TRUST IN THE FUTURE

Skeptical, but Hopeful

54%

×

DON'T BELIEVE

Companies have
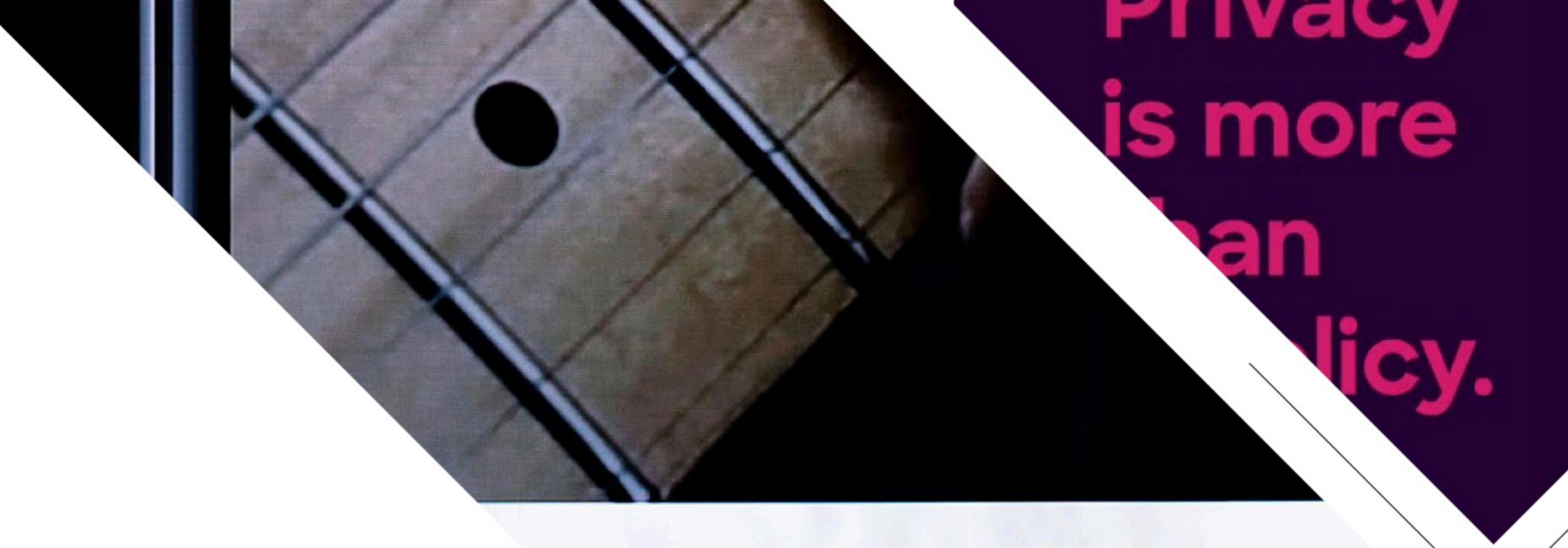their best interests
in mind
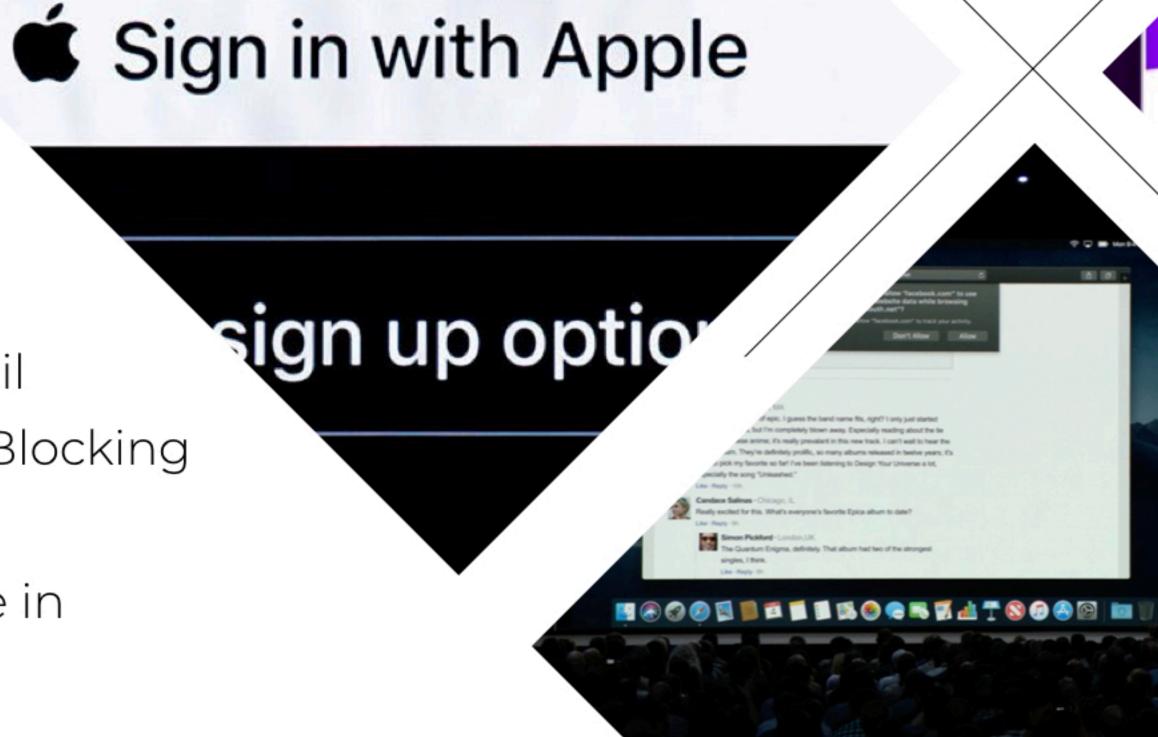
81%

