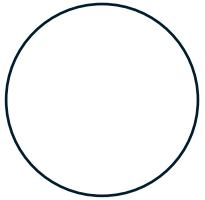


CURATING THE TRUST EXPERIENCE

BENEFITS OF
TAKING A
HOLISTIC
APPROACH



BRISBANE TRUST ALLIANCE



*TRUST
COMPLEXITY*



*TRUST
EXPERIENCE*



*TRUST
COMPLEXITY*



DO YOU TRUST THIS AGENT TO ~~SELL FROM YOU~~?



TRUST

Benevolence

Integrity

Predictability

Competence

Aligned goals

Reliability

Honesty

Transparency

TRUST

Benevolence

Integrity

Predictability

Competence

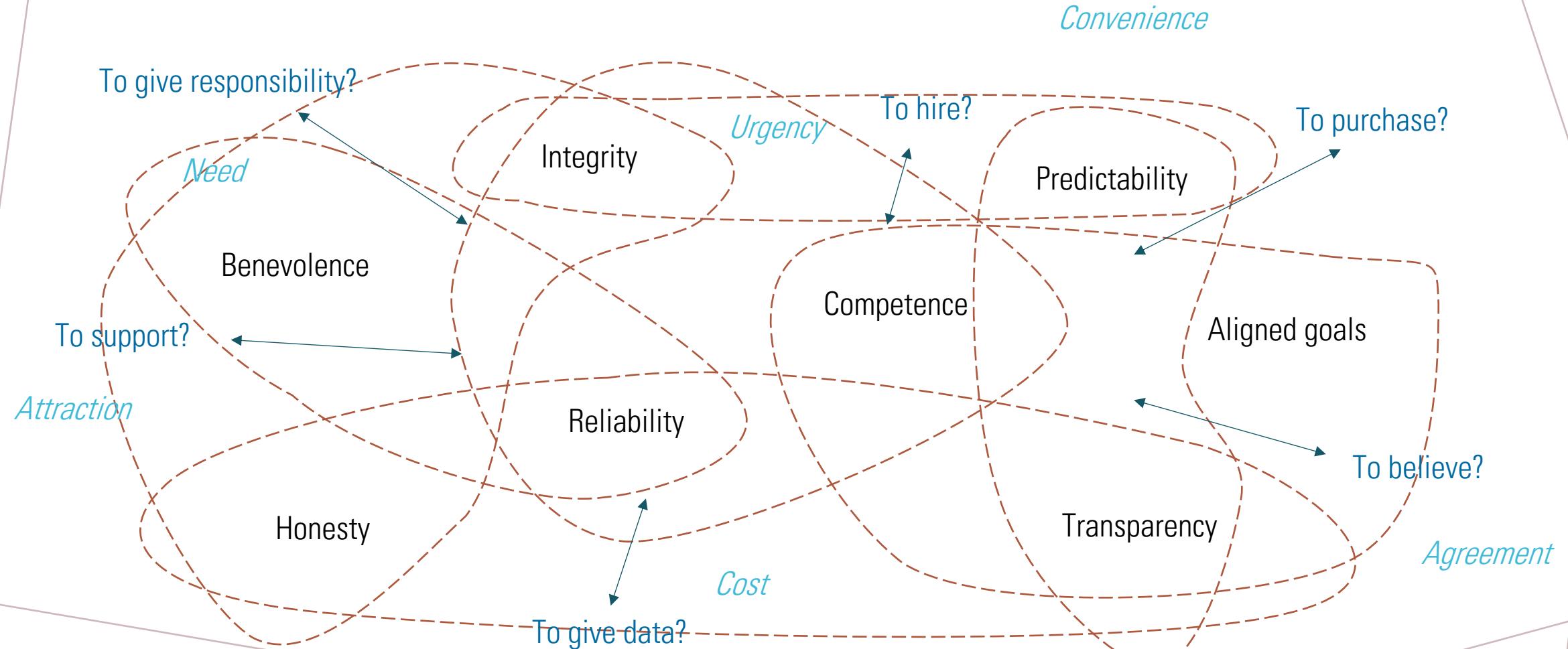
Aligned goals

Reliability

Honesty

Transparency

