



digital

TRUST

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# What is Digital Trust?



In the digital age those brands that have the highest levels of Digital Trust will naturally become the preferred choice for consumers. Those organisations that ignore Digital Trust are most likely to find consumers 'voting with their feet'.

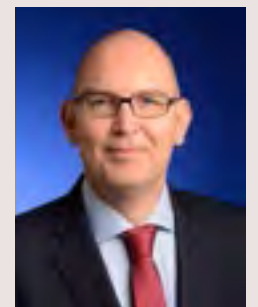
Digital Trust is an outcome that you can influence but not control, where confidence in your digital services drives consumer loyalty, unlocking a new kind of relationship and huge untapped potential.

## OUR PERSPECTIVES: *Why is Digital Trust Important?*

“ Digital Trust has already become critical to how you develop and maintain positive, long term relationships with your customers and other stakeholders. The acquisition and retention of customers and shareholder value is reliant on your levels of Digital Trust.

*Graham Neill, Director, KPMG*

”



# *What is Digital Trust?*

Digital trust is about building loyal consumers and brand advocates. It's about saying "Stick with us, we'll look after you".

Without trust, consumption of a service is just a means to an end, a one time thing. With trust, it is a powerful tool for generating new revenue streams and building lifelong relationships.



**TRUST**

♦ RELIABILITY ♦ CREDIBILITY ♦  
♦ TRANSPARENCY ♦ INTEGRITY ♦ SECURITY ♦

# *The Challenge - Old Business*

## Digital Monthly

The relationship that you have with consumers and stakeholders has changed beyond recognition.

### **Consumers are in the driving seat**

Through unprecedented levels of choice and access to vast amounts of information, consumers are and will continue to play a greater role in setting the agenda for products and services.

Added to this is the immediacy culture where advances in telecommunications and mobile devices have helped develop a world where consumers can obtain whatever they want, wherever and whenever they want it.



# *The Challenge - Digital Age*



Whether you are selling kitchens or holidays the feedback that consumers provide on the cost, value and reliability of your products and services has never been more important.

Relationships with consumers are no longer solely focused on your products and services, but also the belief that their personal information is safeguarded.

From financial services to healthcare, utilities to leisure, a number of trends have come together to create an entirely new trust paradigm – one where consumers trust 'people like me' rather than organisations or professions.



