

# Trust and confidence evaluation tool

Explain have developed a powerful insight model that allows organisations to measure and track the Trust and Confidence of their stakeholders and give them the ability to measure themselves against their sector

## What is Trust and confidence?

Trust and Confidence are two key emotions that we all feel when putting our faith into a provider of a service or product. Whether choosing a utility provider, selecting a healthcare consultant or selecting an insurance product, we will have a level of "Trust and Confidence" in these, and this is a large factor in the choices we make.



## The Trust and confidence Evaluation Tool

At Explain, we have carried out our own independent research and identified the key factors that influence Trust and Confidence. We then asked the general public to rate their providers across a number of sectors using these factors, resulting in us having a Trust and Confidence Evaluation Tool and a sector benchmark score.

## How you compare to the competition?

We have carried out our Trust and Confidence research across the UK, to the general public, meaning we have a dataset of Trust and Confidence, not just for who you service, but also from those who you don't. These are available now for the:

- Water industry
- Electricity and gas industry
- Financial services
- NHS



## Find out more

We have these industry reports readily available and have the ability to deliver these across a range of additional sectors upon request.

To find out more contact us today:

info@explainresearch.co.uk  
0191 261 5261

