

IT'S A MATTER OF TRUST

Why improving your reputation is about being trusted and how we can help you build it!



**TO BUILD YOUR REPUTATION
YOU MUST FIRST CREATE
TRUST. IN CREATING TRUST
YOU GIVE YOUR BRAND A
BEDROCK, THAT'S WHERE
YOUR REPUTATION RESIDES.**



A LACK OF TRUST DOES MORE THAN DAMAGE A BRAND'S REPUTATION

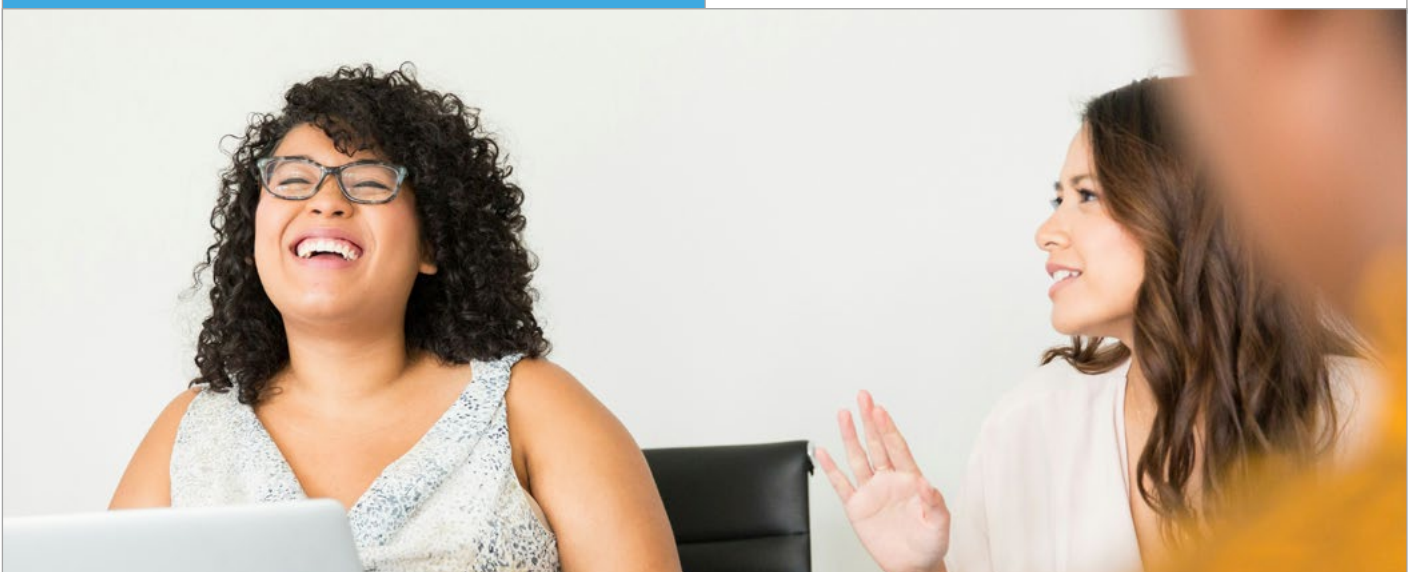
Any lack of brand faith wreaks havoc on both the bottom line and future prospects, making it vital that organisations actively protect their reputation.

73%

of consumers believe trust in a brand is essential before they'll commit to buying its products or services¹.

When customers lose trust or faith in a brand, they are less likely to remain loyal. They will seek out alternatives and spread negative word-of-mouth, further tarnishing the company's image. In today's digital age where information travels at lightning speed, one bad experience can quickly become viral and impact countless potential customers.

Yet, a damaged reputation also goes beyond external perception. Internally, employee morale suffers when they witness their organization grappling with a poor reputation; Productivity may decrease as staff question their commitment to an enterprise with shaky foundations; And, investors and stakeholders become wary of putting their money into companies with questionable reputations. The financial implications of this lack of trust can be severe - diminished funding opportunities, reduced stock value, and limited growth potential.



¹Based on n=2,003 nationally representative UK consumer interviews: May 2024

MEASURING TRUST IS MORE THAN JUST UNDERSTANDING YOUR IMAGE

Businesses often mistake brand image with reputation. But, reputation is much more than just surface-level perception; it goes beyond the superficial and delves into something deeper - Trust.

51%

believe that trust is embodied in a brand being open and transparent about its business dealings².

Trust is an essential component of any successful relationship, whether it's between individuals or between a company and its customers. Without it, there can be no strong foundation for long-term success.

Understanding trust means examining not only what people think about you but also how much they are prepared to believe in you. It is this fundamental aspect of human behaviour that influences our decisions and actions. If someone trusts a company or brand, they are more likely to engage with them, buy their products, use their services, and recommend them to others.

This is built over time through consistent positive experiences, reliable service, delivering on promises, and maintaining transparency. When customers have trust in your ability to meet their needs consistently, it fosters loyalty.



²Based on n=2,003 nationally representative UK consumer interviews: May 2024

HOW WE 'TRUST' IS A BETTER PREDICTOR OF POTENTIAL BEHAVIOUR

In today's digital age, reputation plays a crucial role in brand success. The fundamentals of trust are predictors of potential behaviour.

Think about it – when we trust someone or something, we are more likely to engage with them, support their endeavours, and recommend them to others. On the other hand, if there is no trust established, we hesitate to engage.

Building trust takes time and effort. It involves delivering on promises, being transparent in communication, prioritising ethical conduct, and demonstrating reliability across all aspects of your operations.

WHY DOES THIS MATTER?