×

SAY

Trust in brands is an
important part of
purchase behavior

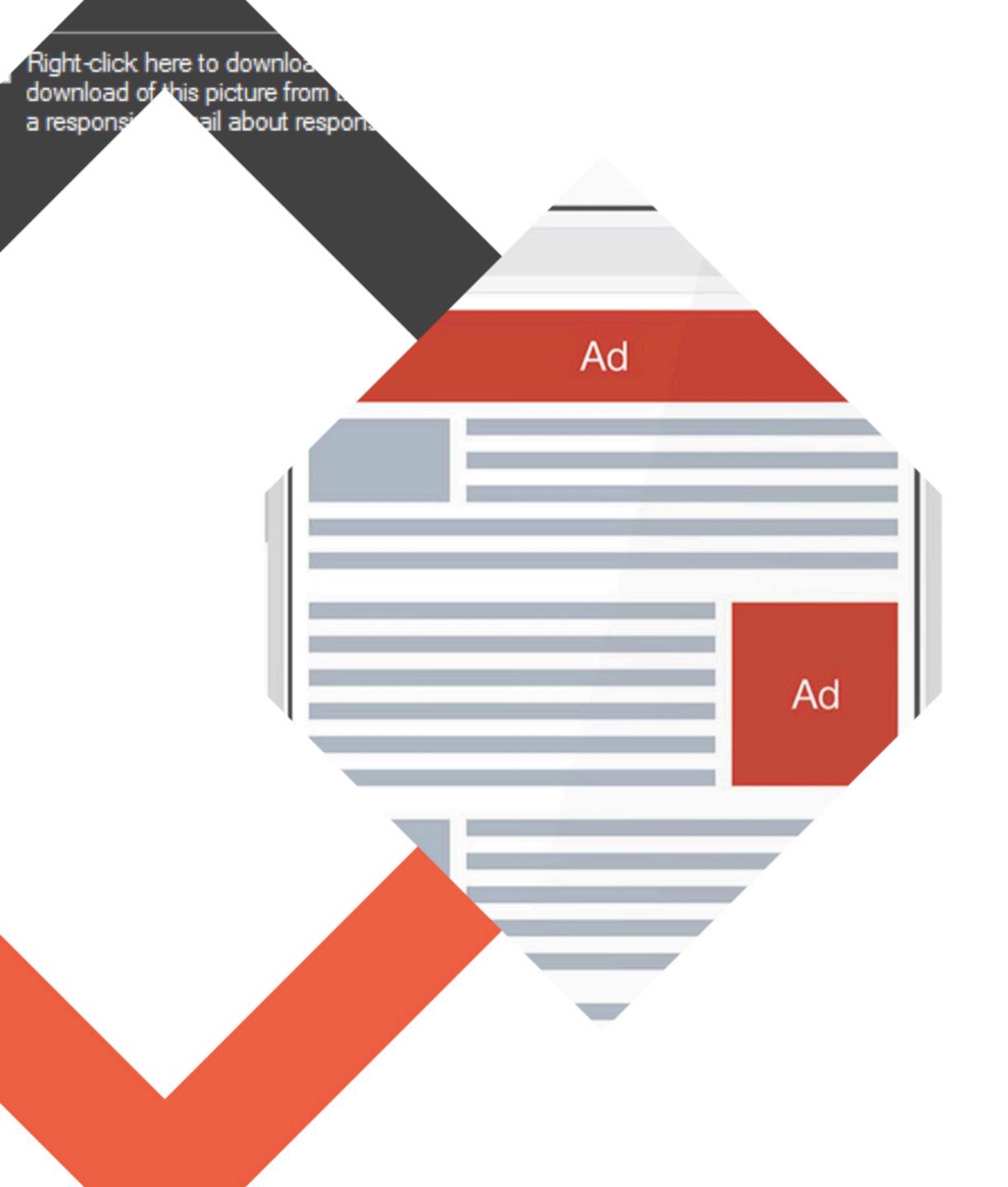The **distrust** has become

CULTURAL

Privacy as a
Default Feature

- **Device** Features: Sign in with Apple + Hide My Email
- **Browser** Features: Default Cookie and Fingerprint Blocking
  - Intelligent Tracking Prevention (ITP) in Safari
  - Enhanced Tracking Protection (ETP) + Strict Mode in Firefox

Privacy
is more
han
licy.

