

How Caliber helped **Siemens Healthineers** scale their Reputation Monitoring setup



SIEMENS
Healthineers

About Siemens Healthineers

Siemens Healthineers is a leading MedTech company and a global provider of healthcare solutions and services employing around 66,000 people in over 70 countries.

The company's purpose is to pioneer breakthroughs in healthcare. For everyone. Everywhere.

Siemens Healthineers portfolio is at the center of clinical decision-making across the full healthcare spectrum spanning from in-vitro and in-vivo diagnostics to image-guided therapy and innovative cancer care.

Start date: January 2021 Geographic coverage: International Sample: High



“Caliber’s real-time tracker is very easy to use, and the transparent pricing model makes budget-planning easy.

Moreover, the team’s reputation expertise – and their flexibility in customizing the set-up, reacting to feedback and addressing any questions that come up – have proven invaluable in achieving an actionable, agile and effective reputation monitoring set-up for Siemens Healthineers.”

Sandra Kanzler

Brand research and monitoring, SH



Siemens Healthineers reputation monitoring goals

In 2016, Siemens Healthineers was introduced as the name of Siemens' healthcare branch. While the company's heritage dates back to 1896, its listing as a stand-alone company on the Frankfurt stock exchange in 2018 marked a new era.

In 2021, Siemens Healthineers entered DAX40. To support stakeholder management across their largest markets, Siemens Healthineers needed insights on their corporate reputation across a complex stakeholder universe and a modern and agile way to visualize and activate such data.

To support their needs, Siemens Healthineers looked for a reputation-tracking solution with the following criteria:

1 A modern, customizable, and sustainable online platform

An innovative and adaptable online solution with continuous improvements, and with helpful features and functions that can benefit users across departments.

2 A user-friendly and KPI-focused setup

An easy-to-use and adaptable setup that would serve the needs of internal users and help them focus on clear KPIs measured on a frequent basis to support communication activities.

3 Ongoing advisory support

A solution that provides access to reputation monitoring experts and ongoing support.



Our solution

1

Customizable real-time tracker with transparent pricing

We customized the standard Caliber research model to reflect Siemens Healthineers communication strategy and objectives. Connecting the analytics platform to an internal business intelligence tool facilitated the integration of communications-related data from different sources.

Additionally, the transparent and modular pricing of our solution helped Siemens Healthineers scale the tracking setup over time and plan its budget accordingly.

2

User-friendly and intuitive product features

An ongoing and open dialogue between Caliber and Siemens Healthineers led to a continuous improvement of the solution to fit company needs, e.g., a new word cloud feature that displays top-of-mind responses.

Features like a dashboard tutorial and weekly notifications helped educate end-users, secured internal buy-in, and ensured a smooth roll-out of the tool.

3

Access to Caliber's expert advisors and customer success

Caliber's expertise in reputation management and data analytics helped explain stakeholder perceptions and translate the numbers into valuable insights and actions.

Caliber ensured that complex challenges were answered in a professional, quick, and clear manner. This service enabled Siemens Healthineers to communicate insights in an efficient way.



About Caliber's Stakeholder Tracking Platform



Our stakeholder tracking research model is based on extensive statistical analysis and explains the journey from stakeholder interaction to business impact. It comprises elements such as awareness, rational perceptions around brand, reputation and ESG, trust and supportive behavior.

How can Caliber help brands build a bulletproof reputation?

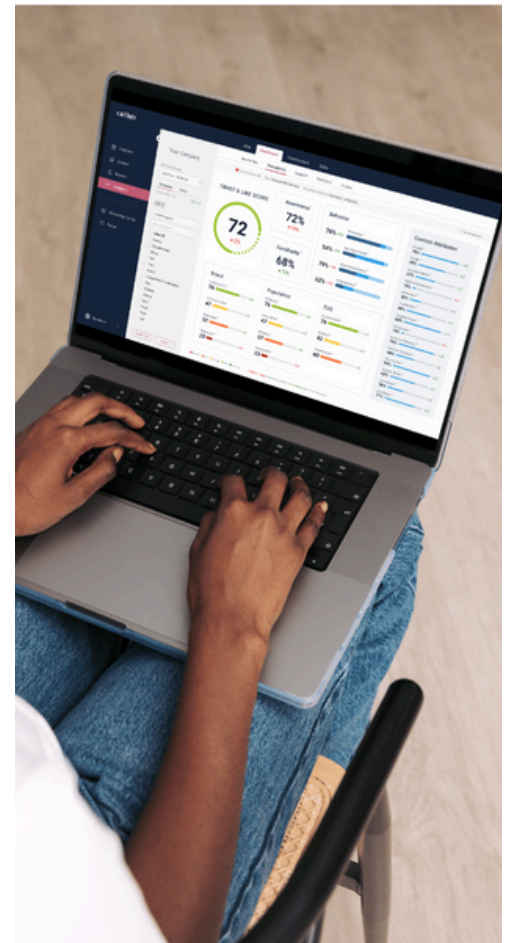
Caliber is a stakeholder intelligence company.

It provides businesses with actionable intelligence on brand and reputation that helps them understand their audience, communicate more effectively and build trust.

Caliber created the world's only real-time, customizable stakeholder tracking platform, which shows companies what relevant stakeholders think and how they're likely to behave — anytime, anywhere.

Caliber's Real-Time Tracker is the world's most powerful always-on tool for steering communications, using accurate and representative data. It surveys thousands of people every day and displays real-time metrics on a visually appealing, user-friendly dashboard.

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