

Brand Trust in the News: July 1– 8

Consumer trust around the claim is improving – CII

July 2, 2019 – The Chartered Insurance Institute's (CII) latest trust index, a survey of 1,000 consumers and 1,000 small businesses from across the UK, has found that the public's experiences of making a claim are significantly more in line with their expectations than they were a year ago.

In order to measure the gap between consumers' expectations and the performance they see from an insurer, the index asks consumers and small businesses to rate what is vital for insurers to deliver and whether it is being delivered by their insurer (both out of seven). These figures were then contrasted to find the gap between expectation and delivery. Read more in [Cover Magazine](#).

Why brands are losing consumer trust and how technology can help re-earn it

July 3, 2019 - Consumer trust can be the key to your brand's success. It's harder to convince people to trust your brand, especially when you're not listening to your audience's needs. Here's how to build consumer trust.

It's not easy nowadays to earn consumers' trust as a brand. Many mistakes and failed campaigns have created a level of distrust that needs further effort to be improved.

It's not impossible though to build trust with your consumers. All you need is the genuine interest in what your consumers expect from you. There are some steps you can follow to start building trust for your product, your brand, and your business. Read more in [Click Z](#).

Big banks view consumer trust as an advantage over challengers

July 5, 2019 – As waves of fintech startups rise up to challenge legacy banks, incumbents are finding their high levels of consumer trust to be a chief advantage, CNBC reports. "Customers trust legacy banks to keep their money safe, but they're slightly unsure of fintechs keeping their money safe," Amelia Nicholls, chief of staff at RBS' digital standalone bank Bo told CNBC. Incumbents have several other advantages over their challengers beyond trust. Read more in [Business Insiders](#).

How to Overcome the AI Trust Gap: A Strategy for Business Leaders

July 6, 2019 – AI is like the world, you can't get around it – you've got to take it on. Numerous studies point to higher profits and productivity at companies that adopt machine and deep learning, and most

companies have AI projects underway. Business leaders frozen in AI FUD are on borrowed time: eventually, they'll be at a major competitive disadvantage. But enterprise AI at-scale is mainly confined to the top 5 percent of hyperscalers and resource-rich companies in the major business verticals. For the bottom 95 percent, breaking AI out of the pilot project level is a critical business imperative that is happening too slowly. Read more in [Enterprise AI](#).

Huawei CEO says Apple is his 'role model' when it comes to protecting user data

July 7, 2019 – Huawei founder and CEO Ren Zhengfei has touched on how he is inspired by Apple before, and now he's saying Apple's stance on user privacy also inspires Huawei. In an interview cited by CNBC, Zhengfei said that Huawei would never provider users' data to the Chinese government.

Zhengfei explained that Apple is his "role model" when it comes to user privacy. Apple has historically took a strong stance on protecting user privacy, and that appears to be what Zhengfei is looking to follow at Huawei.

When asked if Huawei would provide user data to the Chinese government, Zhengfei said the company would never do such a thing. Read more in [9to5mac](#).