



# Trust Analytics

*Building trust for business impact*

Measure, understand and build trusted relationships  
with your most important audiences

Developed by INFLUENCE AT WORK and MHP Group



# Introduction

Trust Analytics is a state-of-the-art trust measure that highlights the unique implications of trust for your brand. It draws on advanced behavioural science techniques to deliver precise and reliable insights.

Most trust measures stop at providing you with an overall perception of how much you are trusted against industry standards or competitors. Whilst this is interesting to learn, it tells you little about why you are trusted (or not) and what you should do about it. It also tells you little about which types of trust are most important for generating positive outcomes for your organisation. To answer these questions, a more specific, bespoke, and in-depth exploration of trust is needed.

Developed by INFLUENCE AT WORK and MHP Group, Trust Analytics identifies and prioritises opportunities to strengthen trust in your brand as well as highlighting areas of vulnerability, providing a clear picture of what you need to do to increase trust.

Discover precisely what aspects of your brand inspire trust, identify who your most trusting audiences are, and understand the impact this has on your business operations. Receive actionable trust-building recommendations based on your data from our behavioural science and reputation experts.

## **The Trust Analytics difference:**

*Trust in Full View:* We deploy the latest behavioural and qualitative methods to help you understand why different audiences trust you and what for, eliminating blind spots and biases from the picture.

*Measures that Matter:* Our unique model maps three core pillars of trust (competence, integrity and benevolence) onto business outcomes, helping you to prioritise the types of trust likely to have the biggest impact your business.

*Trust in Action:* Our experts provide you with bespoke and actionable, evidence-based, recommendations on how to improve trust in your business based on your trust assessment.

# Trust matters

Trust is crucial to any human relationship. It influences how we relate to, and interact with, organisations, governments and each other. Without trust it’s hard to develop successful relationships, create loyal customers, and foster prosperous economic exchanges.

**Trust protects your licence to operate:**

Trusted brands are not only listened to more, but also receive a fairer hearing in times of stress or crisis.

*Organisations that lack trust face higher levels of scrutiny and regulation (Ipsos ‘Global Trustworthiness Monitor’, 2023), which can hinder innovation and progress.*

**Trust improves affinity:**

Trusted brands are liked by audiences and employees.

*Positive emotions create an emotional basis from which to achieve trust (Journal of Business Research).*

**Trust boosts audience advocacy and loyalty:**

People are more likely to speak up on behalf of a brand they trust.

*Trust in a brand is a key predictor of brand loyalty and positive word-of-mouth behaviour (The American Marketing Association).*

**Trust makes effective partnership easier:**

Trusted brands find it easier to form partnerships with other organisations.

*80% of people say their trust in an organisation is a critical factor when deciding whether to do business with them (Institute of Customer Service).*

**Trust increases customer sales:**

Both consumers and business customers are more likely to buy from brands they trust.

*Trust in mobile service providers, online communities, and company websites, positively influence consumers’ willingness to purchase in those settings (Journal of Business Economics).*

# Measures that matter

Trust Analytics quantifies the impact of trust on your business in five areas





# Understanding Trust

Brand awareness is essential to building trust, since repeated contact with a brand helps audiences form expectations of how you will behave in the future. But familiarity is only the starting point.

Trust is complex and multi-faceted.

Broad questions like “How much do you trust the technology sector?” frequently obscure important nuances about what a brand is trusted for and why.

To achieve a meaningful assessment of trust, it’s more effective to investigate and measure the three core components of trust that behavioural science has identified as mattering most. They are:

## Competence

Do audiences believe you to do your job well?

*For example, a study by the US Military found Competence to be the most important factor for soldiers judging their commanding officers.*

## Integrity

Do audiences believe you will serve their interests and values?

*For example, a study from the Journal of Organizational Dynamics found that when people shared the expressed values of a company, they were more likely to forgive poor performance.*

## Benevolence

Do audiences believe you will care about more than just the bottom line?

*For example, a study from the Journal of Financial Services Marketing found that bank employees with a benevolent style increased customer trust in their employer.*

Trust Analytics is built on the CIB Model of trust, allowing us to provide a comprehensive and accurate picture of the state of trust in your brand.



