How to ensure your brand is trustworthy

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Retaining your customers and getting more of them to buy your product requires building a trustworthy brand

Executive Coach Penny Holburn says brand trust is important because when people trust your brand, you will retain customers, they will be more inclined to try new products or services, they will be prepared to pay more money and they will refer others to you.

She adds that brand trust is a result of the following:

Consistency

You deliver the same high-quality products and services every time. Each interaction with your company should be a positive experience.

Relationship

You value your customers and create a positive emotional connection with them. Positive human interactions create trust.

Deliver practical value

You deliver what the customer wants and needs.

Competence

Your brand needs to be associated with people who know what they are doing and deliver on time.

Aligned brand vision and values

Your brand vision and values resonate with your customer. For example, you support the same causes as the customer.

Responding with action

You always follow up and get back to customers. You should be known as a company that addresses concerns, queries or problems.

Continuing development and innovation

Your customers see you at the forefront of developments in your field.

Holburn's tips for increasing brand trust:

- Build an emotional connection with your customers and potential customers.
- Always deliver on your promises.
- Respond to queries quickly and effectively. Always follow up and follow through.
- Hire people with integrity. Get your whole company on board and excited about providing a consistent, quality experience to customers. Reward them for doing this.
- Ensure your products/services deliver what you say they will. Check all your marketing content and any other information that is out in the public domain and make sure that you are fulfilling any promises made.
- Ensure customers have a consistent experience. Being good for 100 days and bad for one day will break brand trust. You only need one instance to lose credibility. It is true for relationships between people as well as relationships between people and a brand.
- Be seen to be involved with causes that resonate with your customers and potential customers. But be genuine about this.