Sign in with Apple

sign up optio

Privacy as an
Available Choice

- 30% of global users actively **block ads**
- 25% of global users use a **VPN**
- 43% of Gmail users view emails with **images off** (2014)
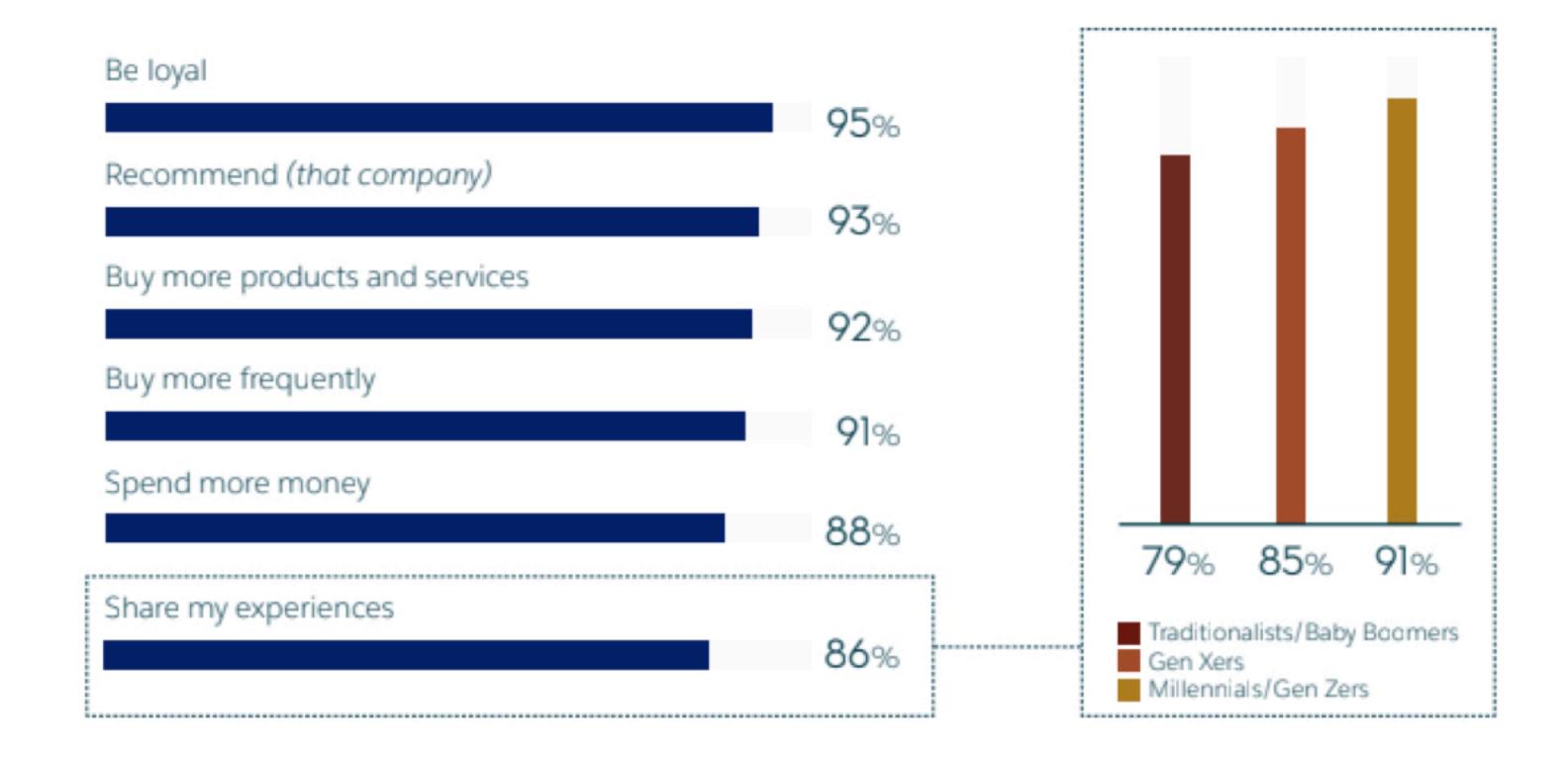- DNS-over-HTTPS is generating discussion

Privacy as
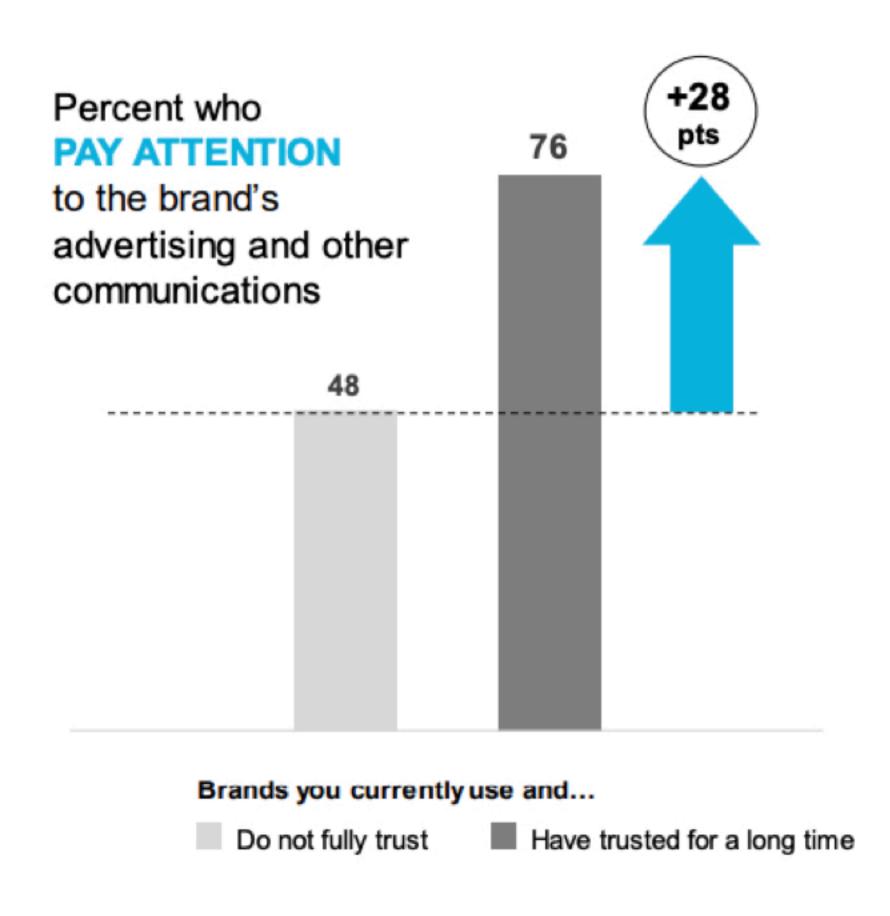# **Physical Safety**

"Wearing a mask is seen as a signal of solidarity with the movement—citizens have gotten tattoos of masks and protestors have used black spray paint to draw masks on models' faces in bus stop advertisements."

Companies that **build trust now** have a first-mover advantage.

THE FIRST-MOVER ADVANTAGE

Trust in a company generates **revenue** and **loyalty**.

