



FTI Consulting AI Reputation Monitor 2025

What Does ChatGPT Say about DAX40 Companies?

An Analysis of how Large Language Models
Shape the Reputation of DAX40 Companies
and Their CEOs

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AI Reputation Monitor 2025: Why this Study?

Google is no longer necessarily the first stop when you want to know what a company stands for. Instead, people are increasingly turning to ChatGPT-4o and other large AI language models (LLMs). This is a real paradigm shift, given that search engines have for decades been the undisputed destination for research.

The Difference Is Fundamental

Large AI language models are establishing themselves as a new information authority. In addition, they don't merely provide hit lists but narratives.

Information that is then generated about companies and their CEOs can influence the perceptions, assessments, and decision-making of investors, talents, journalists, as well as other stakeholders.

From Information to Interpretation

AI models might reduce complexity, as well as weigh and evaluate. They filter information algorithmically, prioritize content and thus create a new form of publicity and visibility. What can emerge may not be a full reflection of current facts, but a contextual interpretation.

FTI Consulting has systematically analyzed how the DAX40 companies as well as their CEOs are being represented by ChatGPT (for more information on the methodology and sample applied in this study, please see page 14).

The report shows that representations vary significantly in terms of quality, tonality, and subject. The analysis reveals potential reputational risks, as well as unexpected opportunities. Additionally, it identifies what companies need to do now to manage any reputational risks that may emerge.

Contact Us!



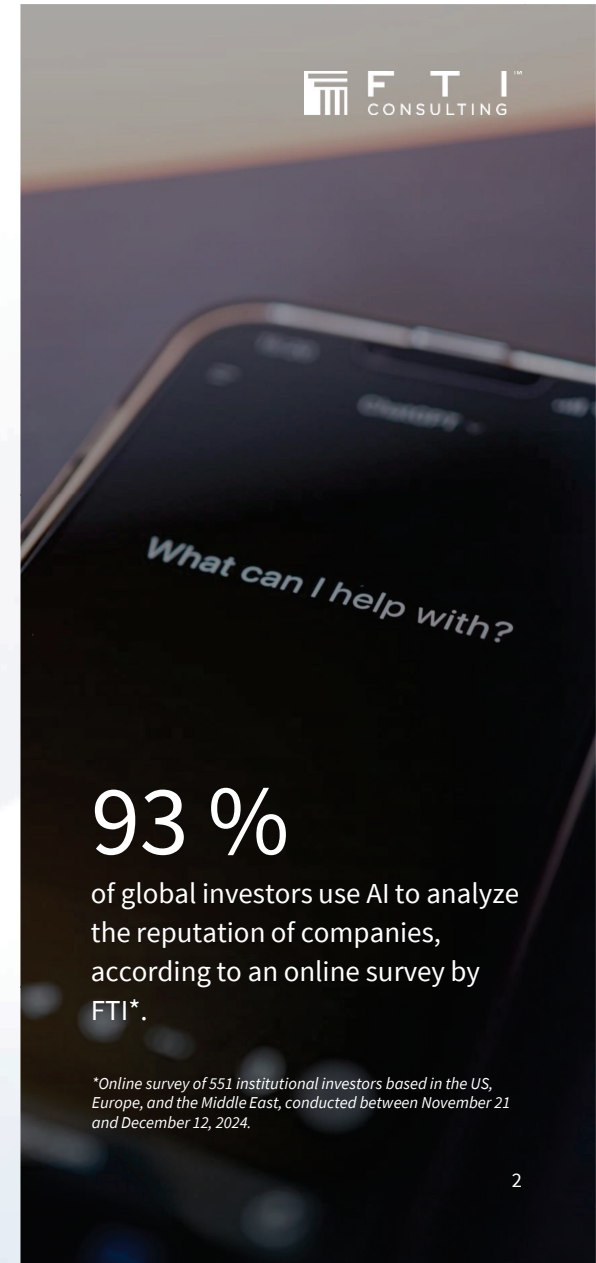
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93 %

of global investors use AI to analyze the reputation of companies, according to an online survey by FTI*.

*Online survey of 551 institutional investors based in the US, Europe, and the Middle East, conducted between November 21 and December 12, 2024.

Key Insights

01

DAX40 Face a Reputational Risk in AI

83 percent of DAX40 companies have at least one reputational risk that is present in AI-powered search results. The good news is that 17 percent of companies have no apparent risk in AI responses. We can learn from them how to make it work.