# The CIB Model of Trust

Awareness			
Familiar to me			
Pillar	C	I	B
	Competence	Integrity	Benevolence
	Delivers customer value	Aligns with my priorities	Increases social value
Benefit			
Expectation	Do audiences believe you will do your job well?	Do audiences believe you will serve their interests and values?	Do audiences believe you will care about more than just the bottom line?

## CIB and Trust Behaviours

We use the trust pillars to understand how different aspects of trust impact audiences’ behaviours towards your brand. This allows you to prioritise the trust pillars that make most sense for your brand.

*For example, if competence predicts buying, partnering, affinity and advocacy more strongly than the other pillars, you might like to select improving competence as your focus.*





# How we measure trust

Trust Analytics is based on an in-depth audience survey, which can be tailored to your target demographics, segments and markets.

Our expert analysts use the data to build a detailed picture of each audience's trust in your business, scoring you against your core competitors.

Survey questions are based on robust behavioural research on the factors that determine trust. They've been designed to ensure honest and unbiased survey responses, aligning with best research practices. Trust arises from a combination of thoughts, feelings, and behaviours. Trust analytics accounts for all three factors in its measurement to accurately gauge trust levels.

# How we help you understand your trust performance

You will receive a report addressing four key questions:

## **How trusted is my brand?**

We break down the data by audience type and market

## **How do my scores compare to others'?**

We benchmark you against peers and your industry overall

## **What is driving trust in my brand?**

We dissect the data to reveal which elements of trust are shaping your audience's trust perceptions

## **What impact is trust having on my brand?**

We show what impact these core trust perceptions are having on audience behaviours towards your brand

# Trust builders

## From insight to strategy

By combining your data with behavioural models and brand best practice case studies, we translate the research into an action plan for your business.

Our recommendations are tailored to address your brand’s trust strengths and weaknesses. We provide a 360-degree view of your brand’s audience relationships and identify the trust-building strategies you can employ across each area.

Strategic Trust Builders	Communications Trust Builders
<ul style="list-style-type: none"><li>• Values and purpose</li><li>• Product</li><li>• Sales channels</li><li>• Customer service</li><li>• Company culture</li></ul>	<ul style="list-style-type: none"><li>• Narrative and messaging</li><li>• The role of leadership and employees</li><li>• Brand ambassadors and influencers</li><li>• Owned, social and earned profile</li><li>• Campaigns and thought leadership</li></ul>

# Reporting business impact

## A clear view of performance

Trust Score	Competence	Integrity	Benevolence	Score across the 3 core trust pillars
13/20	12/20	17/20	10/20	
Trust vs Sector	Impact			Competitor and sector comparisons
+2pts	Buying	Advocacy	Liking	Behaviours and business areas that are gaining/losing you trust
Trust vs Peers	Strength			Who trusts you and the role of leadership in driving trust for your organisation
4th	Quality	Ethics	Customer Care	
Awareness	Weakness			Ongoing support for achieving impact based on trust results
80%	Performance	Fairness	Employee Care	



# Trust Analytics

## Three levels of support

<i>Product</i>	Level 1 <b>Trust Report</b>	Level 2 <b>Trust Strategy</b>	Level 3 <b>Trust Planning</b>
<i>Description</i>	Your brand is included in our bi-annual Trust Analytics survey of UK informed publics, to measure the state of trust in your business.	We measure trust in your brand among three bespoke target audiences in any market.  We analyse the data to provide strategic recommendations for how to strengthen your performance.	We measure trust in your brand among three bespoke target audiences in any market.  We then work collaboratively with you to develop a bespoke action plan to increase your trust scores and help you roll the plan out across your organisation.
<i>Outputs</i>	Trust Analytics report, benchmarking your brand vs 2 peers and your sector.	Trust Analytics report, benchmarking your brand vs 4 peers and your sector and detailing the most effective Trust Drivers.  We produce an in-depth exploration into the ways in which you can improve trust as a business, with evidence-led consultancy to drive these outcomes.  A team presentation and workshop to discuss the strategic recommendations and how they could be applied to your brand, illustrated with best practice case studies.	Trust Analytics report, benchmarking your brand vs 4 peers and your sector and detailing the most effective Trust Drivers.  A three-month consultancy programme, which identifies the brand activations, messengers and touchpoints required to achieve a measurable impact on your Trust scores.  A presentation training programme for your leaders and employee ambassadors.
<i>Delivery time</i>	<b>1 month</b>	<b>2 months</b>	<b>4 months</b>
<i>Price</i>	£16,000 <i>+ £3,500 per additional market</i>	£45,000 <i>+ £5,000 per additional market</i>	£85,000 <i>+ £6,000 per additional market</i>