Be loyal
95%

Recommend (*that company*)
93%

Buy more products and services
92%

Buy more frequently
91%

Spend more money
88%

Share my experiences
86%

79%   85%   91%

Traditionalists/Baby Boomers
Gen Xers
Millennials/Gen Zers

https://www.salesforce.com/blog/2018/09/trends-customer-trust-research-transparency.html
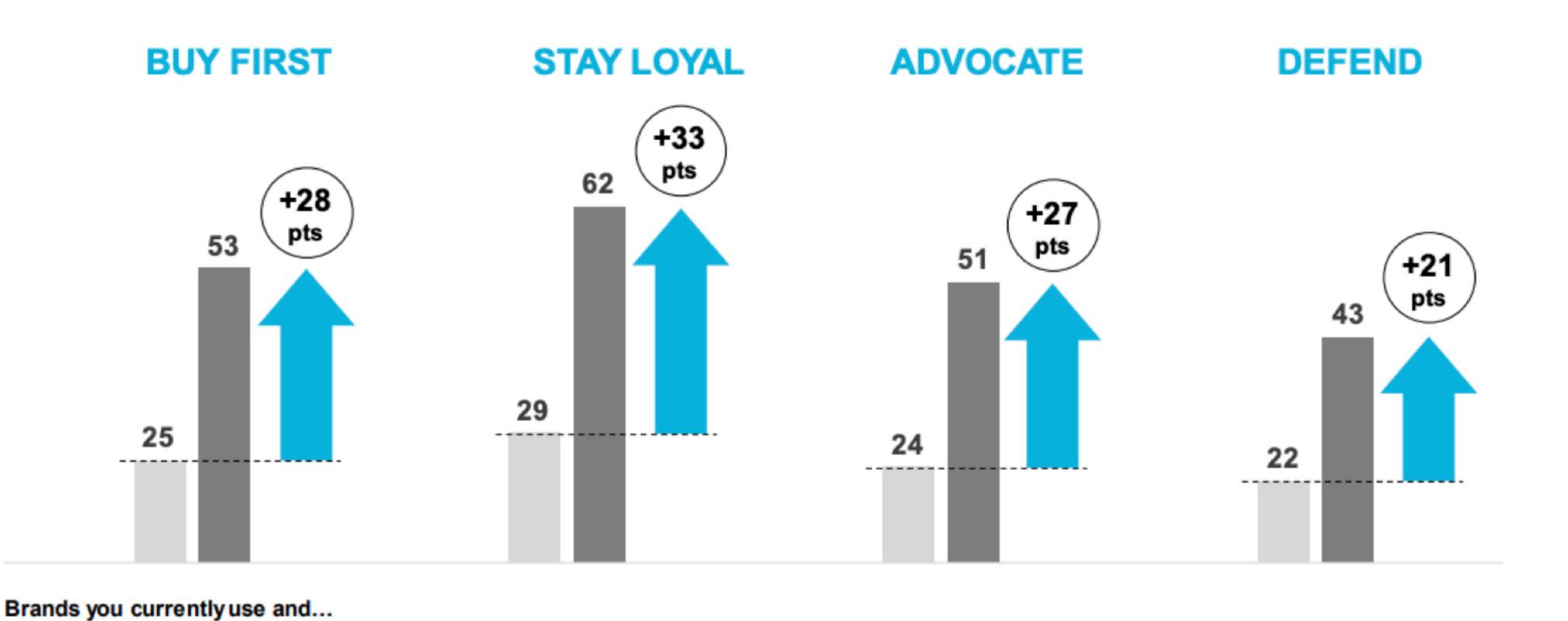
Trust generates **attention**.

Percent who **PAY ATTENTION** to the brand's advertising and other communications

48

76

+28 pts

Brands you currently use and…

Do not fully trust   Have trusted for a long time

https://www.edelman.com/sites/g/files/aatuss191/files/2019-06/2019_edelman_trust_barometer_special_report_in_brands_we_trust.pdf

Trust drives **loyalty**.

Loyalty drives **advocacy**.

THE FIRST-MOVER ADVANTAGE

Trust's value **accumulates.**

BUY FIRST

25 · 53 · +28 pts

STAY LOYAL

29 · 62 · +33 pts

ADVOCATE

24 · 51 · +27 pts

DEFEND

22 · 43 · +21 pts

Brands you currently use and…

Do not fully trust · Have trusted for a long time

THE FIRST-MOVER ADVANTAGE

Trust across experience **types** is a multiplier.

Percent who
BUY FIRST
STAY LOYAL
ADVOCATE
DEFEND

47

55   +8 pts

68   +21 pts

trust with
PRODUCT ONLY

trust with
PRODUCT AND CUSTOMERS

trust with
PRODUCT, CUSTOMERS AND SOCIETY

Trust is not (yet) as important as a **personalized** experience.

76%
×
EXPECT

Companies to understand their needs and expectations

84%
×
SAY

Being treated like a person—not a number —is very important to winning their business

59%
×
SAY

Tailored engagement based on past interactions is very important to winning their business

Trust and personalization are **not at odds**.

TRUST + PERSONALIZATION

Trust is the **key** to unlocking personalization.

" Brands should not be able to use my personal data to try and market different things to me. "

79% Australia
80% France
79% Germany

81% United Kingdom
78% United States

Global average: 79%

HOWEVER

" I would be more loyal to a brand that showed they really understood me and what I was looking for. "

82% Australia
77% France
71% Germany

81% United Kingdom
79% United States

Global average: 78%

https://www.acquia.com/sites/acquia.com/files/documents/2018-11/CX_Trends_Report_2019_Acquia.pdf

Trust is
Control

- 92% of consumers are more likely to trust businesses with their data when they're given **control** over what's collected.

https://www.salesforce.com/blog/2018/09/trends-customer-trust-research-transparency.html

Zero-party data is trust's currency.

