Industry Reputations

Introduction.

The objective of the research is to find out what Business owners thought about different industries in which they have used during their business life. Over recent months different industries have received negative reviews, and comments, therefore I was interested in the opinions out there.

The research was completed through using Facebook business groups, and other business owners sharing the survey with their contacts and I thank everyone who has done this.

Any research to be effective needs to attract multiple responses, where possible over 100 for it to gain any real insight into the thinking of business owners, whilst the responses were a little under this number, it is still worth sharing, to allow the business owners who took time to respond to see their time is valuable.

The survey had very limited questions, and only obtained information about how business owners thought about the industry, the majority of questions were, how trustworthy do they find a particular industry, and the limited responses allowed for the following,

- Very
- Do not trust
- Unsure
- Never Used

There will always need to be the option of never used, as the responses could be from new business owners who have used limited services, or businesses which have never used a particular industry for example not everyone needs to use a Security Service.

1. Business Coach/ Mentor

There was no separation from this sector, as the sector is similar in the way they operate,

Very	21.43%
Do not Trust the Industry	21.43%
Unsure	42.86%
Never used	14.29%

2. Accounting/ Bas Agent Industry

There was no separation in this sector, although that allows for future research options by the industry at a later date, to find out the difference between the sectors with some further in-depth questions.

Very	57.14%
Do not Trust the Industry	14.29%
Unsure	21.43%
Never used	7.14%

3. Legal/ Solicitor

Very	21.43%
Do not Trust the Industry	35.71%
Unsure	35.71%
Never used	7.14%

4. Marketing Consultants

Very	0%
Do not Trust the Industry	50%
Unsure	42.86%
Never used	7.14%

5. SEO

Very	0%
Do not Trust the Industry	35.71%
Unsure	28.57%
Never used	21.43%
Waste of Money	14.29%

6. Website

Very	7.14%
Do not Trust the Industry	42.86%
Unsure	50%
Never used	0%

7. Insurance

Very	28.57%
Do not Trust the Industry	28.57%
Unsure	42.86%
Never used	0%

8. Security

Very	21.43%
Do not Trust the Industry	21.43%
Unsure	35.71%
Never used	21.43%

9. Human Resource

Very	21.43%
Do not Trust the Industry	7.14%
Unsure	57.14%
Never used	14.29%

10. Financial Industry

Very	21.43%
Do not Trust the Industry	50%
Unsure	28.57%

11. Fair Work Ombudsman

Very	50%
Do not Trust the Industry	14.29%
Unsure	7.14%
Never used	28.57%

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12. Cleaning

Very	28.57%
Do not Trust the Industry	14.29%
Unsure	50%
Never used	7.14%

13. IT. – Information Technology/ Computers

Very	7.14%
Do not Trust the Industry	71.43%
Unsure	7.14%
Never used	14.29%

14. Education/ Training

Very	0%
Average	71.43
Do not Trust the Industry	7.14%
Unsure	7.14%
Never used	14.29%

15. Virtual Assistant

Very	14.29%
Do not Trust the Industry	50%
Unsure	7.14%
Never used	28.57%

Summary/ Recommendations.

During the research 15 industries were researched and the results could be interesting, and I do thank everyone who took the time to complete the survey and for the ones who took the time to share the survey to increase the numbers.

One of the areas I am interested in over the next 12 -18 months is starting to try and improve the reputations of different industries, however, it also needs the relevant industries to work on their reputations.

You may be one of the good ones in your industry and therefore do not assume the responses are referring to your particular services, however in general about the industry.

At first, when reading the responses, I thought maybe the regulated industries would do better than the unregulated industries, however, I noticed the Training industry which is regulated, did not rate so high. Although it is possible training consider untrustworthy, is possible as people have spent money on courses, and found the courses are not relevant to their needs and therefore there is study material which has not been used in the real world.

The concerning part was in many of the industry responses, the unsure rated high, unfortunately, the survey did not capture the reason as to why people's responses were high in this area.

One of the worst industries seem to be the SEO/ Marketing businesses, however, I assume in this area, the people who answered the survey, have not had a huge success with websites and the conversion from their website into sales and therefore increasing their revenue, although this could be the advertising which is also done with this, again it is unknown.

My recommendations would be mainly to the businesses who are in the category of where the majority of their responses suggested their industry was not trustworthy, would be to consider the following,

- Re-evaluate what you are doing
- Surveying your current clients
- Surveying your previous clients
- Consider any extra training you can offer

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I am happy to work with any industry or any business owner who wants assistance in their research of their clients and the improvement of their industry.

I hope you have seen some benefit in the research and seeing the responses, and please feel free to share the report with other business owners who you feel might benefit from reading the report.

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