[More from page 4 onwards >>](#)

02

The Perception of CEOs Drives Reputational Risk in AI

The portrayal of DAX40 CEOs in ChatGPT has a direct impact on the AI reputation of the companies – in over half of the cases, a negative one. CEOs can also have a specifically positive impact on corporate image.

[More from page 7 onwards >>](#)

03

ChatGPT Has no Expiration Date

Outdated or long-refuted negative reports continue to resurface in generative AI responses. Many of the negative incidents cited in the responses occurred more than twelve months ago but they continue to influence perceptions.

[More from page 9 onwards >>](#)

04

What Matters: Earned, Owned, Machine-fed

High-quality media as well as corporate websites dominate the database for ChatGPT responses relating to DAX40 companies. LinkedIn also plays a crucial role for CEOs. All sources that were cited had one thing in common: good machine readability.

[More from page 10 onwards >>](#)

05

AI Reputation Can Be Actively Influenced

Companies can actively shape their portrayal in ChatGPT. There are four fields of action: targeted media relations, content related to leadership and purpose, transparency about mistakes, and the introduction of new routines such as prompt reputation checks.

[More from page 12 onwards >>](#)

01 DAX40 Companies Face a Reputational Risk in AI

83 percent of DAX40 companies have some catching up to do when it comes to AI reputation. When asked about the companies, ChatGPT produces at least one topic about them that is fraught with risk. 40 percent of DAX40 companies have to deal with two risks, and 20 percent with three or more. Topics such as weak performance, legal disputes, and environmental issues are particularly prevalent. Critical issues leave digital traces. And ChatGPT picks up on them and can impact AI reputation, by simplifying complex issues into seemingly unambiguous judgments, mixing facts with outdated or fabricated content.

83 %

of DAX40 companies have at least one reputational risk that appears in AI-powered search results. Conversely, this means that 17 percent are portrayed without reputation-damaging topics.

What's more, positive counter-narratives are often missing. The lesson here is that failing to feed your own story into the AI ecosystem leaves it up to others to shape the company's image.

There Is Another Way

17 percent of the companies analyzed appear without any vulnerabilities in ChatGPT; their AI descriptions are free of reputational risks. Daimler Truck, Siemens, and Hannover Re stand out as particularly positive examples. They are consistently portrayed as strong, stable, and responsible companies.

The Top 3 Companies by AI Reputation

The three winners are successfully shaping their reputations and minimizing reputational risks: in-depth media coverage in high-quality media, clearly structured and machine-readable content on their corporate websites regarding their vision, purpose, and strategy, as well as scoring exceptionally well in industry and ESG rankings.

- 01 Daimler Truck
- 02 Siemens
- 03 Hannover Re

Industry Ranking

The average AI reputational risk of DAX40 companies varies considerably depending on the industry. For example, the risk of being confronted with statements that are harmful to their reputation stands at an average of 50 percent for companies in the chemical industry, while companies in the TMT sector only face a risk of 14 percent. See chart on the right: ChatGPT mentions an average of 50 percent of the identified risk categories (3.5 out of 7) for chemical companies.



Risk Ranking

ChatGPT frequently provides potentially reputation-damaging statements relating to litigation and compliance, performance, and environmental issues. For example, 45 percent of DAX40 companies have a reputational risk related to litigation and compliance. Overall, our analysis shows that topics with high social relevance are also extremely pertinent for AI.



Significant Industry Differences

The spread of AI reputational risks in the DAX40 reveals major differences between sectors. Particularly striking is the fact that chemicals and automotive companies have widely scattered reputational risks in AI – a clear sign of high vulnerability in terms of reputation. In stark contrast, the TMT sector as a whole is in a comparatively good position. The largest average risk area for AI reputation is litigation.

This reveals a common denominator in many of the cases: the oversimplification of complex interrelationships by AI. A specific example for such a case: ChatGPT incorrectly places a legally unindicted actor on the same level as liable parties. It ignores context and legal assessments. Those DAX40 companies that are portrayed positively by ChatGPT despite known legal disputes, illustrate the best approach in such cases: They provide contextual information, as well as share updates in sources that ChatGPT considers authoritative.

Exemplary AI Responses with Risk Potential

Risks arise when AI can oversimplify complex issues and mixes facts with outdated or fabricated content.

“[...] was involved in price fixing in the 2000s and had to pay substantial fines.”

“The future of the company depends largely on how it [...] improves its image in the long term.”

