

# REPUTATION MONITOR 2023

**Introducing The Most Trusted  
Organizations In Saudi Arabia**

December 2023

GAME CHANGERS



# INTRODUCING REPUTATION MONITOR 2023

A strong corporate reputation is a make-or-break asset for any business. It directly impacts success, influencing customer loyalty, talent attraction, and competitive advantage. Conversely, a negative reputation can harm relationships, hinder growth, and result in financial setbacks. In Saudi Arabia, where trust and personal relationships hold significant cultural value, maintaining a positive reputation demands transparency, accountability, ethical practices, and social responsibility. Staying attuned to market shifts is crucial for adaptability.

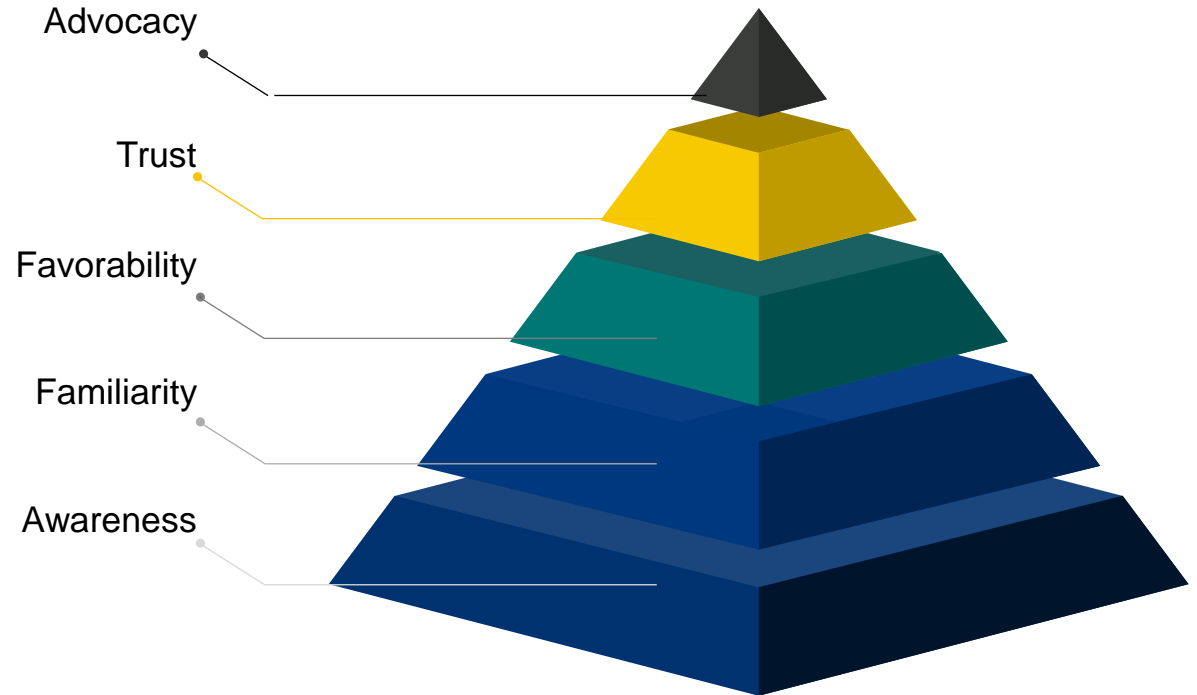
Our Reputation Monitor Study evaluates and ranks today's most trusted organizations in KSA by analyzing the key factors that contribute to a stronger corporate reputation. We delve into the elements that make these companies the most trustworthy and provide valuable insights into the media's influence on enhancing corporate reputation.

# What Is Corporate Reputation?

Your reputation is like the oil that keeps the business machine running smoothly. When you build trust and a good reputation, it helps you deal better with regulators, negotiate better terms with partners, get a fair hearing in the media, and have consumers believe and act on your advertisements.

**As the core building block of our corporate reputation model, building trust** also helps in telling your story during tough times, marketing your products effectively, and turning stakeholders into your supporters.

