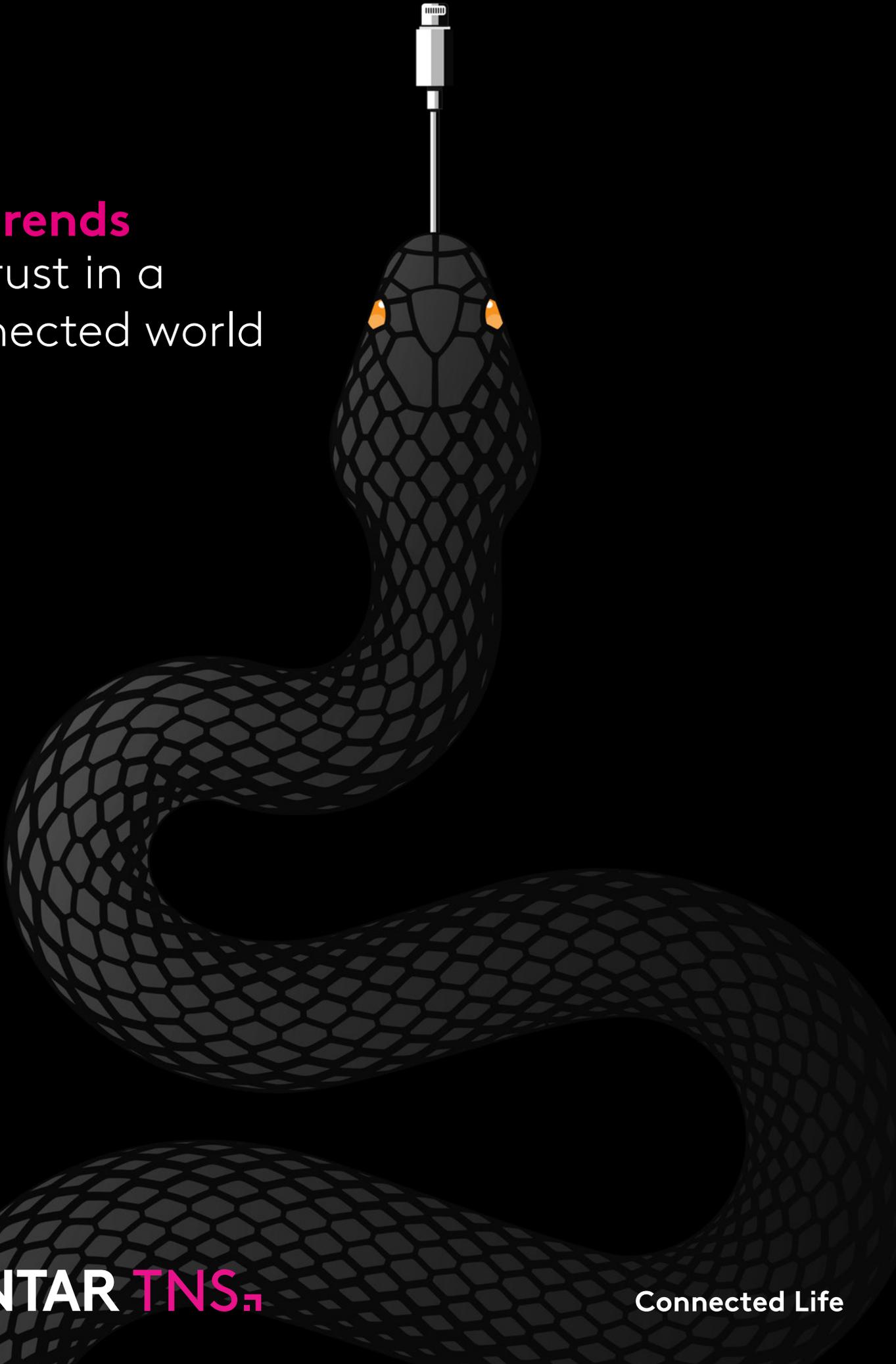


Six trends
on trust in a
connected world



56

countries

70,000

people

104

in-depth interviews

Who do you trust at a time of post-truth?