“One of the most problematic mergers in German economic history”

AI Reputational Risks Are Spread across all Industries

The matrix shows the distribution of all reputational risks mentioned by ChatGPT within an industry across the risk categories. The individual values thus indicate the weighting.

	Environmental Impact	Corporate Governance	Employee Engagement	Financial Performance	Litigation and Compliance	Consumer Trust	Labor Conditions and Human Rights
%							
Chemicals	14	14	29	14	14	0	14
Automotive	17	8	17	25	17	8	8
Real Estate & Construction	0	0	0	50	0	50	0
Consumer, Retail & Leisure	14	14	14	14	29	0	14
Energy, Utilities & Materials	29	0	0	14	29	0	29
Financial Services	20	20	0	10	20	20	10
Industrials & Transportation	9	0	0	36	36	9	9
Healthcare & Pharmaceuticals	13	0	0	38	38	13	0
Technology, Media and Telecom (TMT)	0	0	0	0	100	0	0

02 The Perception of CEOs Drives Reputational Risk in AI

Most executives have realized by now that digital visibility is no longer a “nice-to-have” for CEOs. Our analysis shows that the key factor is not whether a CEO has digital visibility, but how it is achieved, as the perception of CEOs almost always has a direct impact on the company's image in AI.

Those at the top have to be aware of the fact that their representation in AI directly affects their company's AI reputation. 70 percent of DAX40 CEOs face a reputational risk in ChatGPT.

When asked about them, ChatGPT mentions at least one potentially harmful topic. Common topics include social controversies, personal misconduct, or management failures.

CEOs with a Spotless AI Image

However, there are also positive examples: Tim Höttges (Telekom), Dr. Roland Busch (Siemens), and Dr. Markus Kamieth (BASF) all have consistently positive ChatGPT profiles. This is very much to the advantage of their companies.

Top 3 CEOs by AI Reputation

What led to a consistently positive ChatGPT profile for the three winners: They are at the top of widely cited reputation rankings, receive numerous positive reviews and comments on LinkedIn and have outstanding employee ratings.

- 01** CEO Telekom AG
Tim Höttges
- 02** CEO Siemens AG
Dr. Roland Busch
- 03** CEO BASF SE
Dr. Markus Kamieth

55 %

of CEOs in the DAX40 increase the reputational risk of their companies. ChatGPT links them to risk categories that do not arise in relation to their companies.



CEOs Bring Additional Risks

A comparison of reputational risks in AI shows that in 30 percent of all cases, ChatGPT mentions more critical topics relating to the CEO than to the respective DAX40 company. In a further 22.5 percent of cases, both are equally affected regarding the number of reputational issues that are mentioned, but often the issues vary. In 55 percent of cases, CEOs exacerbate the company's risk situation.

