

Panel Discussion | **[Digital Trust]** How have You Earned Your Customer's Digital Trust Today?



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Do you have someone who is responsible for digital trust within your organisation?

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Question 1

Defining digital trust & what it means to you in your business?

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Question 2

How do you measure digital trust?

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Question 3

Aligning compliance and legal processes to ensure trust

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Key Takeaways

- **Jasmine's Takeaway:** Remember to think about digital trust holistically. From your website to social media to other digital content. all your digital assets are interconnected. You need to ensure that they're consistent, compliant and fully optimised to deliver on the promise of digital trust.
- **Steve's Takeaway:** Go find and fix the "white teapots" in your business! Optimised visual content is key to driving trust & conversion
- **Bryn's Takeaway:** Don't underestimate the power of giving permission to those around you to hold you to account and feedback on your brand. Especially on its association with core values. Its ok to innovate, fail sometimes and learn, just don't sell your soul in the process.

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Q&A



Scan here to submit your questions!