

# Customer trust

## Build technical trust that serves and protects customers and manages technology risk

Technology organizations continue to gain a larger role in influencing the perceived quality and trust of products and services by embedding technical trust throughout their organization and IT lifecycle.

### The challenge

Trust - something challenging to build, and incredibly fragile to maintain - lies at the heart of today's brands. Technical trust as an imperative is growing due to several evolving factors:

**Bottom-line impact**

US\$2.5tn

Annual cost of lack of trust to global brands<sup>1</sup>

**Increased loyalty**

69%

More likely to buy stock in an ethical company<sup>2</sup>



### Digital Leaders consistently...

Incorporate Trust-by-Design principles into all technology initiatives

Modernize architecture to help simplify security models through better transparency and standardization

Decentralized teams in the remote working environment - in order to prioritize speed and delivery

Leverage risk intelligence technology to gather insights to support faster, more accurate decision making

### The opportunity

Digital leaders are embedding trust into their IT engineering and technology stack to achieve market speeds.

As the world continues to evolve and customers become more reliant on digital channels and products – technical trust has become increasingly important. Trust will continue to be the currency under which brands trade.

Companies who successfully build customer trust through technology share these common attributes:

Put trust at the center of the IT operating model

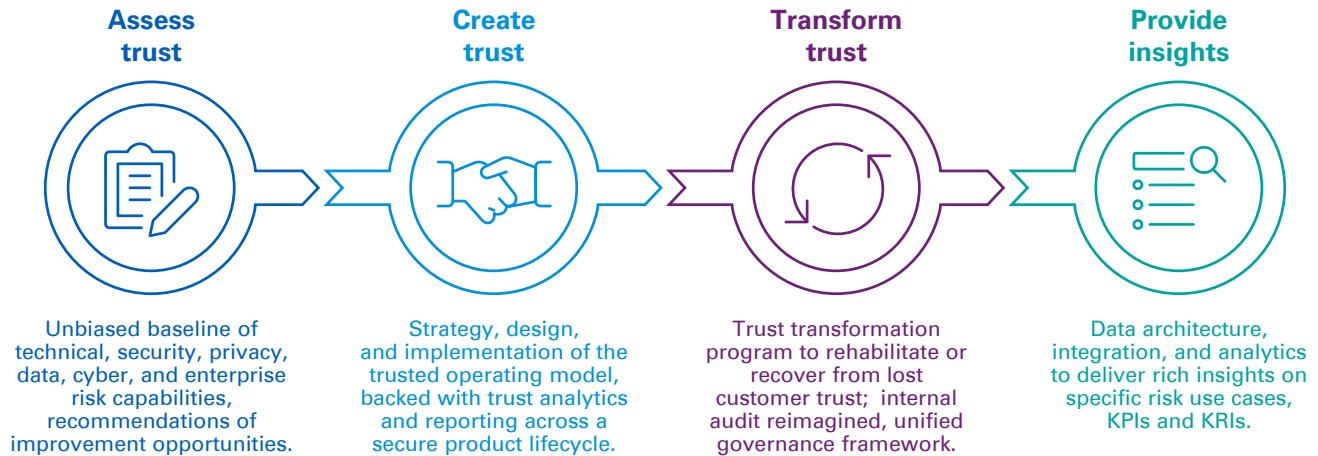
Build products that are highly secure, resilient, and scalable

Believe in the power of automation and AI as an enabler of trust

Create a culture of ethical use and transparency

## The KPMG approach

Wherever your organization is in its understanding of customer trust, KPMG firms can help assess, create, and transform trust within your business.



## Getting started

The hardest part is often knowing where to start, but as good a place as any is asking yourself some critical questions:



Is customer trust imperative to your corporate objectives?

Do you know where the vulnerabilities lie across your IT value chain?

Do your risk, assurance, and compliance functions sit outside or at the end of your SDLC?



> KPMG firms are here to help, wherever you are on your transformation journey. To learn more about how you can become a market speed organization, please visit : [home.kpmg/Future-IT](https://home.kpmg/Future-IT)

## Contact us

For further information on how KPMG professionals can help your business, please contact us:

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1. Erica Perry, SocialMediaWeek.org, February 6, 2018, <https://socialmediaweek.org/blog/2018/02/lack-trust-costs-brands-2-5-trillion-per-year-study>
2. KPMG International, kpmg.com, 2019, <https://advisory.kpmg.us/articles/2017/ethical-compass-automation-age.html>