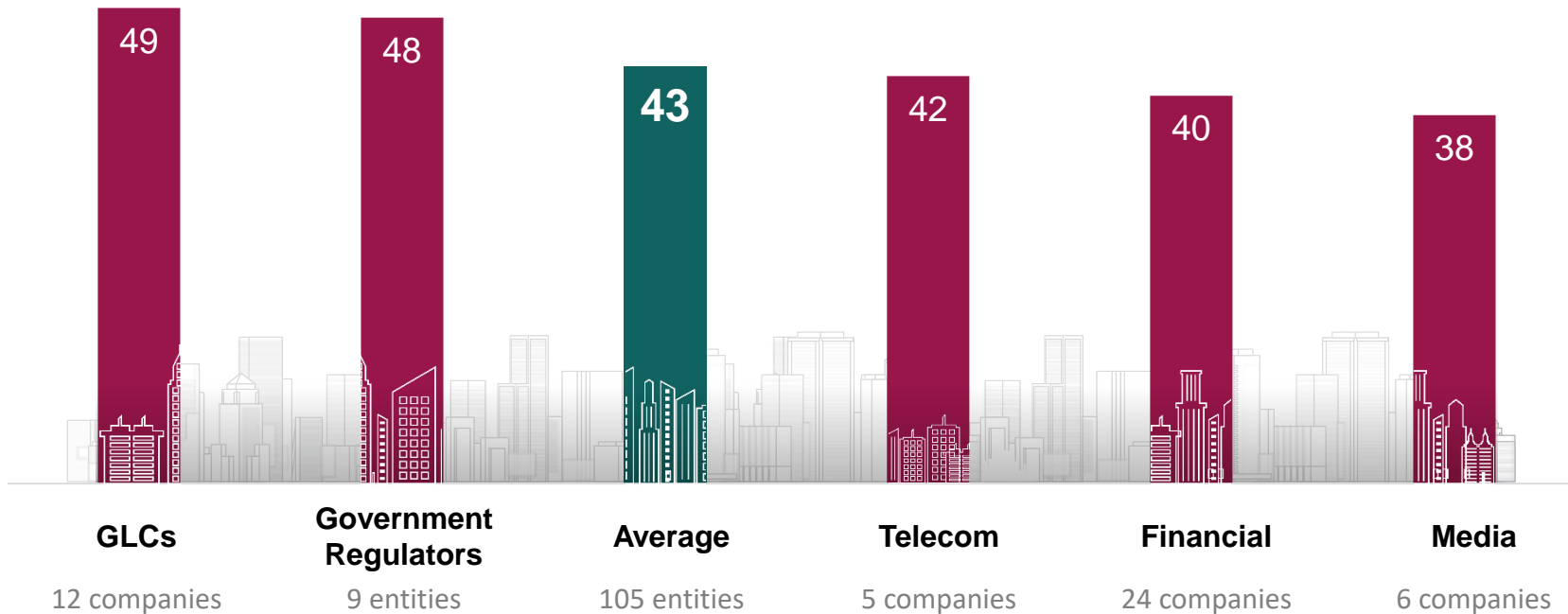


# MANAGING A CRISIS SITUATION – BY SECTOR/INDUSTRY

The Malaysian public believes GLCs and regulators were able to manage a crisis situation better than the private sector companies



**'ABLE TO MANAGE A CRISIS SITUATION'**  
% Agree



While consumers and the general public expect companies to contribute to the pandemic recovery, public and private organizations have been adapting across the world to survive through crisis.

