To address the gap, organisations must first become familiar with their customers' trust journey. This includes learning how to analyze and map customer touchpoints, identify pain points and moments of vulnerability, and explore strategies to enhance trust at each stage of the journey.

TX Strategy and Design enables organisations to design and implement strategies to ensure customers' trust in data- and tech-intensive environments. Whether your organisation is about to realize new technological potential or is already fully digitalized, TX Strategy and Design will enable you to identify customer trust concerns and opportunities and allow you to build a competitive edge through trust.

In today's digital era, advanced technology is constantly changing the way we live, work, and operate in business.

The potential of technology is growing exponentially, leading to improved business operations, planning and maintenance, comprehension of human behaviour and object dynamics, as well as delivering optimised connectivity and hyper-convenient services. Despite technological advancements however, customer trust often lags behind, giving rise to a trust gap. When customers' trust assessment is low, they may feel uneasy engaging in new technologies, even when the technological potential is rich. Closing this trust gap remains a challenge for many organisations.

Addressing the trust gap

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Trust experience (TX) Strategy and Design

TX Strategy and Design addresses four strategic areas that are building blocks for a trusted customer experience: reduce known inconvenience, increase emotional engagement, enable unforeseen convenience, and create new emotional delight. The four areas emerge along two criteria, which is the value delivered to customers and the anticipation thereof.

Hedonic value focuses on meeting customers' emotional needs, while utilitarian value focuses on meeting their functional needs. Hedonic value encompasses how the customer connects with a product or service to evoke positive emotions. In contrast, utilitarian value focuses on how the customer engages with a product to achieve their goals or objectives. Anticipated value is a value delivered by a product or service that is expected and lives up to the customer’s anticipated level of value provision. Unanticipated value exceeds the customer expectations for a product or service.

Remaining active on the areas on the left-hand side of the framework, reducing known inconvenience and increasing emotional engagement, is mandatory for most organisations. Being indifferent in these areas creates drop-out opportunities and can sometimes even present a threat to customers in tech- and data-intensive environments. The areas on the right-hand side, delivering unforeseen convenience and creating new emotional delight, can be achieved by offering customers a solution to a problem they did not know they had, and by exceeding customers' expectations, for example by displaying benevolent practices in their interactions with customers.
Three Month Project:
The developers of the Trust Code method will meticulously assess trust concerns and opportunities within your business. Receive a conceptual framework for the development of your Trust Experience (TX) strategy.

Keynote Presentation:
Ignite inspiration among your peers with our captivating keynote presentation! Discover the transformative power of building trust and how it can drive your business forward.

One Week Seminar Series:
Collaborate with us in exploring the Trust Code method. Through interactive workshops, we will identify trust concerns and opportunities, enabling your employees to gain a deeper understanding of how to enhance your customers’ trust experience.

Three Month Project:
The developers of the Trust Code method will meticulously assess trust concerns and opportunities within your business. Receive a conceptual framework for the development of your Trust Experience (TX) strategy.

Six to 12 Month Project:
Fully convinced of the potential impact? Enroll in our extended program to receive all the benefits mentioned above. Implement and test a pilot program (based on the previously developed strategy) that will significantly elevate your customers’ trust experience.

Your customers’ trust in your products and services is a key element of success. When you have earned that trust, you will gain a competitive advantage over other businesses who are yet to close the trust gap. If you would like to pave the way to a more trusted and successful future for your organisation, there are several ways you can engage with us.

Our team will help you build stronger relationships with your customers and employees – and ultimately, create a more successful organisation.

Implementing TX Strategy and Design

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QUT’s Centre for Future Enterprise is a transdisciplinary university research centre dedicated to designing and testing possible future enterprises to progress economic and social wellbeing now and into the future.

QUT.edu.au/business/centre-for-future-enterprise