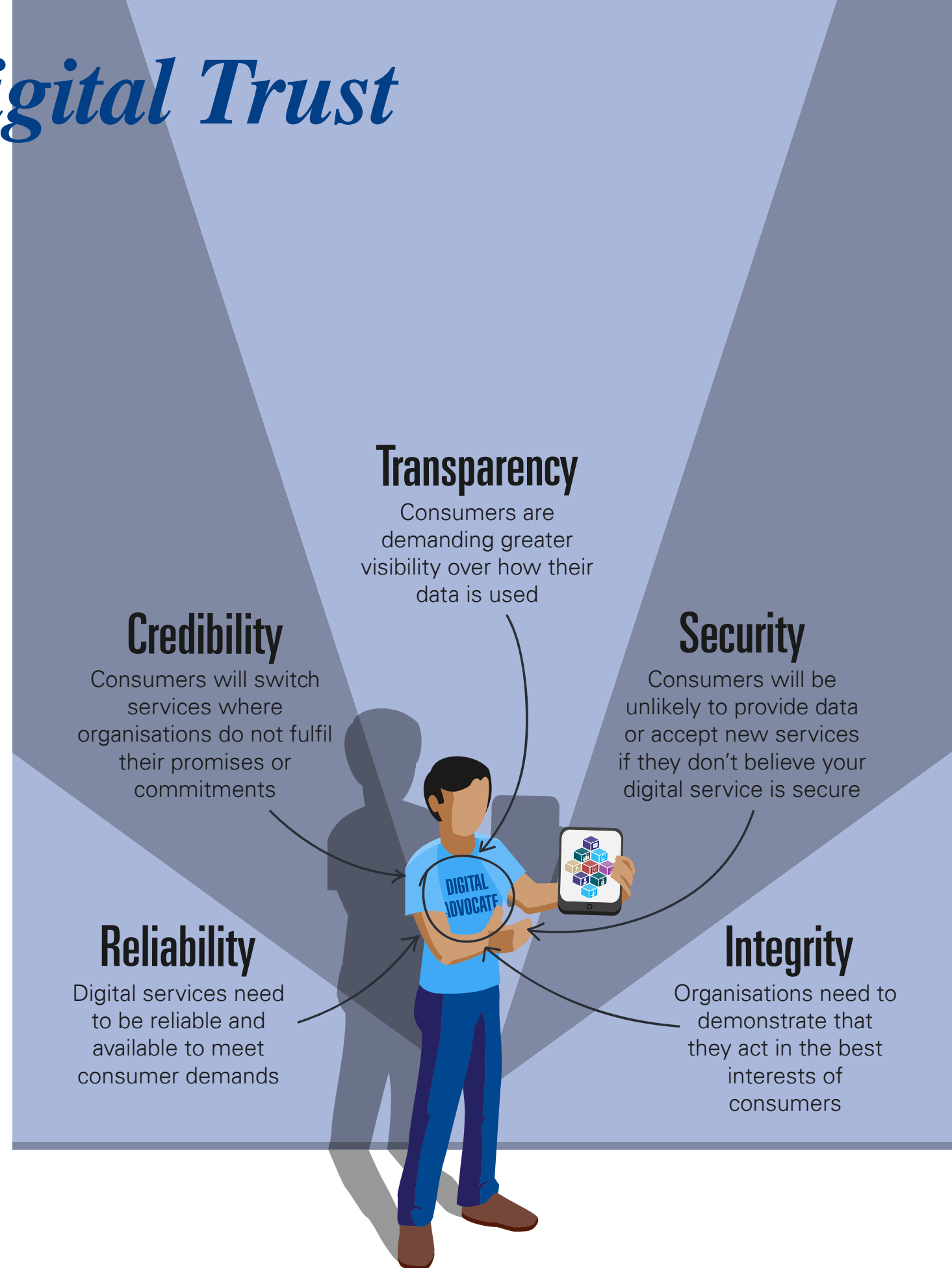
# *The Attributes of Digital Trust*

## **So when we talk about Digital Trust, what do we really mean?**

At KPMG we have developed a simple model to make the subject accessible and provide you with practical ways to improve and demonstrate Digital Trust.

The model identifies five key attributes that organisations should focus on: **Reliability, Credibility, Transparency, Security** and **Integrity**.

The ease of use of your digital platforms, the reliability of fulfilment and your ability to effectively manage processing exceptions will always be important factors that affect consumer behaviour. Increasingly, however, consumers are becoming more sensitive to sharing their personal data and want to experience more value in return for sharing more data with you.



# *How Do You Build Digital Trust?*

Your objective should be to increase Digital Trust by converting your customers and stakeholders to become **Digital Advocates**.

A Digital Advocate is someone who has such a high level of Digital Trust around your brand that they inspire others and use their networks to spread the word about your products and services.

Those companies that demonstrate high levels of Digital Trust will find it much easier to quickly grow the number of Digital Advocates, leading to increased sales, revenue and consumer loyalty.



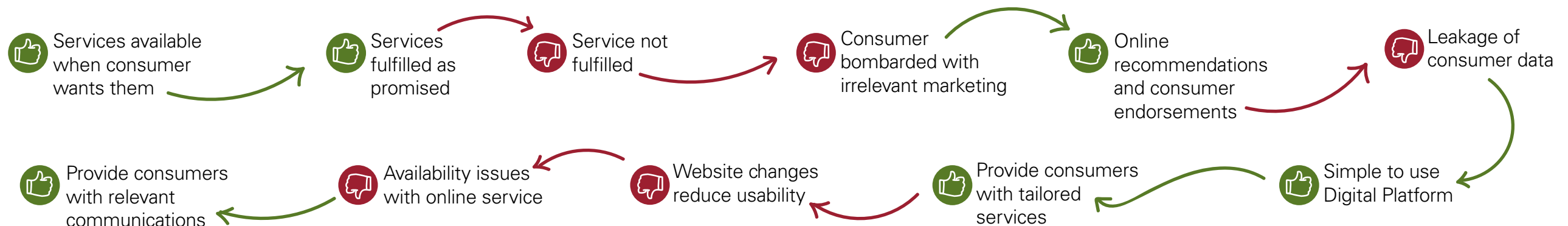


# The Snakes and Ladders of Digital Trust

There are a number of actions which you can take to help accelerate the consumer's journey towards becoming a Digital Advocate. Equally there are a number of pitfalls which if encountered by the consumer can very



