



## Professional Services/**Consumer/B2C**

### Web 2.0 Disaster Recovery

Professionally run companies and their legal and public relations advisors understand how to deal with negative publicity. They have well defined processes to control the release of negative information, and most have remedial processes for incidents that do occur.

#### **Except in the Web 2.0 world**

When customers disclose information that can damage a company's reputation, most companies are thrown into a quandary because the context around the information is completely different. The context is personal, not competitive or special interests. When companies (to wit, Coca Cola and the Diet Coke-Mentos incident) begin to follow their usual processes, they often quit when they recognize that they are creating extensive negative public relations by defending themselves against customers. This is what we call the "Goliath Syndrome."

#### **Why "Disaster Recovery"?**

DR best practices call for efficiently planning for events that are difficult to predict and costly to firms' reputations and profits. Through research and scenario envisioning, you can anticipate, plan and create proactive responses, thereby mitigating damage to your reputation and competitiveness.

#### **The CSRA Approach**

We help companies to mitigate the risks of negative customer-generated online content by preparing for situations in which customers—or other individual stakeholders like employees or business partners—disclose embarrassing information. We anticipate what situations can arise, and we prepare responses that mitigate damage to the firm's reputational capital.

When you are surprised, much of the damage arises when each relevant party is on its own learning curve.

Preparing for "negative" publicity is inherently a multidisciplinary proposition. Because the context around consumer-generated media is so different, all relevant disciplines need to understand the change in context, how they might best adjust their normal approaches *and how they need to coordinate their activities*.

Therefore, CSRA involves major disciplines in Web 2.0 DR engagements: legal, public relations, marketing, sales, IT and operations. We help you to select the appropriate range of possibilities for which to plan and lead you through all phases of planning and testing.

### **For Additional Information**

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