TRUST



CONSCIOUS *VS.* *INTUITIVE* *TRUST*

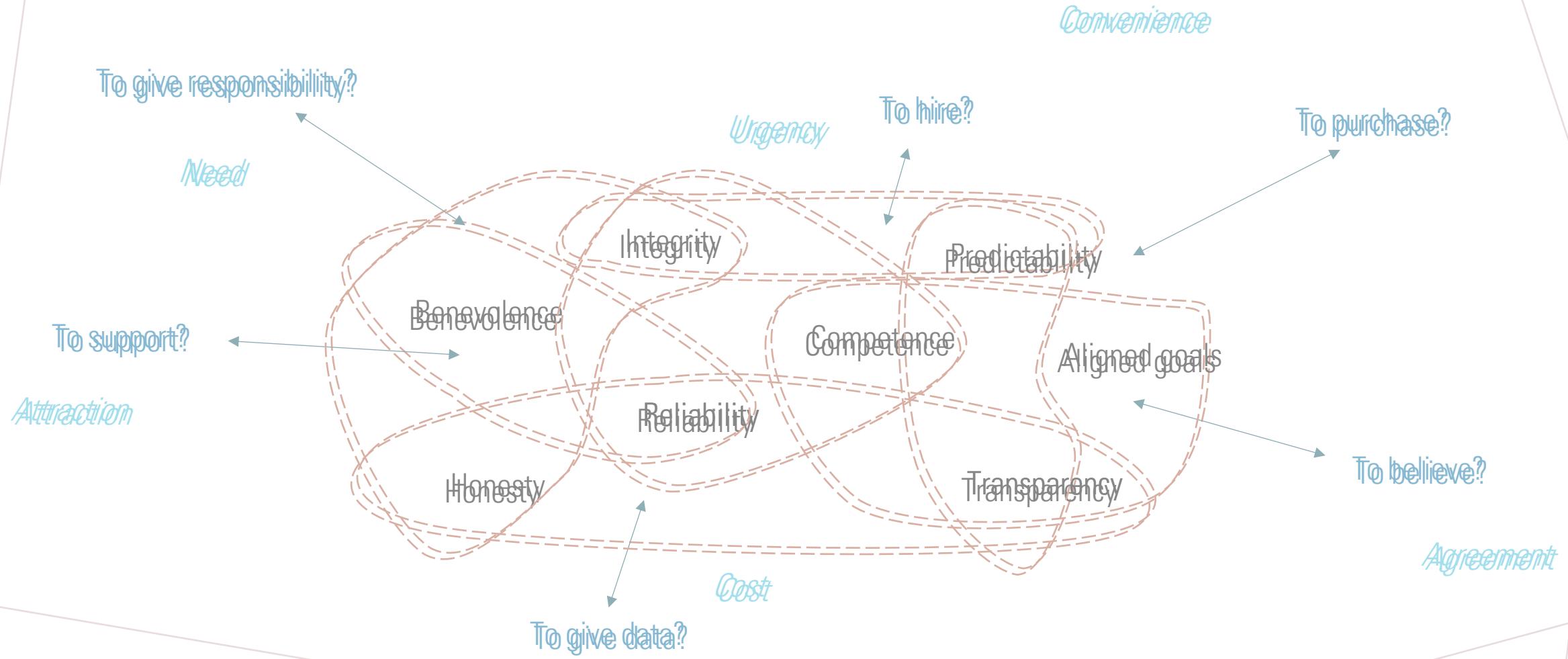
CONSCIOUS

- Evidence-seeking
- Analytical thinking
- Risk awareness

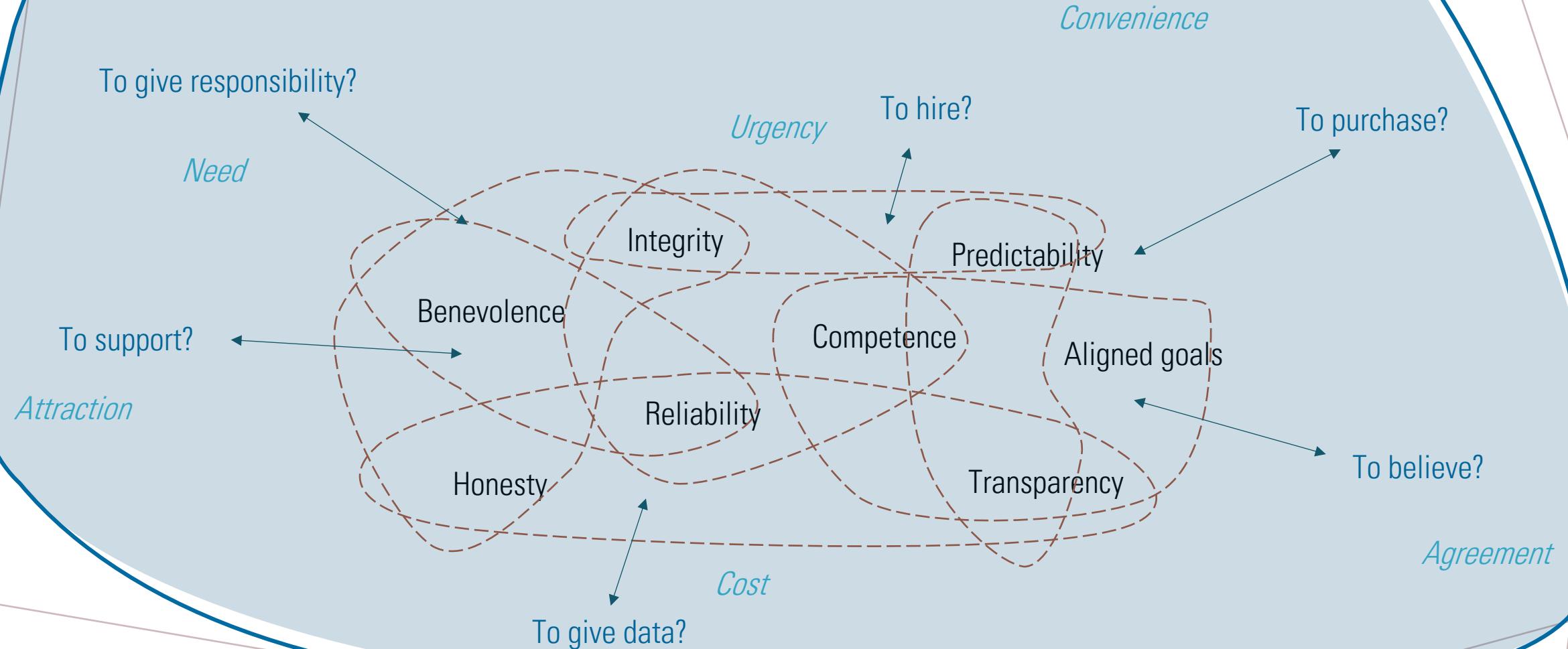
INTUITIVE

- Snap decisions
 - Emotion
 - Heuristics

TRUST



TRUST EXPERIENCE



*MOVING TO A
HOLISTIC VIEW*



TRUST BEHAVIOUR

EXPERIENCE-DRIVEN APPROACH



Consistency



Key moments



With feeling

CONSISTENCY

- Across platforms, touchpoints, people, communications, etc.
- Clarifying realistic expectations
- Enhancing perceived predictability and stability





KEY MOMENTS

- Make benefits of trusting more *available* than risks

I might be charged incorrectly



I can check-out more easily

- Cultivating agency, mutual benevolence and shared experiences

WITH FEELING

- Personal interaction **VS.** personalisation
- Individual interaction **VS.** personas
- Empathy **VS.** policy
- Care **VS.** statements of care





*HOW CAN WE **INFLUENCE** TRUST
EXPERIENCE AT THE **HOLISTIC**
SYSTEM LEVEL IN OUR ORGANISATIONS?*

*THANK
YOU*

