

# The Consumer Trust Index:

WHAT YOUR ORGANIZATION NEEDS TO KNOW ABOUT TRUST

## MANY FACES OF TRUST

REPUTATION AND A GOOD TRACK RECORD BUILDS TRUST

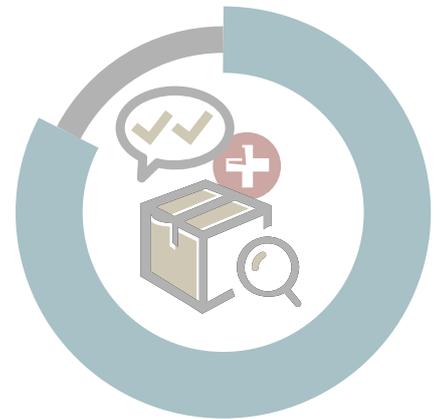


88%

OF PEOPLE BELIEVE A FAVORABLE REPUTATION IS AN UNBEATABLE WAY FOR COMPANIES TO BUILD TRUST

**GOOD REPUTATION = TRUST BUILDER**

Trust-building organizations ensure processes are in place to permit good safety records and minimize faulty products hitting the market



83%

of consumers rated **transparency** and **reputation** as trust builders

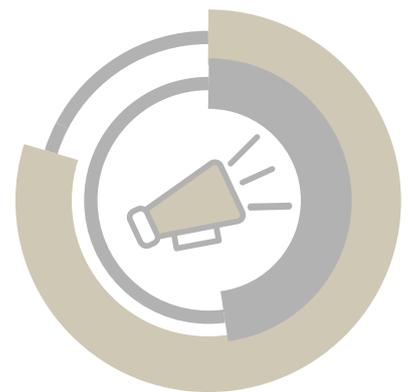
### HIGHLY REGARDED

Customers state that customer transparency and ethical behavior toward suppliers and employees rated well

## WORD-OF-MOUTH RECOMMENDATIONS ARE TREATED WITH A LITTLE MORE CAUTION

80% of consumers agreed that word-of-mouth helped to build trust

48% *strongly* agreed with this statement



COMPARE THAT TO 64% who strongly agreed that reputation and transparency helped build trust