Ipsos' framework for calculating corporate reputation stands on **FIVE** key pillars...





# Ipsos' POV On Trust

Companies seek to establish trust with their consumers, suppliers, employees, and other stakeholders. This mirrors how individuals aim to foster trust in their daily interactions with family, friends, and colleagues. Why is trust so essential? Well, when you trust someone, you're more likely to believe what they say.

Trust leads customers to actively seek your advice, value your experience and judgment, and ultimately, grant you their confidence. In our perspective, building trust is synonymous with building a solid reputation.

Trust is an intuitive benchmark that companies aspire to achieve, and it forms the very foundation of our approach to managing and enhancing corporate reputation. It's not just a nice-to-have; it's at the core of successful business relationships.



# Ipsos' Trust Index: Saudi Arabian Organizations Overview

The trust index we employ calculates the degree of trust among organizations in **Saudi Arabia**. An index of 100 represents an average organization's trust level, with the highest-scoring organization reaching a score of 177 and the lowest at 64.





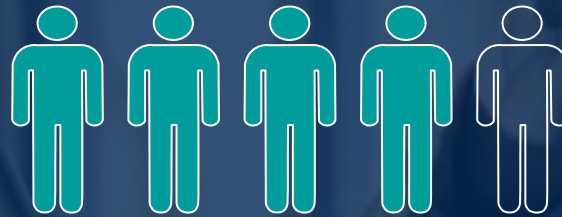
# How Elevating Trust Levels Benefits Your Business?



# For Highly Trusted Organizations, People In Saudi Arabia Are More Likely To Give The Benefit Of The Doubt If They Hear Any Negative News

Amongst those who highly trust organizations

4 in 5



Are likely to **give the benefit of the doubt** if they hear any negative information

# Higher Trust Levels Invoke Significantly Higher Engagement With Organizations On Social Media

*Amongst those who highly trust organizations*



78%

Would **follow** these organizations **on social media**

*Amongst those who highly trust organizations*

4 in 5



Would share **positive information** about them



# Highly Trusted Organizations Enjoy Better Perceptions Of Value



*Amongst those who highly trust organizations*

62%

Would **pay premium**  
for their services/  
products



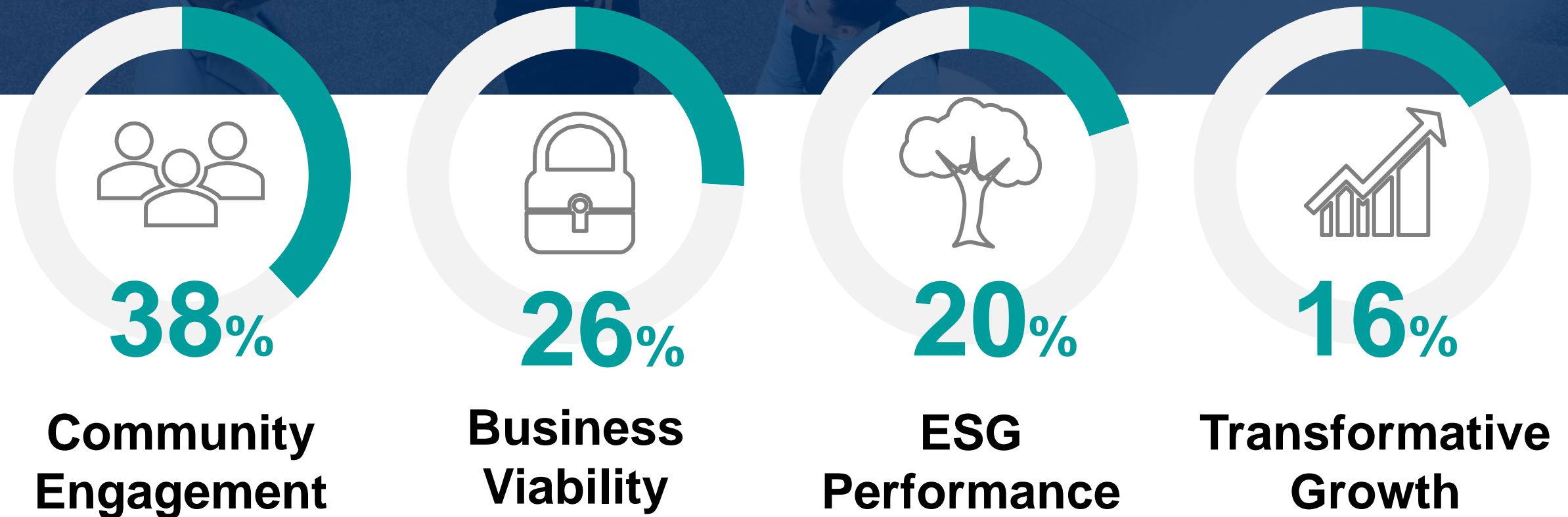
# What Are The Influencers Of Trust In Saudi Arabia?