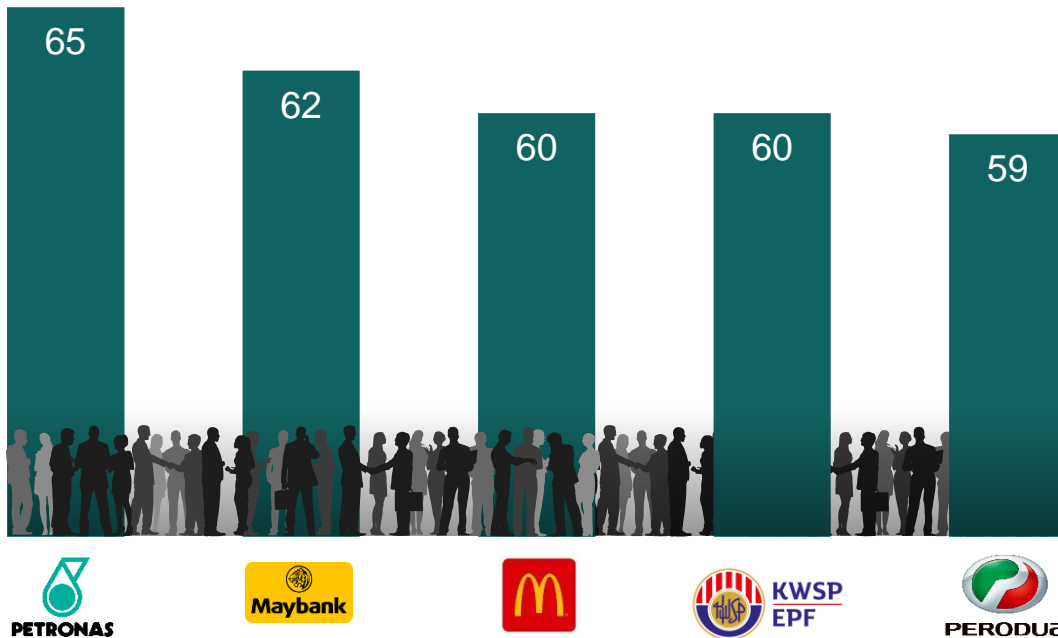
Actions have ranged from re-engineering products, to supporting government initiatives and changes in communications strategy to address the new situation.

GLCs and government regulators have been at the center of the pandemic response, and the public have taken note of that.

# MANAGING A CRISIS SITUATION – HIGHEST SCORING ORGANIZATIONS

Two out of three Malaysians agree that Petronas has been able to manage the crisis situation. Petronas is followed by Maybank, EPF, McDonald's, EPF and Perodua.