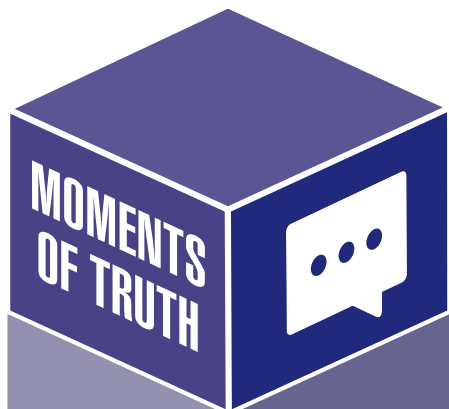
quickly erode the level of Digital Trust they have in your services and brand. Whilst these pitfalls may not be fatal, they do lengthen the consumer's journey towards becoming a Digital Advocate, in which time they may be playing snakes and ladders with a competitor's digital service.



# *KPMG's Foundations of Digital Trust*

We understand the unique nature of organisations and that you may be at different stages on the road towards Digital Trust. Fit for purpose does not translate into 'one size fits all' but KPMG professionals see over and over again that the key attributes of Digital Trust are consistency in your approach to **Reliability, Credibility, Transparency, Integrity** and **Security**.

We strongly believe that the attributes of Digital Trust can only be realised when you have the right foundations in place. The nine foundation stones above bring clarity to what we consider to be the key 'do-wells' needed to build and maintain Digital Trust.



# *Foundation Stone: Moments of Truth*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“ They came through for me  
when it mattered!

”



# *Foundation Stone: Brand Value*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“

I love being associated with a brand that shares my values, cares about me and rewards my loyalty.

”



# *Foundation Stone: Data Analytics*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“ I feel like they really understand  
me and all of my needs. ”



# *Foundation Stone: Regulatory Compliance*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“

I feel comfortable knowing that all my interactions are regulated and that I'm protected.

”





# *Foundation Stone: Governance and Risk Appetite*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

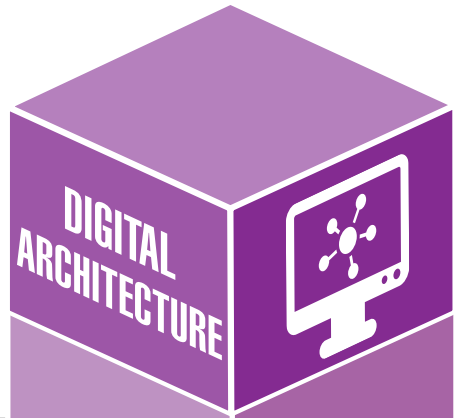
HOW CAN KPMG  
HELP?



“

I like adopting emerging and  
innovative technologies.

”



# *Foundation Stone: Digital Architecture*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“

I trust that the underlying  
technology is going to enable  
and not hinder me.

”



# *Foundation Stone: Data Stewardship*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“

I trust that my data is managed, controlled protected and used responsibly in my best interests.

”



# *Foundation Stone: Security & Privacy*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“

I feel protected against cyber  
criminals and hackers.

”



# *Foundation Stone: Service Resilience*

WHAT IS IT?

WHAT DOES GOOD  
LOOK LIKE?

KEY CHALLENGES

HOW CAN KPMG  
HELP?



“ All my digital needs are available,  
whenever I need them. ”

# Credentials







## Need to talk?

**Graham Neill**

Director, KPMG in the UK

Digital Trust & Emerging Technology

T. +44 (0) 77 9539 0928

E. [graham.neill@kpmg.co.uk](mailto:graham.neill@kpmg.co.uk)

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