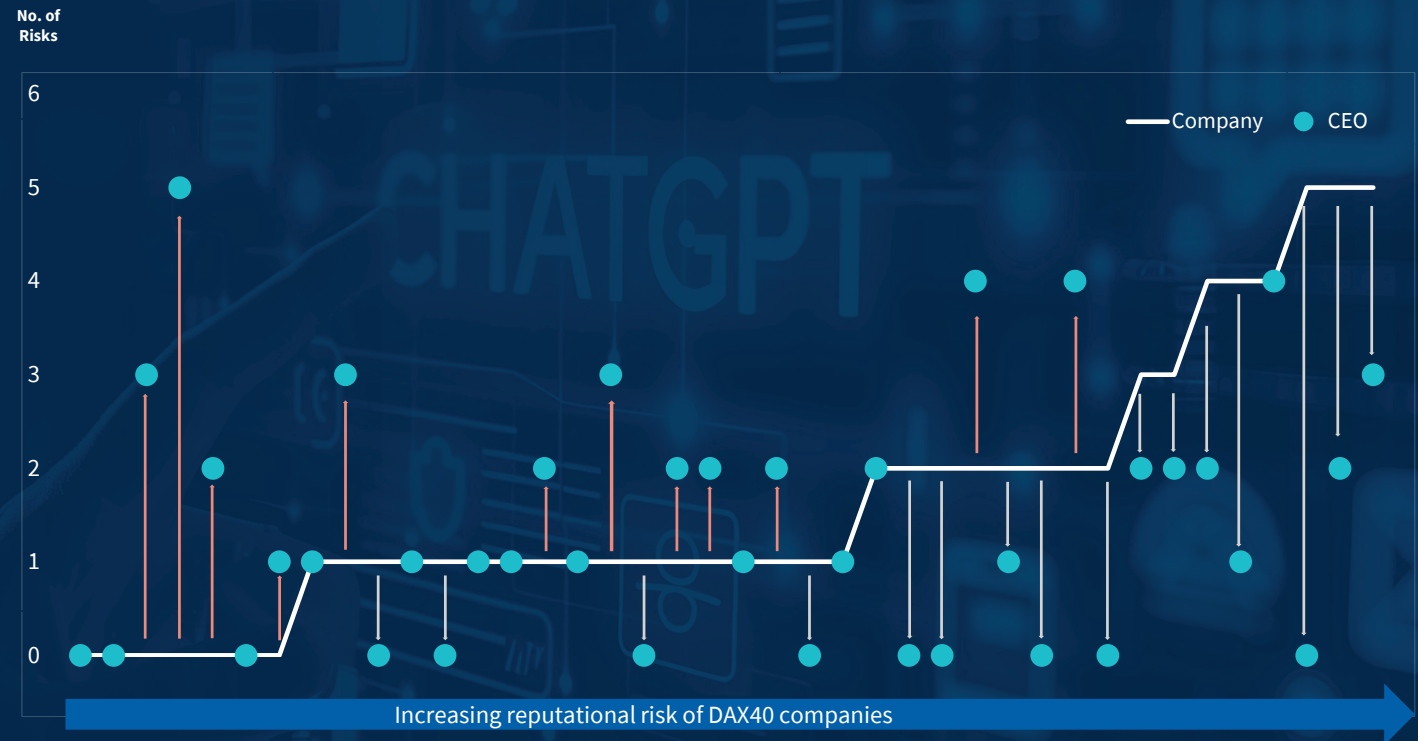
Particularly striking: In some cases, the company itself is risk-free in AI, but the CEO's image is burdened due to issues such as environmental criticism, employee evaluations, or personal controversies. Conversely, some CEOs benefit from a strong digital presence, for example on LinkedIn, and thus elevate the AI reputation of an otherwise risk-prone company.

There Are Clear Reputational Winners

In only 7.5 percent of cases are CEOs and companies free of reputational risks in AI. The overall winners of our study are Daimler Truck, Hannover Re and Siemens.

AI Risks Vary among DAX40 Companies and Their CEOs

The number of potentially reputation-damaging topics in AI responses covering DAX 40 companies and their CEOs varies considerably – in both directions.



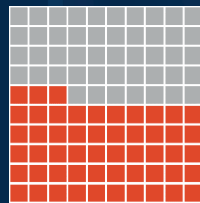
03 ChatGPT Has no Expiration Date

ChatGPT

Crisis Remain Visible

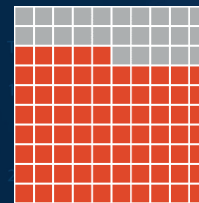
ChatGPT appears to interpret data without prioritizing up-to-date information.

53 %



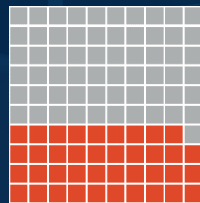
of the statements that pose a reputational risk for the DAX40 companies relate to events that occurred at least twelve months ago.

75 %



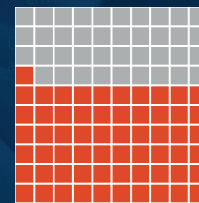
of these are at least three years old

39 %



of the statements that pose a reputational risk for the DAX40 CEOs relate to events that occurred at least twelve months ago.

61 %



of these are at least three years old

What has long since disappeared from the first results page on Google and thus from view is being brought back to the surface by ChatGPT. Even crises and controversies that occurred years ago reappear in the AI responses.

Our analysis shows that 53 percent of statements about DAX40 companies that are potentially reputation-damaging are based on incidents that occurred at least twelve months ago. 75 percent of these are even based on events that are at least three years old. The effect is similar for CEOs. Conclusion: Risks do not expire.

