

TRUST

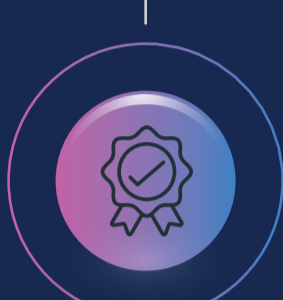
Why Businesses Should Make Trust-Building a Priority

Trust is the bedrock upon which all economic, interpersonal and creative progress is built.

If you can't trust the people, processes or technologies in your business, you run the risk of spending the majority of your time supervising rather than trailblazing.

Unfortunately, this "trust" is becoming increasingly scarce, with one study indicating a 20% global dip in the last 15 years.¹

OPPORTUNITY



Those who believe a firm is trustworthy are three times more likely to forgive the brand for product or service errors.²



Higher levels of trust are associated with higher levels of customer experience (CX) quality, which in turn promotes loyalty behavior such as retention, enrichment and advocacy.²



Employee productivity is higher in highly trusted organizations.²

SOLUTION

Employees and customers alike should be able to trust your company's processes and technologies. A managed service provider (MSP) like us can assist you in ensuring that your technologies and processes serve as a foundation for trust.

TRUST



THE FOUR STEPS TO INCREASING TRUST ARE²:

1 DETERMINING YOUR CURRENT LEVEL OF TRUST

You must gather data from various stakeholders to see the company through their eyes, expose trust gaps, identify blind spots and prioritize activities that promote trust.



2 PRIORITIZING TRUST ELEMENTS AND CREATING A WELL-THOUGHT-OUT ACTION PLAN

You can't handle all elements of trust for every audience and geography at the same time. Prioritize those that are most likely to impact trust perceptions for a particular audience or business type, and then create a plan to put those elements into action.



3 INTEGRATING AND ALIGNING TRUST WITH YOUR CUSTOMER, EMPLOYEE AND BRAND EXPERIENCES

Trust must be fully integrated into customer, employee and brand experiences for a company to progress holistically.



4 INCORPORATING ACCOUNTABILITY MEASURES WITHIN YOUR STRATEGY

Accountability is critical for establishing trust. When there is a breach of trust, measures must be in place to guarantee that your business takes responsibility, accepts the consequences and makes reparations.



Businesses that invest in technology and processes benefit significantly in nurturing customer and employee trust. Let us help you enable trust-building in your company.

CONTACT US TODAY FOR A NO-OBLIGATION CONSULTATION!

Sources: 1. World Values Survey, Wave 7 (2017-2022) | 2. The Trust Imperative, Forrester Research

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