**'ABLE TO MANAGE A CRISIS SITUATION'**  
**TOP 5 MALAYSIAN ENTITIES**  
% Agree



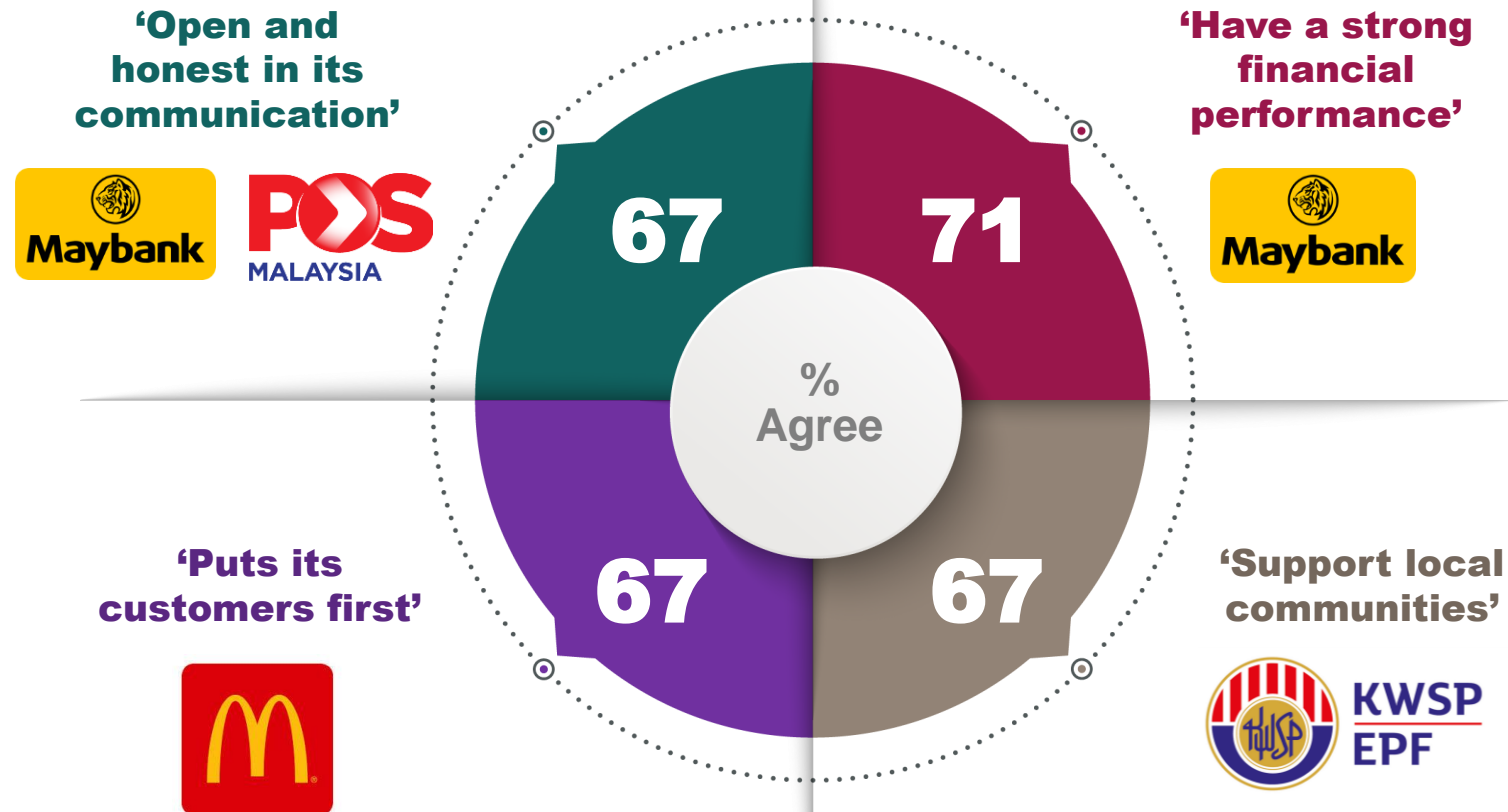
Companies that are top rated in terms of managing a crisis are very diverse in the nature of their business; good crisis management is not specific to particular sectors, but integral to organizational DNA.

During a crisis it's more important for companies to be authentic and relevant, in a way that is aligned to the company's social purpose and true to its values. For example, many companies have repurposed their capabilities to address particular needs during the pandemic.

What companies say need to be aligned with what they do; if making a commitment, be sure to follow through.



# TOP PERFORMING ENTITIES - KEY DIMENSIONS



During 2020, organizations were constantly trying to adapt to the new circumstances.

Maybank and POS Malaysia stand out for open and honest communications.

EPF in terms of supporting local communities.

Maybank is again associated with having a strong financial performance,

McDonald's scores highest on putting its customers first



# IPSOS TRUST TRACK 2020

Measuring perception towards 100+ companies in Malaysia



## SAMPLE SIZE

Malaysia: 4000 Face to Face interviews between June & November



## SAMPLE PROFILE

Nationwide representative coverage



## BRANDS

100+ brands available (contact Ipsos for full list)

For more details please contact:-

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# IPSOS TRUST TRACK

2020 has forced companies to respond to a crisis that no one saw coming, and many have taken quick and decisive actions. From repurposing production capabilities to engaging in new and creative ways to support consumers, some companies have managed the crisis in a way that will enhance their trust among consumers and citizens.

Malaysian GLCs and regulators get strong results for how they manage a crisis. Petronas stands ahead of the 100+ brands measured under the Ipsos Trust Track.

**Open and honest communication** is a key element of crisis management, where Maybank and POS Malaysia score high among the general public.

***Arun Menon (Managing Director, Ipsos Malaysia)***

# About Ipsos

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Ipsos is the one of the largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# Game Changers

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**