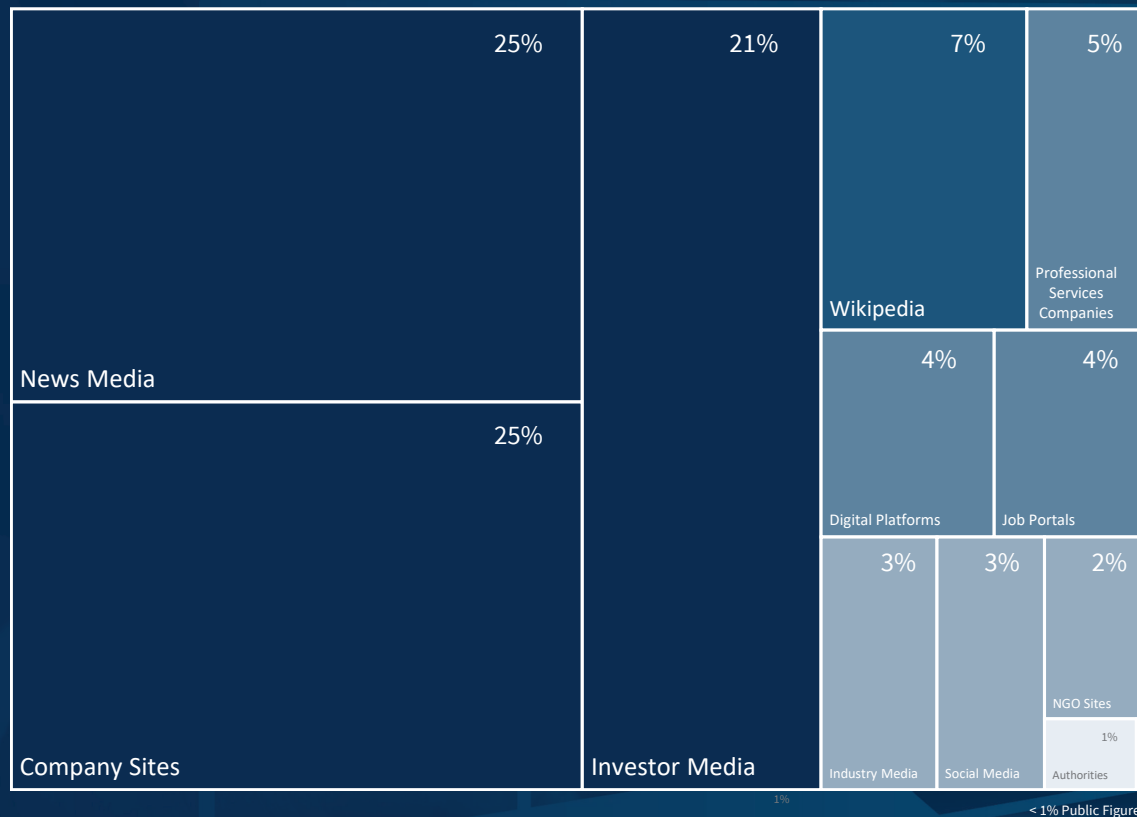
Counterweights Are Key to Success

However, companies that already appear balanced and differentiated in ChatGPT today have not simply managed to avoid crises. They actively create counterweights through transparent communication, credible counterstatements, and a practiced culture of learning from mistakes. These elements influence how AI language models form narratives. They make the difference between risk and resilience.

04 What Matters: Earned, Owned, Machine-fed

AI Reputation Management Brings Success

Good news for communications professionals: ChatGPT is utilizing traditional PR channels for company profiles.



What are AI responses regarding DAX40 companies based on? Are communicators in a position to influence them? A look at the sources cited by ChatGPT provides answers.

Media Presence Influences AI Image

Our analysis shows that ChatGPT evaluates corporate reputation based on weighted sources. News media (e.g. Handelsblatt) and corporate websites each provide 25 percent of the information, followed by investor media (e.g. Finanztip) at 21 percent. Companies can actively shape and manage around three quarters of the information that large language models like ChatGPT rely on. We are observing two factors here. First, media relations work well when they also target AI. Why? Because outlets that offer context and analysis shape AI-generated answers far more than simple news reports. Second, content from corporate websites is used more frequently when it is available in a machine-readable format, such as in the form of FAQs.

