

The Consumer Trust Index:

WHAT YOUR ORGANIZATION NEEDS TO KNOW ABOUT TRUST



3,035
GLOBAL
CONSUMER
INTERVIEWS

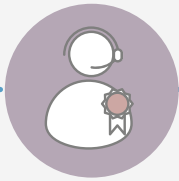
1,022
Americas

1,008
Asia-Pacific

1,005

Europe, Middle East and Africa

The Consumer Trust Index: KEY FINDINGS



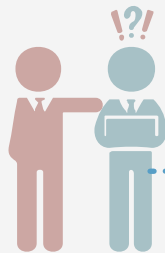
TRUST IS KNOWING SOMEONE'S THERE WHEN A PROBLEM ARISES.

79% of consumers surveyed are willing to trust a company that has had service problems, but resolved them well.

SOME THINGS WILL TURN CURRENT CUSTOMERS INTO FORMER CUSTOMERS.

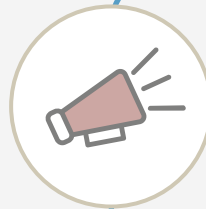
43% of consumers would never return to a company if their data were breached.

31% would walk away because of poor customer experience, and 29% because of poor employee treatment.



TRUST MEANS TREATING CUSTOMERS FAIRLY AND BEHAVING ETHICALLY.

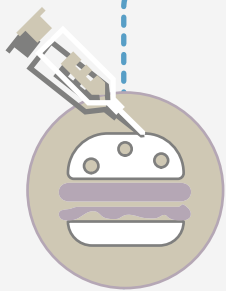
83% of consumers say that customer transparency and ethical behavior toward suppliers and employees are trust-builders.



HOW CAN A COMPANY WIN BACK TRUST? PUBLICLY ACKNOWLEDGE RESPONSIBILITY FOR PROBLEMS AND ADEQUATELY CORRECT THEM.

A+ companies win back trust by using risk management frameworks to prepare for and guide through crises.

47% of customers strongly agree trust can be won back by taking responsibility for the problem, and providing ongoing good service.



FOOD CRISES ARE TREATED SIGNIFICANTLY MORE SERIOUSLY THAN PRODUCT FAILURES.

44 to 50% of global consumers trusted Samsung less after the exploding Galaxy phones incident.

71% of Australian consumers were less trusting of Nanna's Frozen Berries after the Hepatitis A contamination scare.

Survey respondents indicated that food crises, compared to product crises, are more than 3 times as likely to erode consumer trust.

TRUST CAN BE LOST DUE TO FACTORS LIKE POOR EXPERIENCES, DATA BREACHES AND FAILING TO COMPLY WITH GOVERNMENT AND ENVIRONMENTAL REGULATIONS.

In fact, the likelihood of consumers re-purchasing drops significantly if:

- The company has had its customers private data breached or exposed (83%)
- The company has breached government regulations (82%)
- They have been told by a friend or family member that they had a bad experience (81%)



COMPANY TRUST IS BUILT UPON QUALITY GOODS, SERVICES, AND A GREAT CUSTOMER EXPERIENCE - UNDERPINNED BY A QUALITY MANAGEMENT SYSTEM.

82% of customers said excellent customer service is a sign of trustworthiness, as well as providing quality goods and services.

Further, 50%+ said they **strongly** agree with that statement.