# Team



## **Steve Martin**

UK CEO, *INFLUENCE AT WORK*

Steve is a Royal Society nominated and bestselling author in the field of influence and persuasion science. His books including Yes! and Messengers have sold over 1.5 million copies.

Steve's work applying influence and persuasion science to business, public policy and professional sport has been featured in the national and international press including the New York Times, BBC TV & Radio, The Times, Washington Post, Financial Times, Time Magazine and The Harvard Business Review.

Steve is Faculty Director of Behavioural Science at Columbia Business School and a guest lecturer on MBA and Senior Exec. Ed programmes at the London School of Economics and Harvard.



## **Dr Amanda Henwood**

Trust Analyst, *INFLUENCE AT WORK*

Amanda has a doctorate in Psychological and Behavioural Science from the London School of Economics.

Amanda specialises in trust research and its application within business and private sectors.

Amanda's broader research focuses on the inter-relationship between emotion, behaviour, and wellbeing. She has worked with world-leading psychologists and economists and has 10 years of experience applying her wellbeing insights and behavioural science knowledge across academic and commercial contexts.



## **Nick Barron**

Deputy CEO and Head of Trust, *MHP Group*

Nick is a corporate reputation strategist, who specialises in helping companies define what they stand for and building campaigns that lead or reshape the conversation.

Nick's clients have include many of the world's most valuable brands across a wide range of sectors, including Coca-Cola, Unilever, Barclays, Syngenta Group, Novo-Nordisk, City Football Group and embodied AI leader Wayve.

Nick leads MHP Group's research and insights programme, developing partnerships and proprietary tools and data sets to improve the effectiveness of communications strategies. His work has focused on polarisation, trust and activism.



## **Kate Gomes**

Head of Strategy, *MHP Group*

Kate is MHP Group's Head of Strategy, a specialist in using data and insight to develop campaigns and positioning which cut through, resonate and drive audience actions.

Over the last two decades, Kate has worked with key global players and UK leaders including GE, Spotify, The Crown Estate, Novo Nordisk, Shell, Sky, Barclays, MedAccess, The Royal Mint and Sellafield. Kate leads Reverb, the MHP Group's brand strategy offer and leads a wider strategy team delivering across reputational and creative strategy.



# Contact us

## MHP Group

MHP Group is the integrated communications agency built for the Networked Age – a world that's increasingly connected, complex, polarised and activist.

We lead the way in the application of behavioural science to solve communications challenges for some of the world's leading businesses.

Our 240 London-based specialists, combined with our global partner network, means we can create strategies and multichannel campaigns to engage every audience, from consumer to policymaker, and from stakeholder to shareholder.

Our brands include MHP, Mischief, La Plage and Accord.

**[mhpgroup.com](http://mhpgroup.com)**

**[hello@mhpgroup.com](mailto:hello@mhpgroup.com)**

## INFLUENCE AT WORK

INFLUENCE AT WORK is the consulting, advisory and training group of world-renowned behavioural science influence and persuasion researchers and authors Robert Cialdini and Steve Martin.

Our books, including the seminal works *Influence -The Psychology of Persuasion*, *Yes!* And *Messengers* have sold over 8 million copies in 27 languages shaping the direction of applied behavioural science today.

Our award-winning research and insights have been rated as 'Breakthrough Ideas for Business' by the Harvard Business Review, are taught on executive programmes in Business Schools around the world and have attracted the interest of world leaders, policy makers, senior executives and business professionals.

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