The connected nature of modern life has shaken the notion of 'truth' to its core. The past year has seen political upheaval, fake news, confusion and social change. We are now living in a connected, post-truth world, where for many countries, the default is suspicion, not acceptance.

Companies face a crisis: how can they build and maintain trust in this rapidly-changing world?

Drawing from research across 56 countries, 70,000 people and over 100 in-depth interviews, we present six of the key trends uncovered by Connected Life - and explain what brands need to do about them.

Trust in
technology



1 To bot, or not?

Connected consumers are polarised in their acceptance of artificial intelligence. This means many don't trust it to deliver even relatively simple tasks such as seeking customer service.

"I have no problem talking to an automated bot on social media, if it means my question is answered faster"



39%
agree



33%
completely object

"I have no problem using companies that only offer online customer service"



33%
agree



35%
need offline options as well

(Global data)

Implications

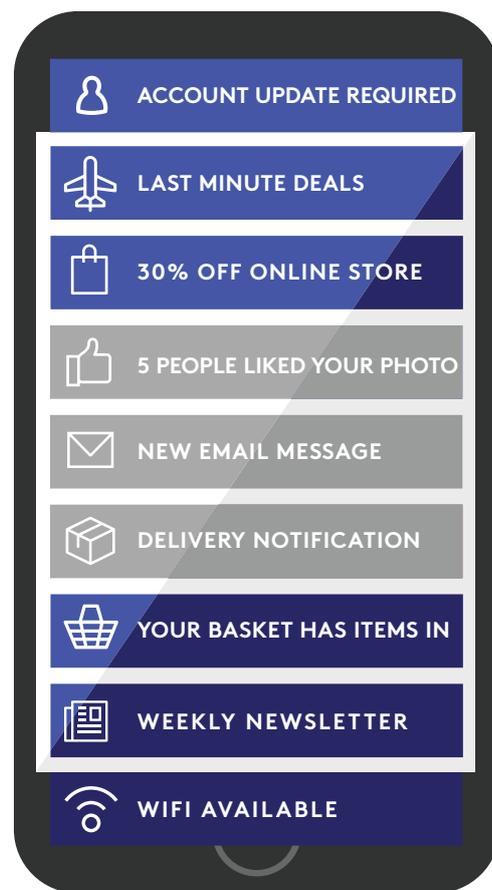
Businesses must truly understand the motivations of their customers and what they expect of their customer service, and know when new technologies such as bots are - or are not - appropriate. Just as with service from humans, new technologies must meet a genuine need, and deliver on what your customers expect from customer service, in that moment, on that channel.

2 Attention seekers

While technological advances are designed to make our lives simpler and easier, people feel increasingly distracted and harassed by technology.

