

Improve Your Trust Factor

Surefire ways to foster customer loyalty to your brand

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There is one thing every business professional, whatever industry they're in, should be certain about: the more trust you share with someone, the more powerful the relationship. Many businesses, unfortunately, fail to think about the importance of trust in building customer loyalty for a brand, says Daniel Burrus, CEO of [Burrus Research](#). And that can negatively impact their brand. Here's how to foster trust in your organization as part of the brand building process:

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- **Never take trust for granted.** Whenever you're bringing about any change, either internally or externally, create a "trust meter." Think of it like an old-fashioned gas gauge: at one end is zero trust and at the other is complete trust. Ask yourself, "What is the current level of trust between the company and the people who will be impacted by this decision or policy?" Mark it somewhere on your trust meter. Then ask, "If we implement this change in this way, what will happen to that trust?" If you believe trust will decrease, adjust your plan accordingly.
- **Offer more value to reward customer loyalty.** When you reward loyalty with more value rather than a lower price, people feel appreciated and will want to keep doing business with you. Pinpoint what your customers will perceive as added value, and make that a part of your policy.
- **Survey customers and employees on trust.** Ask employees, business partners, and customers to rate you (anonymously, if necessary) on your own level of trust. You could even have them fill out the trust meter for you. With this feedback, you will know where you stand and be able to make adjustments.