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# Introducing The Drivers Of Trust In Saudi Arabia

Building trust with customers goes beyond mere transactional relationships. Giving back to communities and contributing to society's wellbeing are equally, if not more, important.

According to the people in Saudi Arabia, four key factors drive trust in organizations:







# What Fuels Trust Drivers?

# Drivers Of Community Engagement



Today, customers seek not only satisfaction from high-quality products and services, but a genuine connection with the organizations they engage with. Typically, loyalty thrives when this connection is positive.



In KSA, this connection hinges on several factors, with one being an organization's reputation as a responsible employer that actively addresses unemployment and promote the wellbeing of their employees. This, in turn, instills a sense of pride among the people when dealing with such an organization.



The chain reaction is a positive transformation in the well-being of the local community, representing a meaningful way of giving back to the public.



## Top drivers of community engagement:



32%

Being a top-notch employer



31%

Feeling close and proud to deal with the organization



29%

Giving back to customers and local communities



# Drivers Of Business Viability

While the significance of fostering positive emotional bonds with the people in Saudi Arabia remains crucial, organizations must also emphasize the importance of showcasing strong financial performance to fortify trust further.

Strong financial performance not only lends credibility but also positively impacts an organization's reputation. Often, consumers view financial success as a testament to an organization's excellence, highlighting its pivotal role in contributing to KSA's economy.

This goes hand-in-hand with demonstrating the organization's strong local presence and its enduring legacy of leading positive change in Saudi Arabia.

## Top drivers of business viability:



42%

Performing well financially



40%

Contributing to the kingdom's economy



18%

Has a long-standing legacy



# Drivers Of ESG Performance

Ipsos KSA's "Views on Sustainability" study shows that 40% of respondents are concerned about the environment, and 3 out of 10 believe businesses should bear the costs of sustainable practices.

Organizations who are serious in fighting climate change and safeguarding the environment, are seen to be more trustworthy. Beyond that, initiatives addressing societal challenges, like empowering individuals with special needs, further boost trust.

Embracing ESG practices provides an opportunity for individuals to align their values with those of the organization, fostering deeper connections and ultimately cultivating customer loyalty.

## Top drivers of ESG performance:



42%

Actively combatting climate change



36%

Being transparent about governance in business processes



22%

Employing individuals with special needs

# Drivers Of Transformative Growth



To secure public's trust in KSA, active participation in Saudi Arabia's transformative change under vision 2030 is essential.



This comes as no surprise, as this exemplifies an organization's commitment to empowering women and Saudi talent, enabling them to actively contribute to Saudi Arabia's path toward becoming a leading nation.



Another core pillar of the vision is digital transformation. Organizations need to stay at the forefront of technological trends and showcasing commitment to staying up-to-date with the latest advancements to elevate their reputation and ultimately, foster greater trust.