As consumers become increasingly discerning and online platforms provide an abundance of information at their fingertips, they rely heavily on trusted sources for guidance. A strong reputation built on trust helps businesses attract new customers while retaining existing ones. Customers feel confident engaging with brands they perceive as trustworthy because they know their needs will be met.

However, trust isn't limited to customer relationships; it extends across multiple stakeholders including employees, suppliers, and investors. Trust within these relationships fosters collaboration, increased loyalty, and drives brand profitability.

OUR APPROACH SHOWS YOU EXACTLY HOW AND WHERE TO FOCUS YOUR EFFORTS

What drives trust in a brand is not the same for everyone. What is important to an investor is not necessarily the same for a potential customer, partner or vendor relationship.

Whilst other indicators of brand health (i.e. image, personality etc.) help a business to understand its current position, our trust metrics act as a signpost of future intention.

This enables us to identify how and why brand trust is at its strongest and weakest among different audiences. Armed with this insight we're able to help you devise strategies and plans that will counter areas of reputational weakness.



OUR MODEL OF REPUTATIONAL TRUST

We believe in three core 'pillars' of trust that every company should measure:

COHESION

The attitudes, feelings and beliefs that reflect how a business 'performs' on issues relating to the delivery of its promises.

ETHOS

How a business is viewed across the range of its core 'values' including empathy, vision, sustainability and CSR etc.

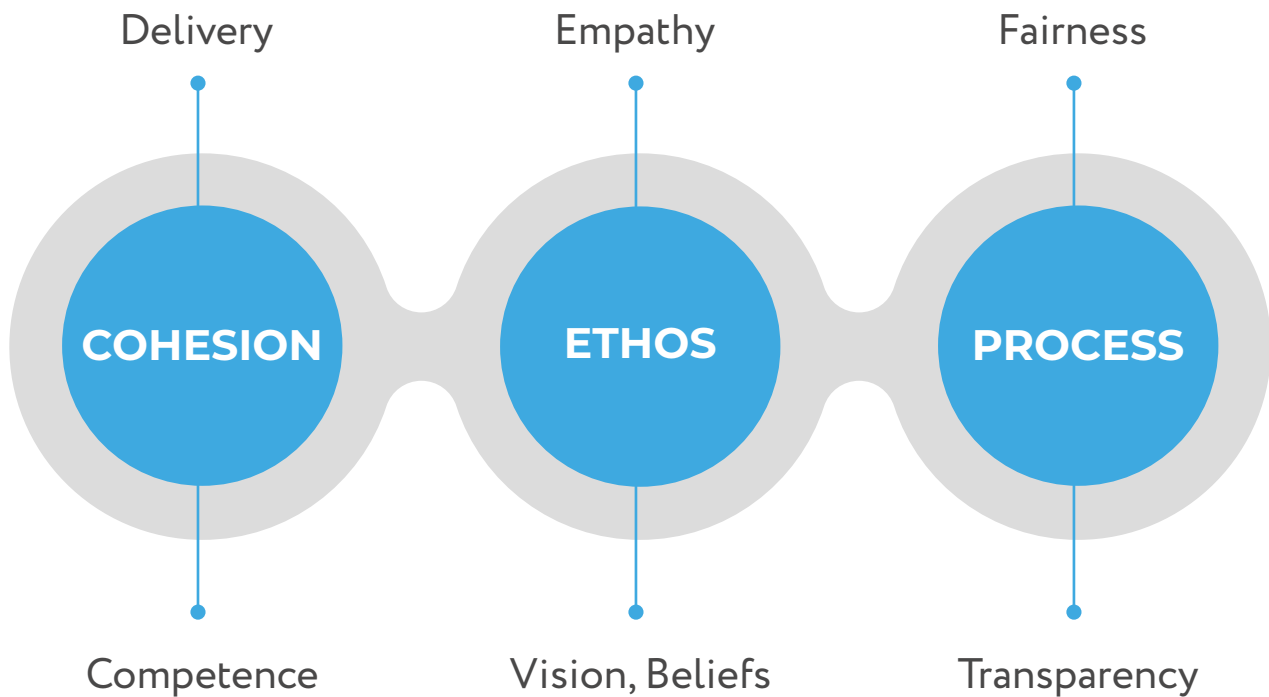
PROCESS

Factors that reflect how a business meets expectations in terms of 'transparency, compliance and fairness' in its dealings with customers, partners and society.



By evaluating how people see you across these three key pillars we're able to guide your strategy to focus on those areas where you can make the greatest difference to your reputation.

MEASURABLE AND ACTIONABLE TRUST METRICS



COHESION

e.g. fairness, transparency, governance, internal controls, responsiveness, judgement, etc.

ETHOS

e.g. sociability, ethics, vision, sustainability, empathy, CSR, advocacy, etc.

PROCESS

e.g. effectiveness, competence, leadership, ability, strategy, reward, etc.



We quantitatively measure fixed and tailored criteria across multiple stakeholder groups including, but not limited to:

**CUSTOMER
STAKEHOLDERS:**

- Existing customers

- Prospective customers

- Lapsed customers

**INTERNAL
STAKEHOLDERS:**

- Employees

- Management

- Executive

**EXTERNAL
STAKEHOLDERS:**

- Investors

- Suppliers

- Regulators



ABOUT US



Forging enduring bonds between brands and customers through imaginative thinking and insight.



The human instinct is a London based consultancy that delivers insight to help brands overcome challenges that data analysis alone cannot solve.

We provide Human-based qualitative and quantitative insight and intelligence to stimulate new ideas, better thinking and more informed decision making. Within an increasingly data driven environment, the Human-i represents the place where data, insight and wisdom meet.

For more information contact:

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CONTACT

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