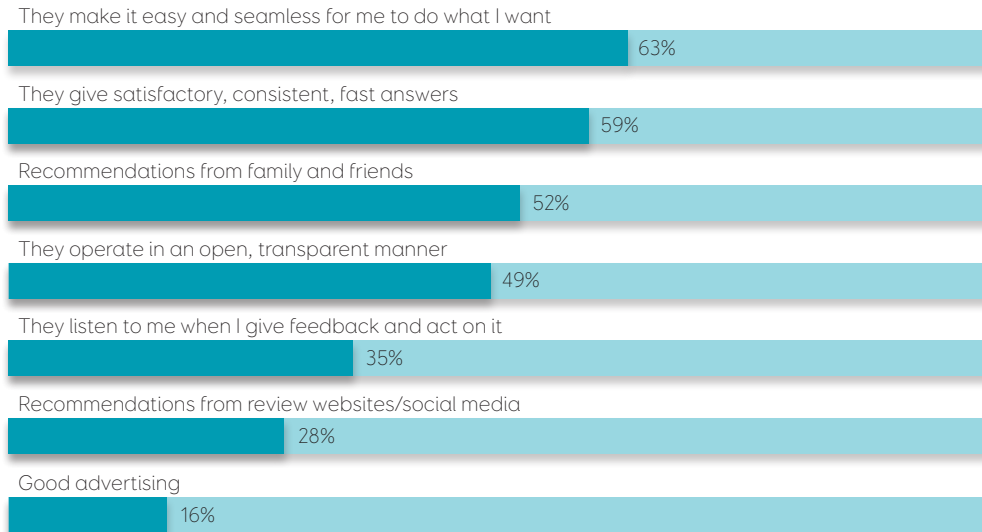


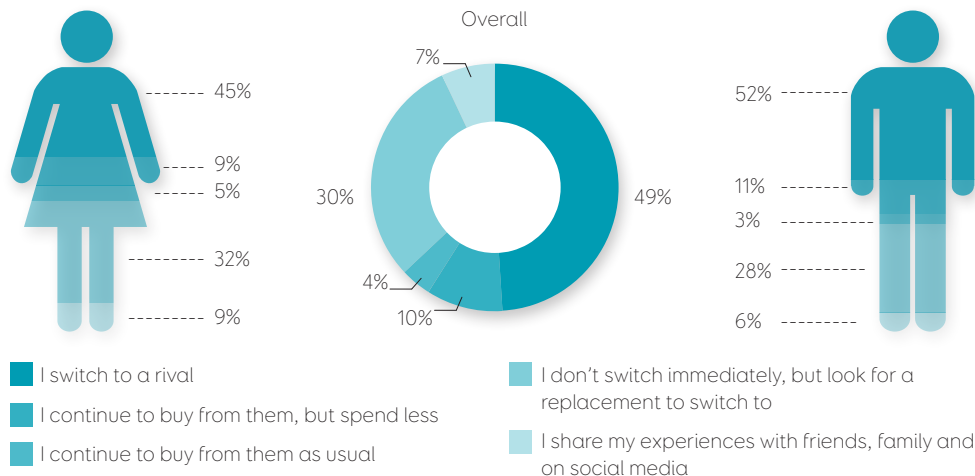
The Impact of Trust on Customer Experience

The 2019 Eptica Digital CX Study surveyed 1,000 UK consumers on their attitudes to customer experience and trust

Trust starts with doing the basics right *What makes you trust a brand?*

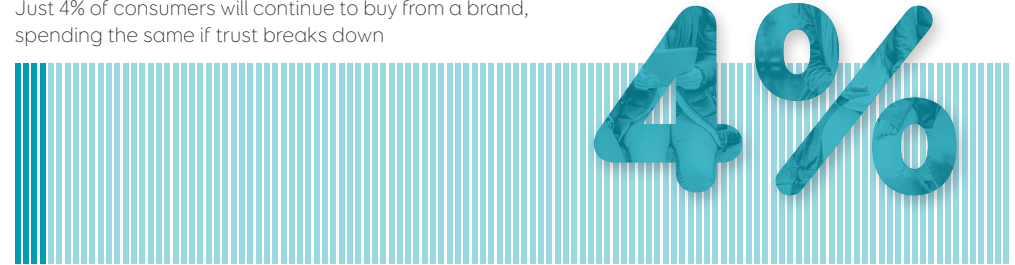


The financial impact of trust *What do you do when trust breaks down?*

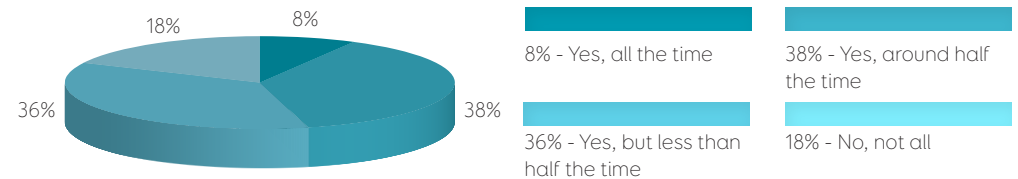


What happens when trust breaks down?

Just 4% of consumers will continue to buy from a brand, spending the same if trust breaks down



Brands are failing to listen consistently



Consumers trust automotive and social media sectors least...