## Top drivers of transformative growth:



50%

Empowering women & talent in Saudi Arabia



26%

Contributing to 2030 vision



24%

Staying up to date with new technological trends



# How Does The Media Influence Trust Within Organizations In Saudi Arabia?



# Negative News Can Undermine Trust Levels In Organizations

Those who have heard negative news about an organization are

**30% Less Likely**

To trust these organizations

# Online Social Media Platforms Represent The Main Medium For Sharing And Validating Negative News

Amongst those who were exposed to any negative news about an organization

74%



Learned about them through  
**social media platforms**

4 in 5



Sought information **online** to  
**Validate** the news

# Who Are The Top 10 Most Trusted Organizations In Saudi Arabia?



# INTRODUCING TOP 10 MOST TRUSTED ORGANIZATIONS IN SAUDI ARABIA



Trust Index: 177



Trust Index: 128



Trust Index: 127



Trust Index: 125



Trust Index: 124



Trust Index: 124



Trust Index: 123



Trust Index: 120



Trust Index: 119



Trust Index: 118

# A Study Directly Addressing The Saudi Arabian Market



# 1000

People Interviewed In KSA

Data collected in Q1 2023

## Sample criteria

The survey covered Saudi nationals and expats aged 18 years old and above, males and females, and all Socio-Economic Classes

## Methodology

Results are based on an online survey using the Ipsos Online Panel as part of the syndicated “**Reputation Monitor 2023**” study conducted in Ipsos KSA

## Geographical coverage

Saudi Arabia – Nationwide Coverage

# Studying The 80 Most Trusted Organizations In Saudi Arabia

## Multiple

Alfaisaliah Group  
 Al Muhaidib Group  
 Tamimi Group  
 Kingdom Holding Company  
 Olayan Group  
 The Savola Group  
 Abdul Latif Jameel  
 AMS Baeshen & co.  
 Basamh Trading Company  
 Almajdouie Holding  
 AlMunajem Group  
 BinDawood Group  
 Saudi Binladin Group  
 Yousuf M. A. Naghi & Sons Group  
 Dallah Al-baraka  
 Zamil Group Holding Company  
 Saudi Bugshan Holding Company  
 Aljomaih Holding co.  
 Mohammed Abdallah Sharbatly Fruits CO.  
 Almutlaq Group  
 Abu Dawood Group

## Finance & investment

Albilad bank  
 Alinma Bank  
 Al Rajhi Bank  
 Arab National Bank  
 The Saudi National Bank  
 Riyadh Bank  
 The Saudi British Bank  
 Banque Saudi Fransi  
 Saudi Investment Bank  
 Bank Aljazira  
 Public Investment Fund  
 Saudi Arabian Monetary Authority

## Business & Logistics

Elm Company  
 Saudi Post  
 Takamol Holding

## Chemical, Petrochemical & Metal

Saudi Aramco  
 SABIC  
 MA'ADEN

## Power & Water

Saudi Electricity Company  
 National Water Company

## FMCGs

Albaik  
 Almarai  
 Nadec  
 SADAFCO  
 Sunbulah Group  
 Goody  
 Halwani Bros  
 Alrabie  
 Rabea Tea  
 Fakieh Group  
 Al Safi Danone LTD  
 Tanmiah Food

## Transportation

Saudi Railways Organization  
 Flynas  
 Saudia  
 Flyadeal  
 SaudiGulf Airlines  
 Petromin Corporation

## Technology

JAHEZ Group  
 NOON.com

## Retailers

Panda Retail Company  
 Danube co. LTD  
 Abdullah AlOthaim Markets  
 Al-Nahdi  
 EXTRA stores  
 SACO Hardware  
 Jarir Bookstore  
 Abdul Samad Alquraishi  
 Ajlan & Bros Company  
 alhokair fashion retail

## Health care

Bupa Arabia for Cooperative Insu Co  
 SJSC  
 Dr.Sulieman Habib Hospital  
 Tawuniya Insurance

## Telecom

Mobily  
 Saudi Telecom Company "STC"  
 Zain Group  
 Communications and Information  
 Technology Commission

## Agriculture

ARASCO  
 Thiqah



# THANK YOU

For more in-depth analysis of your organization, please contact:

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