Digital Presence of CEOs Is a Must

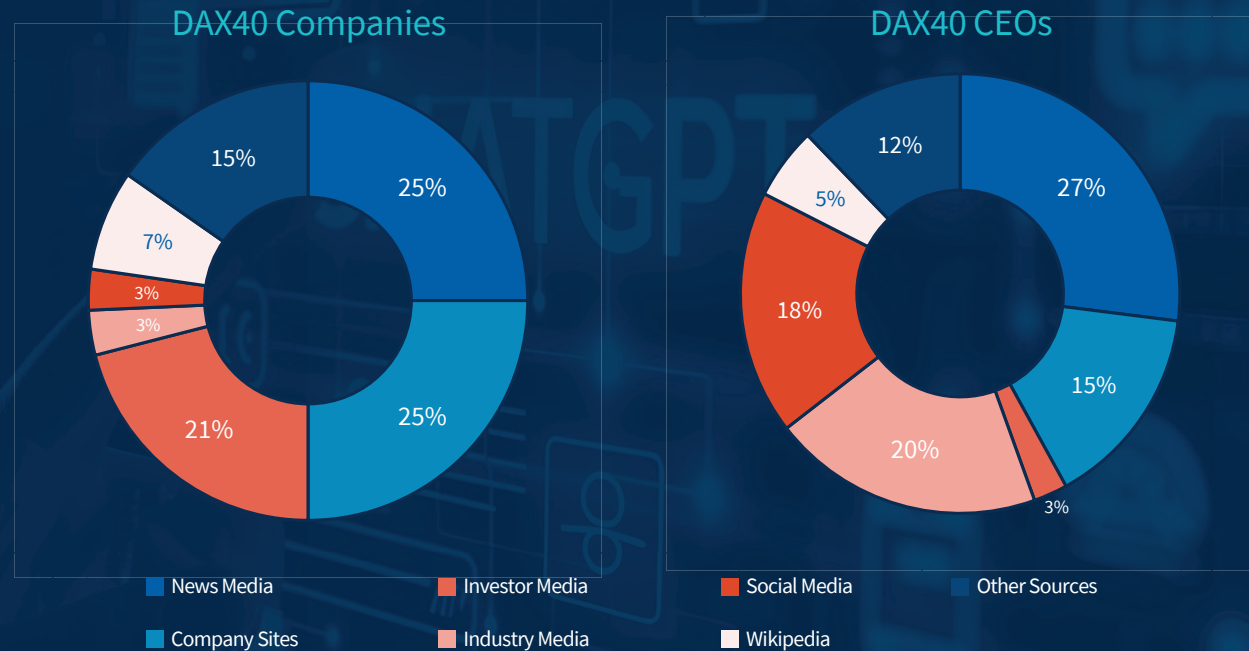
The impact of sources shifts, when it comes to the reputation of CEOs: In addition to news media, which account for 27 percent, LinkedIn plays a crucial role as the most important social media platform, informing 18 percent of AI responses, closely followed by industry media (e.g. Versicherungsmonitor) with 20 percent. We have noticed that DAX CEOs with the most active LinkedIn accounts generally also have the best AI reputation. And this has a direct and positive influence on how ChatGPT presents the DAX companies themselves. This is further confirmation for many and a final wake-up call for a few: those who actively invest in the LinkedIn positioning of their executives shape their reputation – even in the age of AI.

18 %

of AI responses regarding DAX40 CEOs originate directly from LinkedIn.

Direct Source Comparison: DAX40 and DAX40 CEOs

Traditional media shape perceptions of companies and CEOs in an AI-driven world. In addition, social media and industry media influence the image of CEOs in ChatGPT.



05 AI Reputation Can Be Actively Influenced

Companies that want to remain credible and visible must develop their communications toward strategic information management. This means presenting the right content in the right places and in the right format — written for people and optimized for machines.

Our analysis shows that there is a significant need for action when it comes to AI reputation. The majority of DAX40 companies must take action. The good news is that positive examples show how this can be achieved. Our study outlines four areas of action for companies.

More Media Relations, but Done Right

Key finding: High-profile media reports (e.g., from FAZ, Süddeutsche Zeitung, Handelsblatt) have a major influence on AI models such as ChatGPT. The caveat: It is not so much the recency that counts, but rather providing the context of the topic and the authority of the respective source.

For companies, this means that PR must once again become a greater focus. At the same time, the field must evolve in a way that facilitates AI capabilities. In concrete terms, this means that media relations have to focus on media that provide more context. Or, in short: less breaking news, more substance.

40 %
of DAX40 companies have to continue to make targeted investments in media relations and reputation management.

For example, in the form of long-form journalistic content such as guest articles or exclusive interviews on topics such as leadership, sustainability or transformation. This can also include content partnerships with media outlets that have high domain rankings, as these are more likely to be cited by ChatGPT.

Our study also shows that it is worthwhile to promote ESG rankings and annual reports as an integral part of PR with equal priority and to keep an eye on Wikipedia entries.