34%

of 16-24 year olds globally think they use their mobile phones too much



Implications

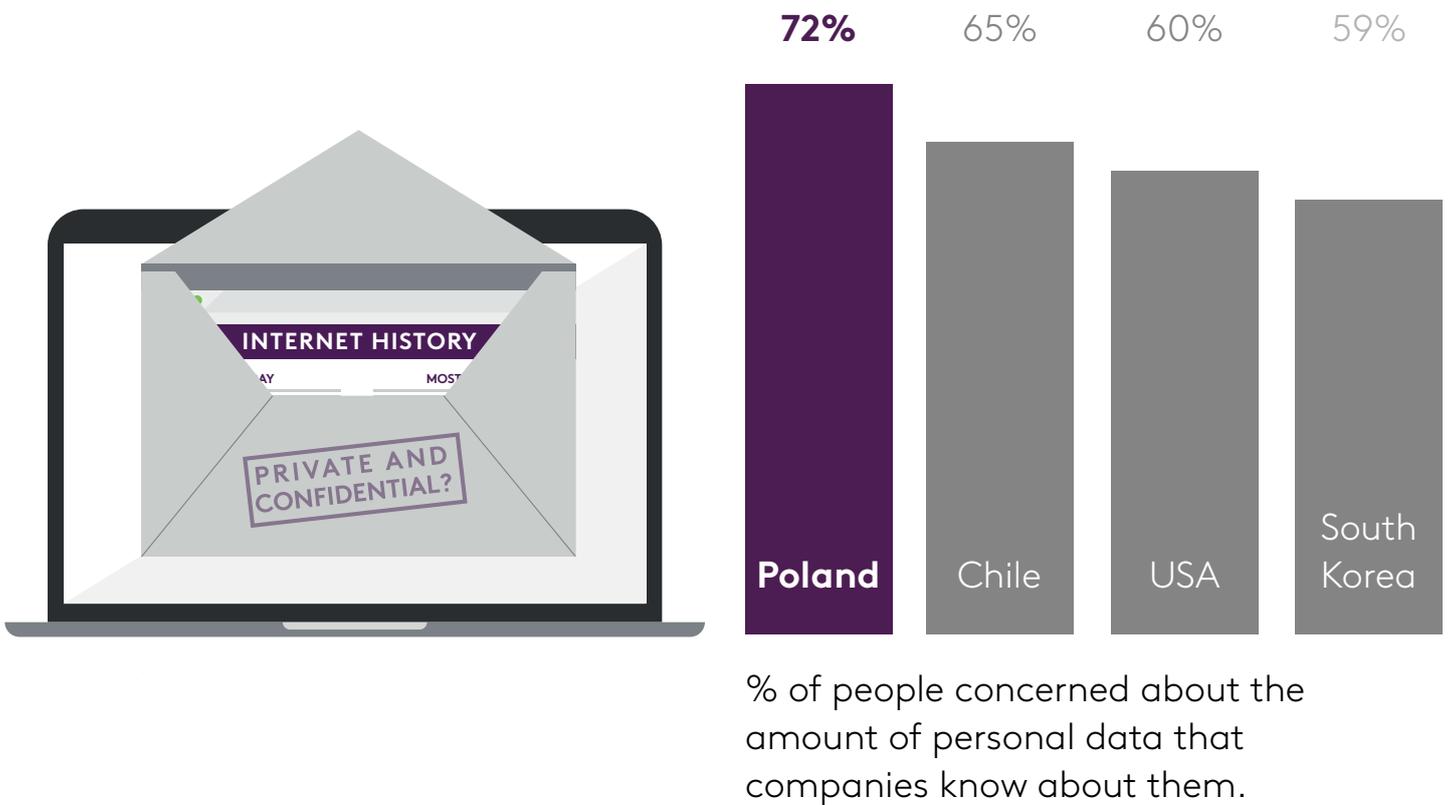
Brands must understand the tensions their customers are facing, and treat their time as valuable. Our research shows that, for brands and products in many categories, 20% of touchpoints can deliver up to 80% of impact. Brands who identify their 20% avoid bombarding and frustrating their customers, while ensuring their investment is focused effectively.

Trust with
my data



3 Free riders

When it comes to data, people are becoming increasingly aware of the price they are paying for their connected lifestyles, and many feel on the losing end of an unfair exchange.



