

The Role of Trust in Financial Services - US - April 2015

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"The financial services industry' reputation has been damaged since the recession hit. Consumers quickly blamed the industry for the crisis and ever since have had a hard time trusting its products and services. However; credit unions continue to attract more consumers as do alternative banks."

- Monica Staco, Category Manager - Financial Services

This report looks at the following areas:

- Economic stability matters
- Data breaches are the latest headache
- Continued engagement with consumers
- Transparency and authenticity speak louder to consumers

Understanding customers' needs and delivering on these is a key tactic impacting trust development. Throughout this report you will learn consumers' definition of trust, their expectations of various financial sectors, and lastly factors helping financial sectors and trusted brands maintain consumers' trust

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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