Frame CEOs and CFOs Positively

Leaders such as CEOs have a direct influence on the AI reputation of companies. According to our analysis, their influence is often negative, considering AI systems frequently fail to convey emotional depth or the current narrative of the company when portraying them.

Companies should therefore reflect these in speeches, interviews, and thought leadership content by and featuring their CEOs on highly authoritative platforms (e.g., Handelsblatt, HBR, LinkedIn from C-level) so these are incorporated into ChatGPT. It is essential to be specific and to formulate purpose and vision statements in a tangible and substantively sound manner. We have seen that phrases such as "We are making the



world a better place” are ruthlessly filtered out by ChatGPT, while specific statements about social value are processed. They have a positive influence on ChatGPT’s overall response sentiment toward companies and CEOs.

Provide Context and Perspective

Past scandals or criticism (e.g., environmental violations, compliance breaches, economic performance downturns) often reappear in ChatGPT responses even years later – often without context or reference to progress made since then. Companies can counteract this by clearly documenting what they have learned from mistakes. For example, through case studies, white papers, and audits that are publicly available and machine-readable.

According to our analysis, it works particularly well to give positive developments a human touch and to further highlight human stories (e.g., employees, initiatives) in visible channels instead of just focusing on “green numbers”. In the event of misinformation, requests for deletion should be submitted to OpenAI and other platforms.

Perform Prompt Reputation Checks

Last but not least, companies should establish prompt reputation checks as a management tool. ChatGPT is increasingly becoming the first point of contact, much like Google was 20 years ago. Companies should therefore regularly simulate typical questions (“Is company X sustainable?”, “Is Y a good employer?”) and analyze the answers.

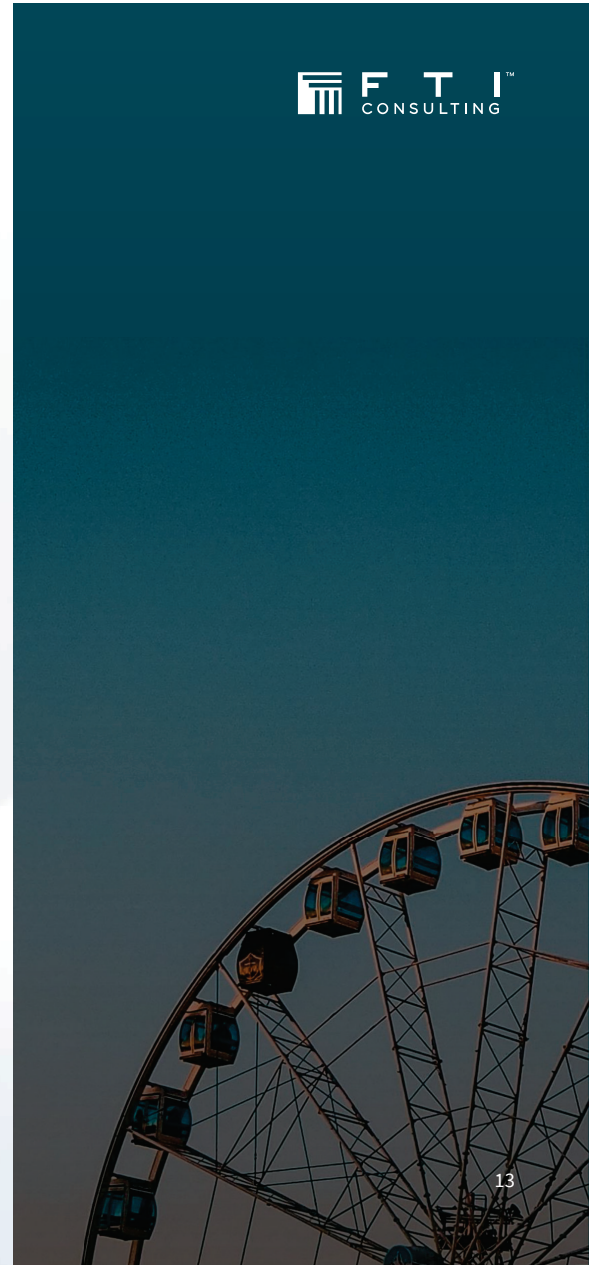
Companies can achieve this by conducting regular, automated prompt checks. To this end, it is worth creating a new, dedicated position of digital reputation analyst, for example. Companies can also seek outside help. Reflecting these findings in communications planning is crucial for success.