	Inferred data	Observed data	Self-reported data
Third-party data	• Inferred household income	• Mobile device ID • Set-top box data • Purchase preferences	• Social media page likes
Second-party data	• Product/category preferences	• Web cookie data	• Self-identified household income
First-party data	• Cross-device identity matching	• Loyalty program activity • Purchase history	• Date of birth • Mailing address
Zero-party data			• Preference data (e.g., email opt-ins) • Feedback surveys

· It's **intentionally and proactively shared directly from the consumer**.

· It's *not* inferred data (through income or device matching).

· It's *not* behavioral data (like spending patterns or cookies).

Trust is
Value Exchange

- Consumer stances are already shifting: 58% of "Millennials" will share personal data if it leads to a **more personalized in-store or online shopping experience**. Only 41% of "Baby Boomers and Traditionalists" agreed.

- 79% of consumers are willing to share data if it **clearly benefits** them

- 60% of consumers are willing to share more data to receive **personalized benefits and discounts**.

https://www.salesforce.com/research/customer-expectations,https://www2.deloitte.com/us/en/insights/industry/retail-distribution/sharing-personal-information-consumer-privacy-concerns.html, https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/risk/deloitte-uk-risk-gdpr-six-months-on.pdf
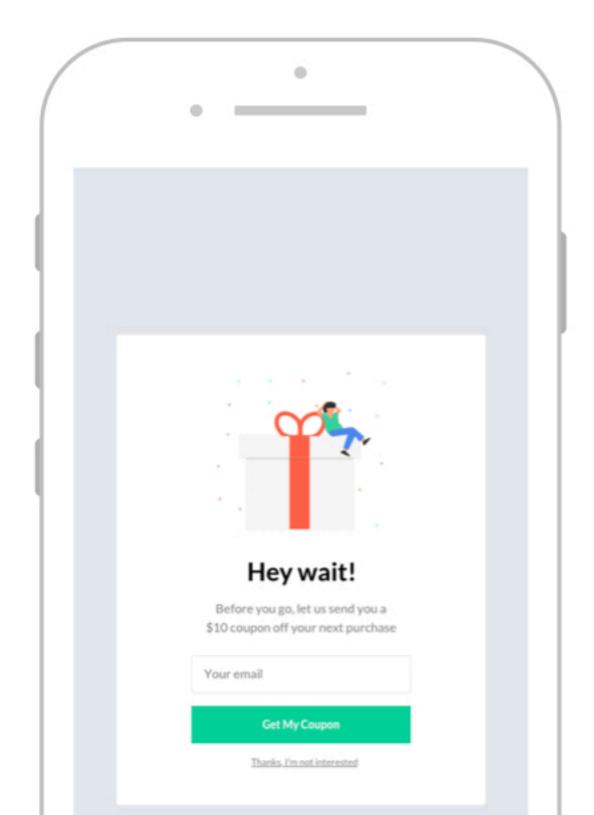
What can you **offer** for their data?
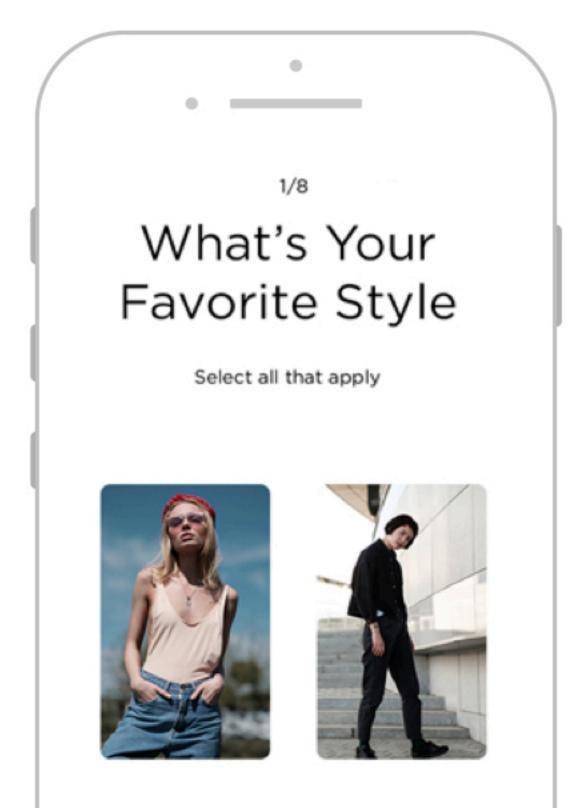
EASY
Email Address + Opt-in
for a Discount or Coupon

HARDER
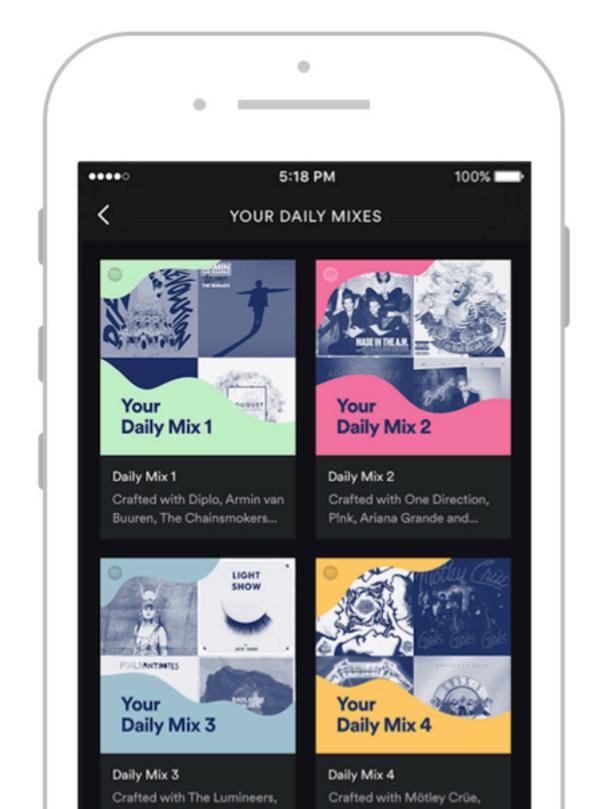Preference Data for a
Personalized Content
Experience

