

Customers' Trust in Brands is Fading – And how it can be saved



Human Touch: Important to Brand Trust

Despite the hype about technologies like artificial intelligence completely automating consumer engagement, when it comes to brand trust, consumers may not be 100% on board. A survey conducted by Harris Interactive on behalf of ModSquad reveals **Americans rank engagement with a human customer agent as “Very Influential.”**

The survey examined consumer brand trust in the shadow of recent compromised online user data. The findings included:

Brand Trust is **W**avering

Dear user:
We have your data.

70% are more concerned with how their information is handled by other online services in light of what's happened with user data on social media and other online sites.



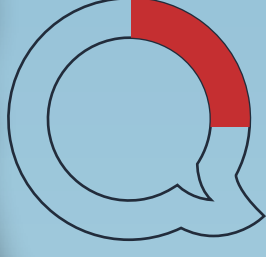
6 out of **10** are unsure of or less sure than they were **5** years ago of their trust in brands today.

With trust as the backbone for great customer support, the survey explored what influences respondents trust:

Approximately **38% rank 24/7 access to a human agent as “Influential”** to their trust, as opposed to only **25% who cite visibility** to company's leadership as influencing their trust.



24/7 access to human agent



leadership visibility



The survey looked at people's most trusted sources of brand recommendations:

Overall Friends and family are the most trusted

#1



#2 Review sites are the second most trusted

20% of Gen Z rank online communities and forums as their **second most trusted source**, indicating increasing influence of community-oriented engagement with younger consumers.



Millennials rank news stories the lowest as a trusted resource for recommendations (7%).



ModSourcing: Outsourcing, Modernized

Source: Harris Interactive on behalf of ModSquad, from April 11-12, 2018 among 1,050 U.S. adults age 18 and older.