

Chapter 1

Customers

How to win in the trust economy

Organizations accustomed to scanning the horizon for the next great disruption have seen this one coming: the trust customers once placed in brand names and institutions is quickly eroding.

Today, customers are less willing to hand over private information to organizations, yet they expect every enterprise to divulge whatever data is captured about them. In other words, they're asking for more privacy while demanding more transparency from you. Those enterprises that deftly manage these shoals reap a trust dividend—which fuels business advantage.