


Crisis Communication Consultancy Services

From RQA Group

Any business can face a crisis. With the rise of social media it doesn't matter how well you manage your risks, when the worst happens you need to ensure you deliver the right communications at the right time to instil confidence in your customers.

25% 

On average, more than 25% of a company's market value is directly attributable to its reputation.*

Your Special Offer

RQA Group provide discounted crisis communication services to Allianz customers.

- Receive a discount of at least **10%** off RQA's standard hourly rates for specialist consultancy, training, simulation exercise and incident response services.

Product Range

RQA has a range of PR and communication consultancy services that can help you to manage a crisis. They can help you develop product recall plans, crisis management and business continuity plans as well as train and test your product recall teams and crisis management teams.

Using RQA's services gives you an economical and effective alternative to a reputation protection insurance policy.

Pre-incident

- **Consultancy prior to a crisis** – helps you to develop a robust crisis communication plan.
- **Crisis media training** – provides your company with invaluable bespoke training days, covering potential incidents relating to your specific industry so that impact on employees and business is reduced.

*Source: <http://blog.integratelecom.com/reputation-risk-the-high-cost-of-being-caught-unprepared/>



87%

87% of executives rate reputation risk as more important than other strategic risks their companies face.*

- **Crisis simulation exercises (inc. social media)** – relevant scenarios to prepare your team for potential crises such as a product recall or fire and gas explosions.

Post-incident

- **Access to RQA's 24/7 incident response service** – advice and support on communication strategy and PR during a crisis. Once a call has been logged, RQA will guarantee a response within 45 minutes. Call 0207 118 0848 for urgent assistance.



Contact Information

To receive your Allianz discount, reference **'Allianz'** and provide your **Allianz policy number** when you contact RQA.

T: **01 189 357242**

E: **contact@rqa-group.com**

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*Source: http://www2.deloitte.com/content/dam/Deloitte/pl/Documents/Reports/pl_Reputation_Risk_survey_EN.pdf