Implications

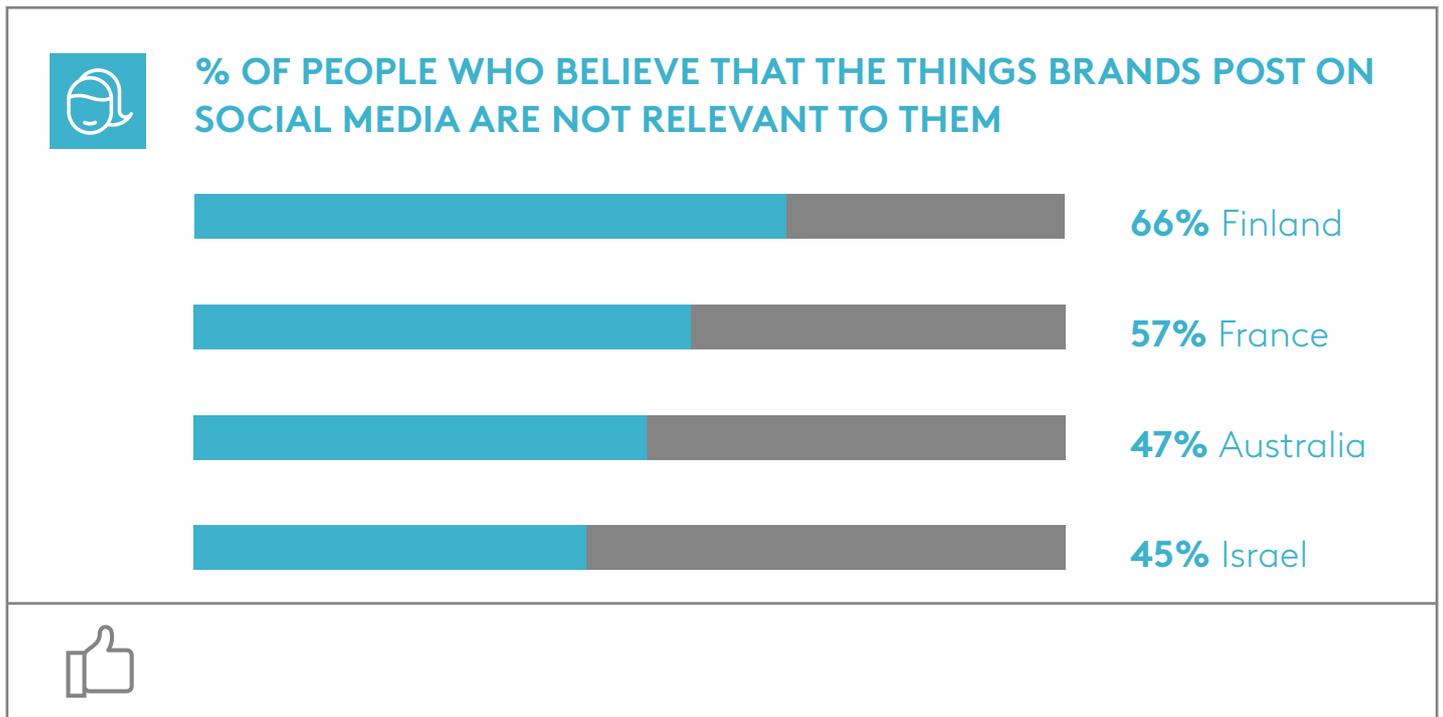
Brands need to rethink how they collect and use data on their customers. Are they doing enough to make their customers feel it's a fair exchange? They'll need to use data in a way that engenders trust, channelling transparency and asking themselves moral questions. At the crux of it all should be: are your actions going to provide a real benefit to your customer?

Trust in
what I see



4 Suspicious minds

At a time of fake news and self-serving information, many people think branded content on social media is simply not relevant to them.



Implications

Marketers have forgotten the golden rule of this personal, curated medium: put customer needs first. Spend the time gathering insights and use them to create content that resonates. Target that content with precision, so it's delivered in the moment people want to engage with it.

To prove that they're genuine, businesses should learn what their brand values mean to people, and create products, services and a culture that embodies it. Then, if challenged, brands will have the courage of their convictions.

Trust with
my money



5 Basket cases

Around the world, eCommerce is growing but many are still hesitant even to try it, or to branch out beyond one or two big retailers that they trust.

What would make you more likely to buy perfume online?



Cheaper internet connection

SOUTH AFRICA



Saving time

POLAND



Free delivery

NEW ZEALAND



Better product quality

CHINA

Implications

To drive greater eCommerce adoption, retailers must understand the specific tensions within that market and category, and develop solutions that overcome them, thereby minimising the risk taken on by the consumer when making a purchase.

6 Sale, interrupted

New technologies such as 'buy buttons' and mobile payments are making eCommerce more frictionless than ever, but many consumers are failing to see the benefits.



Implications

To achieve true frictionless retail, brands must go back to basics. Figure out the real unmet needs when it comes to the shopping experience, and understand how to reach people in the most meaningful and relevant purchase moments.

Discover how to build trust
in a connected world:

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