7 highly effective ways to elevate buyer trust

People are inundated with marketing messages. Rising above the noise is difficult, and gaining the trust of buyers and consumers is even harder. We conducted a study on purchasing as it relates trust to see just what moves people in one direction or another. Our study quickly established most people think marketing and advertising is designed to try to sell them things they don't need (60%) rather than help them (40%). And, almost half of people find marketing not so, or not at all trustworthy (43%). But don't be discouraged. There's a brilliant light at the end of the customer confidence tunnel.

9-67%

There's a huge lift in trust between a first and second purchase for a returning customer

Launch first-time customers into repeat orbit

9% of our respondents said they highly trust brands the first time they engage, and 67% rated their trust as high by the time they return to purchase again. However, 89% said when purchasing from a brand they've never purchased from before, they trust the brand at least a little. This is all great news, because it means most of your new customers come to you with at least a small seed of trust that can reach new heights with the right amount of care.

82%

of people trust the voice of your customers over brand or product copy (18%)*

Please pass the microphone

You can have some of the best marketing or product copy around, but our study found that despite your best efforts people trust external voices more. They trust recommendations from their friends and family, customer reviews on third-party sites, and testimonials on your brand site–in that order. Monitoring your customer satisfaction, featuring the voice of your customers in your marketing, and joining conversations about your product or service everywhere they happen are three of the greatest ways to impact confidence in your brand.

74%

of people think a product with lots of 4 star reviews is of higher quality than one with a few 5 star reviews

Amplify your audience

The more voices there are to speak about your product or service, the more authentic your rating appears to be. In our study, most people (74%) think a product that has 100 reviews with a 4 star rating is of higher quality than one with just 5 reviews with 5 stars. In fact, an overwhelming majority (82%) trusted the 100 reviews with a 4 star rating more. Implementing the tools and systems that will increase the size of your reviewing audience will better your chances of increasing trust.

81%

would lose trust in a product or service that doesn't live up to its promise

Be rooted in data—but powered by people

Only 33% say a leadership scandal, and less than half say an offensive ad (47%) or a security breach (46%) would cause them to lose trust in a brand. More than any of the above, a product or service that doesn't live up to its promise has a far greater negative impact on trust. Therefore, collecting People Powered Data™—opinions and voices of your target buyers and customers—to help you close gaps between your promises and their expectations is critical to success.

*The respondents for this question chose specifically from the following statements: Brand statement: TRUE HD HIGH FIDELITY SOUND Featuring latest Bluetooth 4.1 CSR technology and state of the art acoustic components that produce incredible sound quality with deep bass and crystal clear treble. vs Customer testimonial: Sound quality is exceptional, better than my wired headphones actually. That's helpful, because I walk in high density traffic areas (and schools) so ambient noise is loud and continuous

86%

of people say a negative personal experience impacts their trust

★ ☆ ☆ ☆ ☆

Focus on experiences

Our study revealed all kinds of things would make people lose trust in a brand, but the single greatest negative impact on trust comes from personal experience (86%). But this is good news, because with the right data and follow-up you can resolve issues and continually improve your customer's experience at scale.

51%

of unhappy customers want a refund after a poor experience

Refund or reset to reboot

While no brand would take a scandal, data breach, ad snafu, or failure to deliver on experience or promise lightly, it's rare that all hope is lost. Our study found that once someone has had a poor experience with a product or service, few people (5%) say they would "never" purchase from the brand again, but 51% say they want a refund first. Make it right, and you get to try again.

75%

of people expect a response to their complaint on social media within days

Cherish the magic of micro-moments

Oprah said after speaking to over 30,000 people "I would tell you that every single person you will ever meet shares one common desire. They want to know: 'Do you see me? Do you hear me? Does what I say mean anything to you?'" Our study concurs and found that most people (75%) expect a response within a couple of days when they post a complaint on social media. Addressing complaints in a personalized and timely manner can go a very long way toward not only restoring but also increasing trust with an unhappy customer. As in every relationship, sometimes people just want to be acknowledged.

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