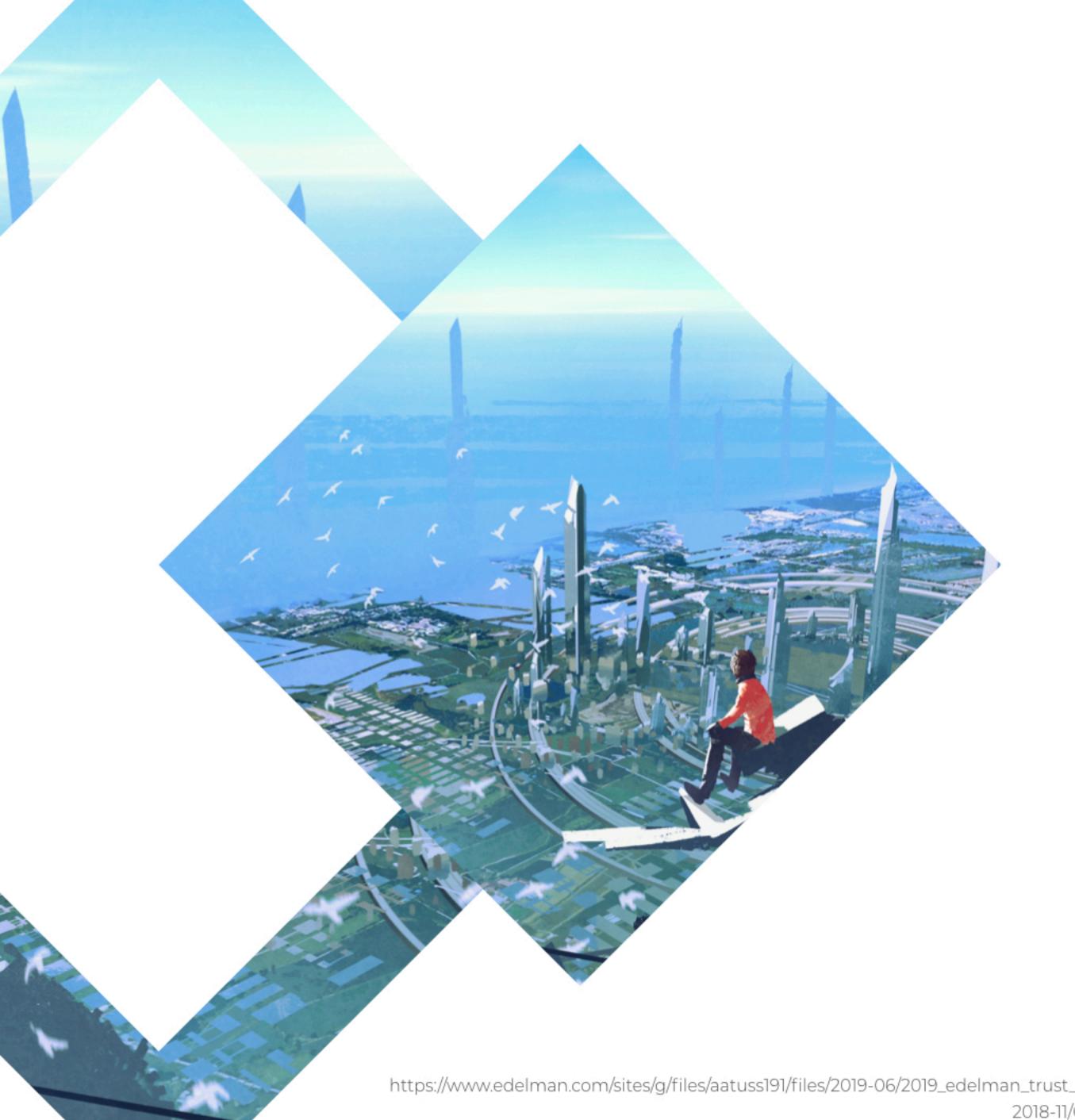## HARDEST
Behavioral + Personal Data for
AI-driven recommendations)

Trust is **Transparency**

· 45% of consumers said a brand would *never* be able to regain their trust after a brand displays **unethical** behavior or suffers a controversy.

· 58% don't trust a brand until they've seen "real-world proof" that it's **kept its promises**.

How can you be more **transparent**?

