



Oh dear, Optus

The ABC's The World Today reporter asked me: How would you rate the reputation management of Optus? Answer: 3/10.

That's probably being a little too generous from the perspective of effective crisis and reputation management. At least Optus was communicating in some form with 9.8 million customers who had their data hacked into cyberspace. Other than that, there is much to be done. At this late stage, probably too much given the issue is now political.

That is dangerous territory and as we find, often can be terminal at least at the personal level. Optus is not facing operational issues. It is charging customers and delivering services.

However reputation and trust is just, if not, more important.
Here are few thoughts shared with the ABC program broadcast:

- Was the What If? question asked in preparation for a crisis. You know, the Blue Sky events that no one anticipates because it is in the too hard "may never happen" basket.
- What is being done to reduce further harm on the impacted stakeholders? These are your customers who expect you to fix it.
- How are you communicating with customers? It seems not much is happening effectively on that front.
- How are you demonstrating action (which speak louder than words)?



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- How will you rebuild trust? This is crucial in gaining support. No trust, no business.
- Where is the 'we care' and 'responsibility' messaging? I know, sorry is the hardest word.

All this and more should be mapped out by an organisation well before a crisis. I

t really comes back to preparation – plan, test, revise, update (repeat).

Maybe next time?

How can we help you? Let's talk.

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