

The Role of Trust in Financial Services - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The financial services sector has been hard hit by reputation-damaging events. Consumer trust is built on personal interaction with their preferred brand, but tangible features like low fees are still most important for FSI (financial services institution) selection."

– **Jennifer White Boehm, Associate Director - Financial Services**

This report looks at the following areas:

- Trust is a baseline for all other financial
- History matters
- Add a personal touch
- Employee involvement breeds 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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Abbreviations

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