EASY

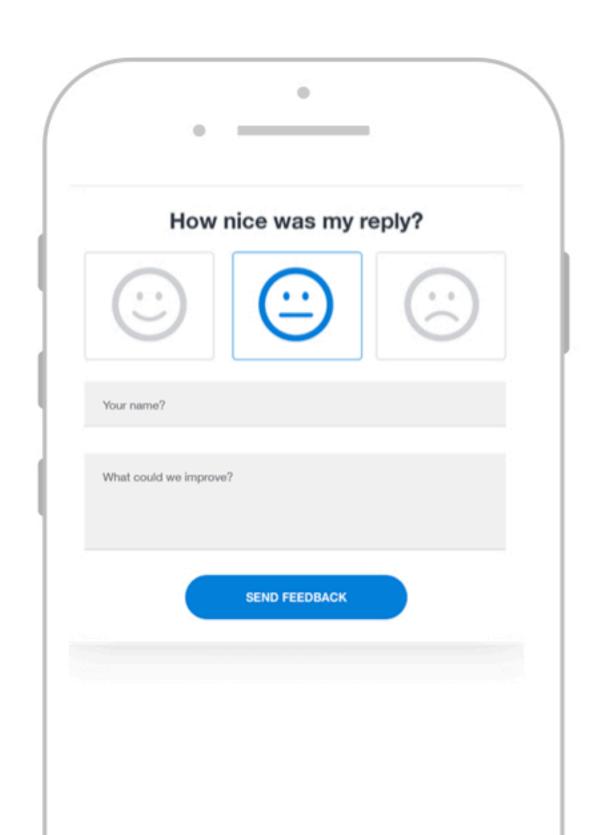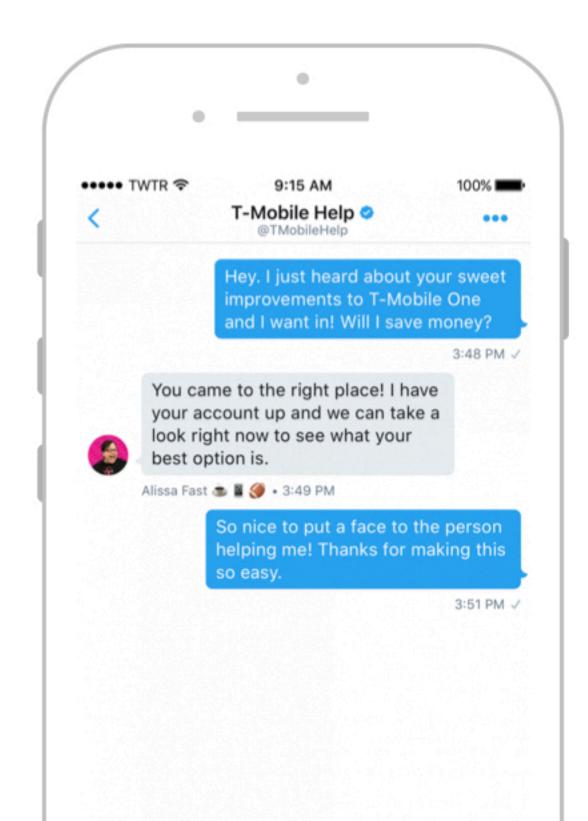Audit Customer Communication + Solicit Feedback To Improve Touchpoints

HARDER
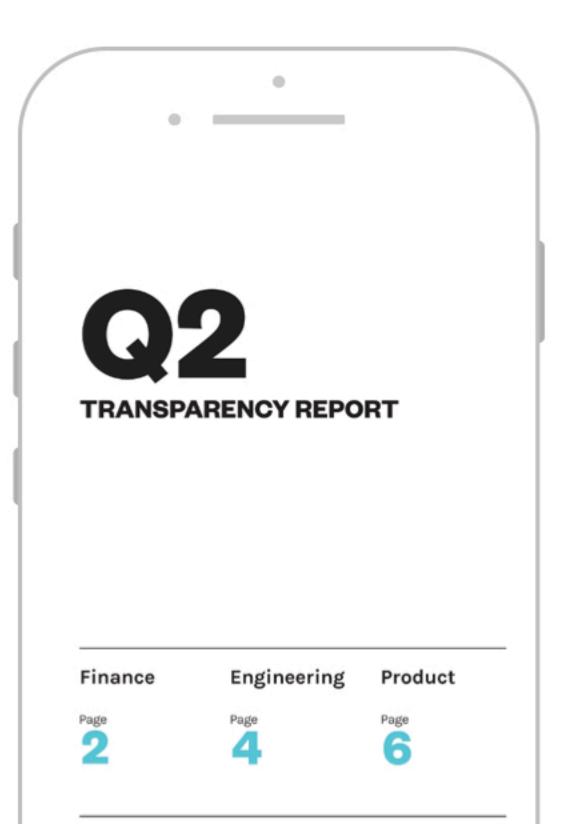
Respond Openly + Honestly to Reviews And Social Media Replies

HARDEST

Publish Third-Party Research to Verify Your Brand Promises

How nice was my reply?

Your name?

What could we improve?

SEND FEEDBACK

●●●●● TWTR 🛜   9:15 AM   100% ▬

T-Mobile Help ✓
@TMobileHelp

Hey. I just heard about your sweet improvements to T-Mobile One and I want in! Will I save money?

3:48 PM ✓

You came to the right place! I have your account up and we can take a look right now to see what your best option is.

Alissa Fast 🐻 ▮ 🏀 • 3:49 PM

So nice to put a face to the person helping me! Thanks for making this so easy.

3:51 PM ✓

Q2
TRANSPARENCY REPORT

Finance   Engineering   Product

Page   Page   Page

2   **4**   **6**

Trust is Authentic **Social Engagement**

· 81% cite a top factor in purchase consideration is that they can **trust the brand to "do what is right"**.

· 49% even believe brands can do more to cure social issues than the government can.

· 56% say too many brands try to use societal issues as a marketing ploy to sell more product.

https://www.edelman.com/sites/g/files/aatuss191/files/2019-06/2019_edelman_trust_barometer_special_report_in_brands_we_trust.pdf,

Dove
MEN+CARE

THE PLEDGE FOR
PATERNITY
LEAVE

How can you **engage** socially?

EASY
Empower Employees To Donate Their Time And Energy To Causes They Care About

HARDER
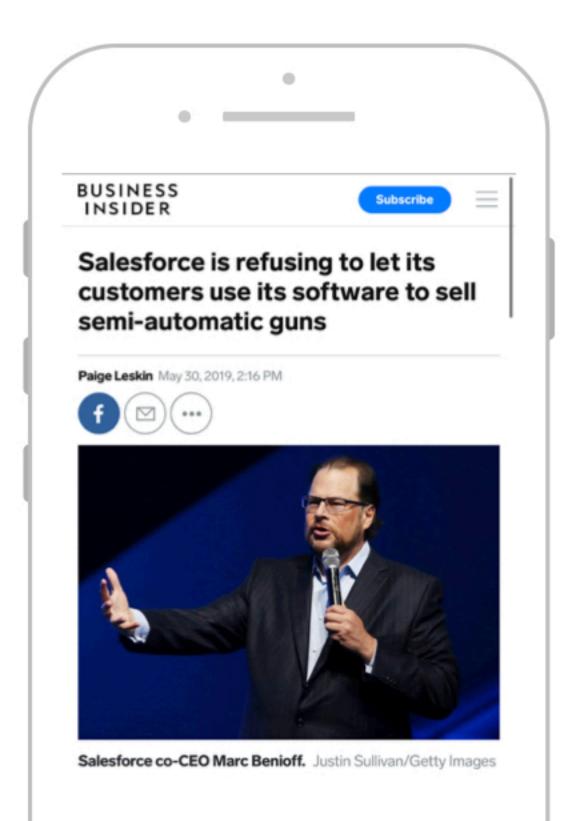Empower Employees To Speak Out About Social Issues

