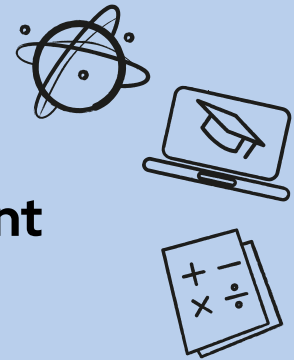# QS MoveIN: Reputation Management for Esade Business School

Rankings Director Xènia Guàrdia is responsible for managing Esade's rankings submissions and growing Esade's global reputation. We spoke to Xènia about her experience of using QS MoveIN: Reputation Management.

Xènia Guàrdia
Rankings Director,
Esade Business School

Before MoveIN

What is the greatest challenge you were facing in your role?

The greatest challenges we faced with submitting our contacts to QS surveys was a lack of tracking and central control over the process. We had no clear view of how many academic or employer contacts were being asked to participate in QS surveys and no record of which members of Esade staff managed the relationship with each contact. This led to a decrease in the responses we were receiving and it became a challenge to meet the required submission threshold.

Communication was also a challenge. Prior to MoveIN, we had an arduous manual process in place. We asked Esade staff to reach out to their contacts to take part in the survey with no tracking of how many chose to participate and no measures of success. Our employer contacts, for example, were receiving an email inviting them to participate in the survey from a member of Esade staff who they didn't know. Through MoveIN, we have been able to personalise our communications and ensure our employer connections only receive emails from their known Esade contacts.

Did you have a central database of academic and employer contacts?

Our academic and employer contacts remained with individual Esade staff. They were kept in individual contact lists and spreadsheets. We had no single point-of-truth in terms of data collection.

What is your department doing to improve or manage reputation?

We are working to develop and nurture the relationships we have with our global academic and employer network. Prior to the pandemic, we used to travel and meet up in-person. We have since been looking at what can be achieved virtually. It is a challenge to find the right balance and ensure we keep our network informed and inspired by what we're doing – but also don't bombard them with too much information and too many emails.

"The level of targeting and personalisation we now have in our communications has been made possible through our use of MoveIN."

Using MoveIN

Has MoveIN solved the challenges you were facing?

MoveIN helped me overcome the challenges which Esade were facing with contact management. With MoveIN, I can see all of the contacts who were sent an invite to participate in the survey and which Esade staff member manages the relationship with each of these contacts. I am able to collate and submit contacts for QS surveys with ease and in a much more streamlined manner.

"I chose MoveIN because we needed to find a way to make our contact management simpler and more efficient."

How was your experience with the implementation of MoveIN and the support you received from the team?

I am satisfied with the process, the information I received and the way the implementation team took things forward. Whenever I have a question, I receive answers from the team promptly, which I really appreciate.

What do you think are the most essential steps required to successfully manage reputation?

Managing reputation is a challenge. Our position in the rankings matters but it's not the only measure or platform for our reputation. It's essential to ensure we're sending targeted content and communications to our key stakeholder audiences. By making sure that our research is understood and respected by a global network of contacts, we're able to grow our reputation.

One of the ways we can grow our reputation is by celebrating the success of our research impact by presenting at global conferences and through increasing citations in the world's most highly-respected journals. It's important to us to continue to find ways to connect with our employer and academic network and share all of the great work we're doing at Esade.

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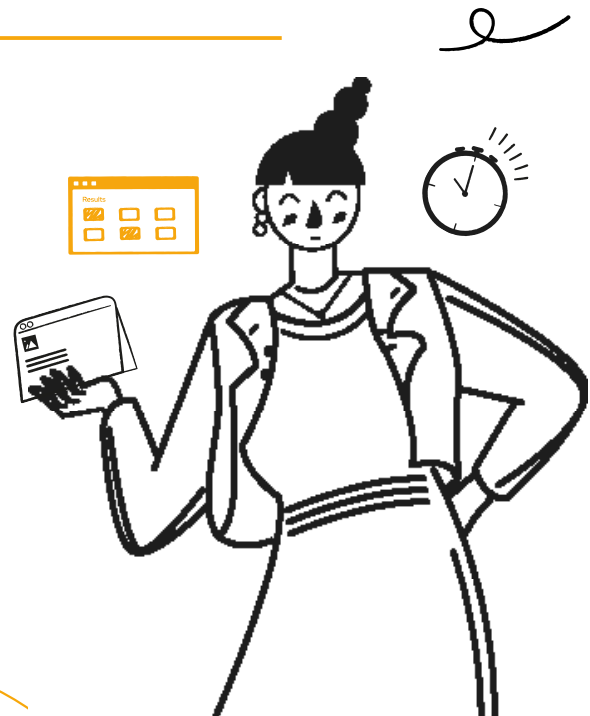

Why did you choose MoveIN?

I chose MoveIN because we needed to find a way to make our contact management simpler and more efficient. Having MoveIN in place makes my work much easier, and I also get a complete view of who is engaging with the process, to understand who consented to take part in the survey and keep on top of our network and relationships throughout the year.

"Having MoveIN in place makes my work much easier, and I also get a complete view of who is engaging with the process. I'm able to understand who consented to take part in the survey and keep on top of our network and relationships throughout the year."

"MoveIN has given us greater insight and control over our reputation, making it much easier to engage with our contacts and to manage the survey invitation process."
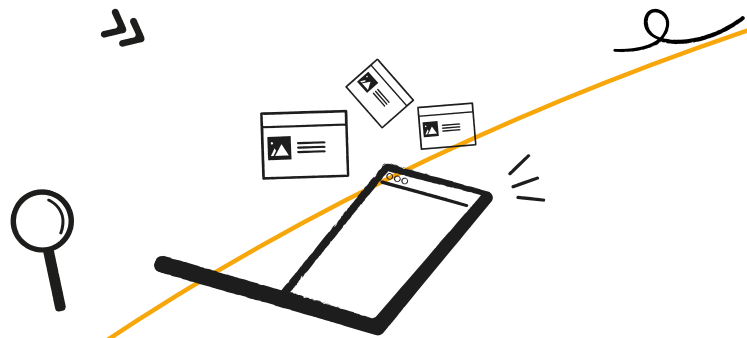
QS MoveIN: Reputation Management

QS MoveIN: Reputation Management is a SaaS solution that helps higher education institutions manage their reputation more effectively. MoveIN allows universities to collect and analyse academic and employer contacts, nurturing these relationships with targeted engagement, and selecting participants for QS global surveys. With unique insights within MoveIN, institutions can now craft a better-informed reputation management strategy.

For more information please contact

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