53 %

of companies are (once again) confronted with risk issues from their past that were no longer visible on Google.

“With the FTI Consulting Prompt Reputation Check, we analyze AI-based reputation images in systems such as ChatGPT specifically from the perspective of investors, journalists, applicants, or employees. Based on our own advanced analytics models and AI applications, we simulate typical questions, evaluate the answers systematically, analyze how the AI responses affect reputation, and identify the risks that arise from them. The result: clearly defined, actionable recommendations to improve reputation in the age of AI.”

Romina Gerhards
Managing Director



Research Overview

Analysis Dates

25.05.2025 – 10.06.2025

Target Focus

DAX40 companies and their CEOs as of May 25, 2025

Data Collection & Methodology

The analysis followed a two-stage qualitative exploratory research design to analyze the AI reputation and AI reputational risks of DAX40 companies and their CEOs. Due to ChatGPT's market dominance in Germany (84% of chatbot use, cf. Statcounter 2025), the analysis was limited to ChatGPT.

In the first phase, ChatGPT was systematically asked about the reputation of each individual DAX40 company using identical prompts. To rule out distortions in the study, variants of the same prompt were simulated multiple times on a random basis. This showed that the identified topics, risk categories, and sources remained consistent.

This was followed by a second data collection phase, which focused on the reputation of the 40 CEOs in question. The data obtained was evaluated through a qualitative content analysis. A framework with seven risk dimensions was developed to code potentially critical statements. This was supplemented by a systematic source analysis to categorize the information sources referenced by ChatGPT and to record their distribution. More specifically, the sources were categorized and the frequency at which they were mentioned was quantified. If you have any further questions about the methodological approach, please contact:

researchGermany@fticonsulting.com.

The Analyzed Sample: DAX40 + CEOs

Adidas AG Björn Gulden	Daimler Truck Holding AG Karin Rådström	Henkel AG & Co. KGaA Carsten Knobel	RWE AG Dr. Markus Krebber
Airbus SE Guillaume Faury	Deutsche Bank AG Christian Sewing	Infineon Technologies AG Jochen Hanebeck	SAP SE Christian Klein
Allianz SE Oliver Bäte	Deutsche Börse AG Dr. Stephan Leithner	Mercedes-Benz Group AG Ola Källenius	Sartorius AG Dr. Joachim Kreuzburg*
BASF SE Dr. Markus Kamieth	Deutsche Telekom AG Tim Höttges	Merck KGaA Belén Garijo	Siemens AG Dr. Roland Busch
Bayer AG Bill Anderson	DHL Group Dr. Tobias Meyer	MTU Aero Engines AG Lars Wagner	Siemens Energy AG Dr. Christian Bruch
Beiersdorf AG Vincent Warnery	E.ON SE Leonhard Birnbaum	Münchener Rückversicherungs-Gesellschaft AG Dr. Joachim Wenning	Siemens Healthineers AG Dr. Bernd Montag
BMW AG Oliver Zipse	Fresenius Medical Care AG Helen Giza	Dr. Ing. h.c. F. Porsche AG Dr. Oliver Blume	Symrise AG Dr. Jean-Yves Parisot
Brenntag SE Dr. Christian Kohlpaintner	Fresenius SE & Co. KGaA Michael Sen	Porsche Automobil Holding SE Hans Dieter Pötsch	Volkswagen AG Dr. Oliver Blume
Commerzbank AG Dr. Bettina Orlopp	Hannover Rück SE Clemens Jungsthöfel	Qiagen N.V. Thierry Bernard	Vonovia SE Rolf Buch
Continental AG Nikolai Setzer	Heidelberg Materials AG Dr. Dominik von Achten	Rheinmetall AG Armin Papperger	Zalando SE Robert Gentz, David Schröder

* Following the completion of our analysis, Dr. Michael Grosse has taken over as Sartorius' CEO from Dr. Joachim Kreuzburg with effect from July 1, 2025.



About FTI Consulting

FTI's Digital and Insights team works with companies of all sizes to develop effective online reputation management strategies based on data and analyses.

In doing so, we cover topics such as crisis communication, identifying and engaging influencers, content and channel strategy, and paid and creative campaigns. We support our clients in all phases of their digital development, from the early setup phase, where governance, social media architecture, and content planning are required, to collaboration with experienced internal digital teams that need support in crises or need specialized assistance.

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CHATGPT