HARDEST
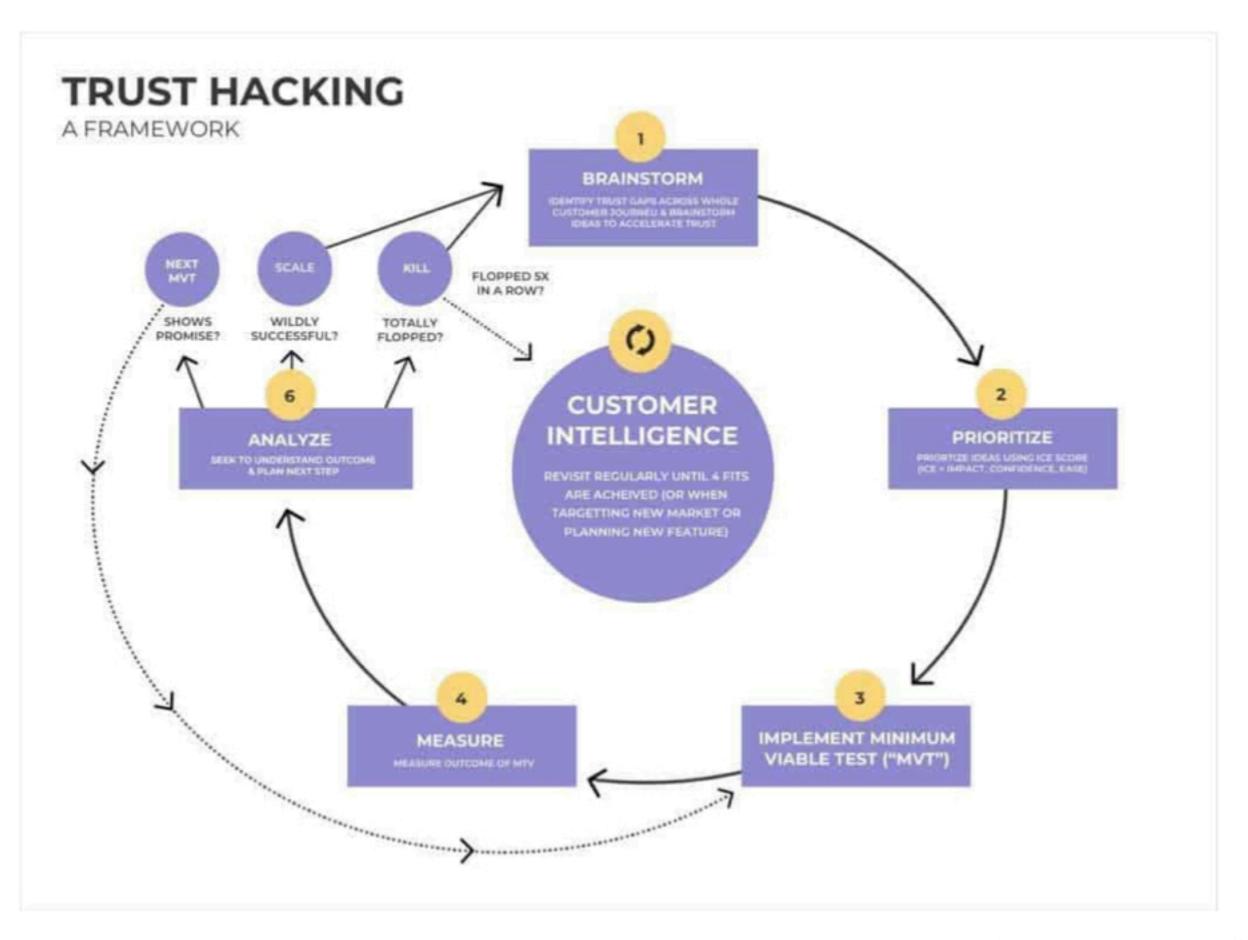Take Public Stances Even When They Might Affect Your Bottom Line

PLEDGE 1%

A BOOK ABOUT THE ONE PERSON WHO CAN CHANGE THE WORLD: YOU

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Congratulations to our Ohana! Trailblazer is #1 on this weeks Wall Street Jounal Best Selling Business Books. #trailblazerbook

Simon Sinek/Portfolio

BUSINESS INSIDER   Subscribe

Salesforce is refusing to let its customers use its software to sell semi-automatic guns

Paige Leskin   May 30, 2019, 2:16 PM

Salesforce co-CEO Marc Benioff.   Justin Sullivan/Getty Images

Stuck? Try **Trust Hacking**.

Katelyn Bourgoin's "Trust Hacking" framework prioritizes building trust to "find, delight, and retain" advocates.

1. **Talk** to your customers, strategically, on an ongoing basis.
2. Use both **qualitative and qualitative data** to understand behavior and validate assumptions.
3. Work **cross-functionally** to ensure trust is generated across the lifecycle.
4. Rapidly **test** ideas to build trust to validate them.
5. Align success **metrics** around trust.

https://katelynbourgoin.com/trust-hacking/

TRUST IN THE FUTURE