

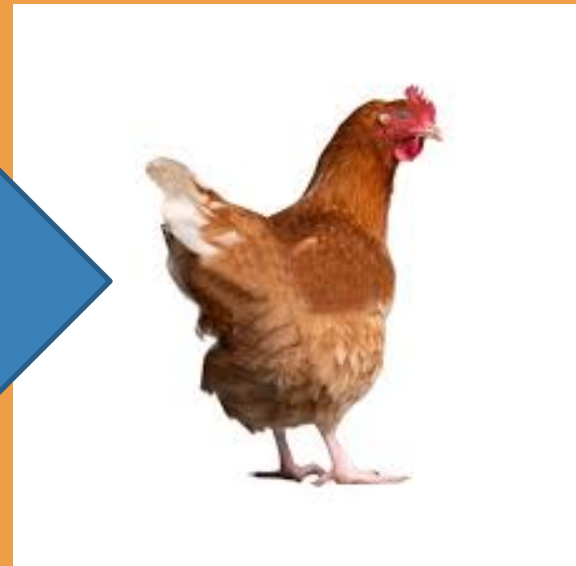
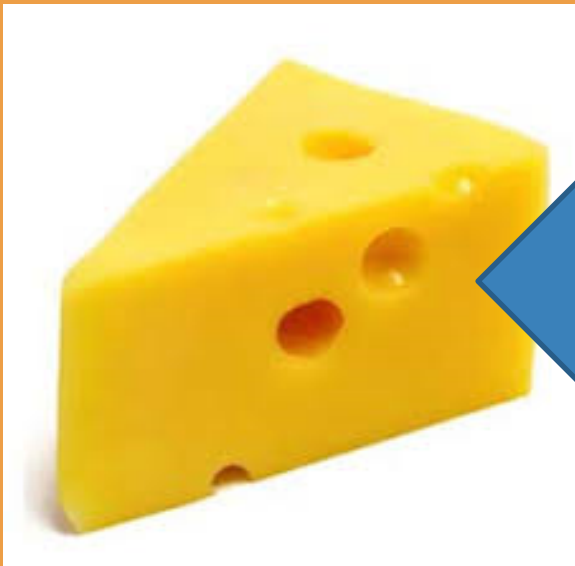
Who do **YOU** really **TRUST** – the Trust Experience **(TX)**

Presented by: Oscar Stark
2020-03-12

■ Foundation of commerce



■ Foundation of commerce



**IT STARTS WITH
PEOPLE**



■ People the weakest link?

- In 2018 88% of data breaches reported to UK Information Commissioner's Office were **attributed to human error** (*ISF Human-Centred Security: Addressing psychological vulnerabilities, p1*)
- Attacks now going **more personal** than before – email attacks: 90% more targeted on personal level vs 10% malware focused (*Email Threat Report for January – June 2018, FireEye*)
- Organisations on average spend 20% of information security budget on prevention, of which awareness and training **represents less than 6% of budget** (*Kaspersky Lab - On the Money: Growing IT Security Budgets to Protect Digital Transformation Initiatives 2018, derived value p9*)
- **Crisis of Trust undermines digital business** (*Threat Report 2022, Digital and physical worlds collide, January 2020, International Security Forum*)
- Changing security models – zero trust, human centric

**WHAT
DRIVES
PEOPLE TO
ENGAGE -
TRUST**



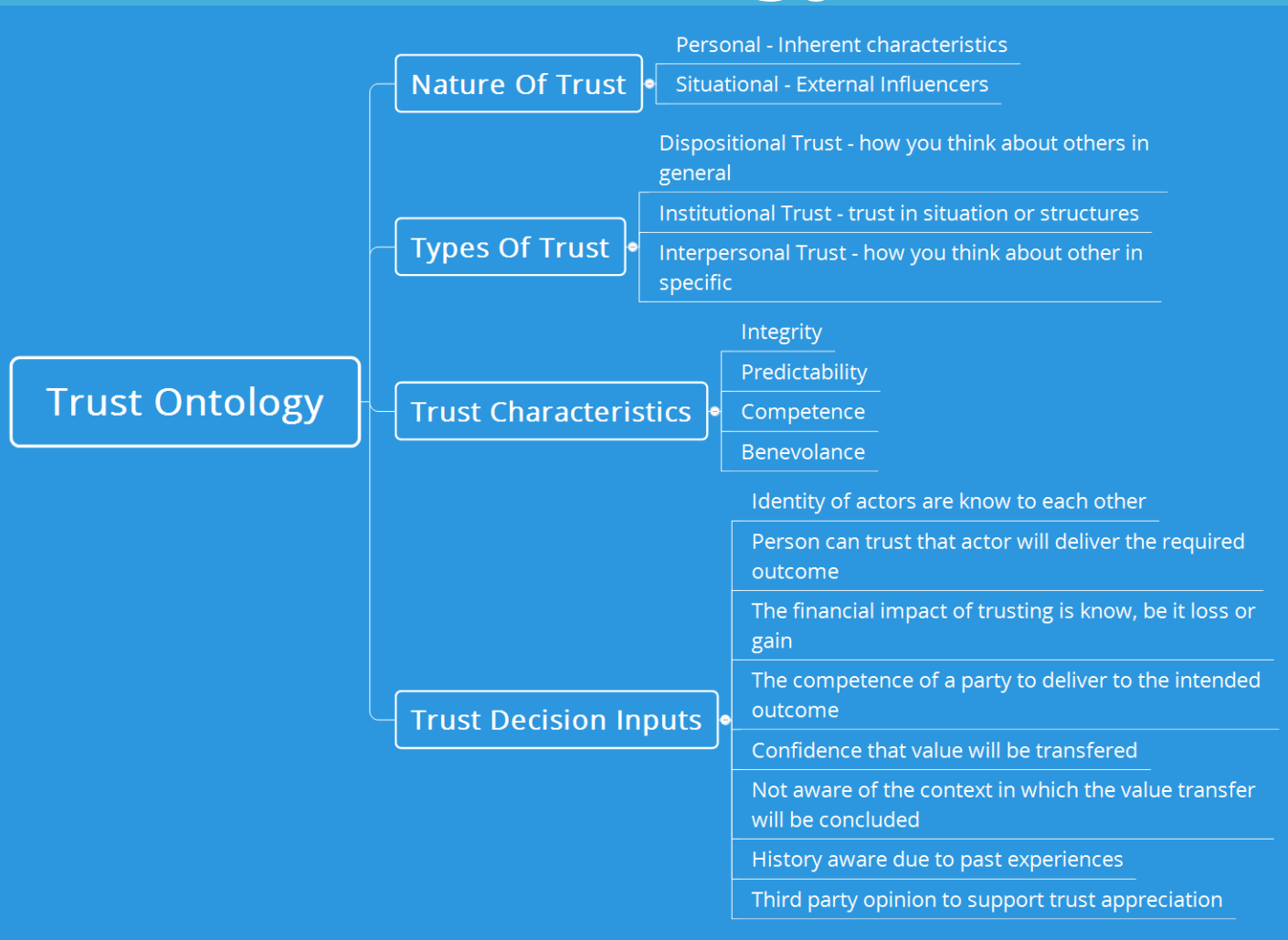
WHAT IS TRUST?

■ Trust is complex

- Divided views on what trust is – psychologists
- Dictionary: firm belief in the reliability, truth, or ability of someone or something.
- Trust = believe system underpinned by specific values that support an outcome from someone or something in future (a bet)

Trust helps you build a bridge when the outcome is not certain

A short Trust ontology



Example of how involved Trust can be – Human Factors in Cyber Security

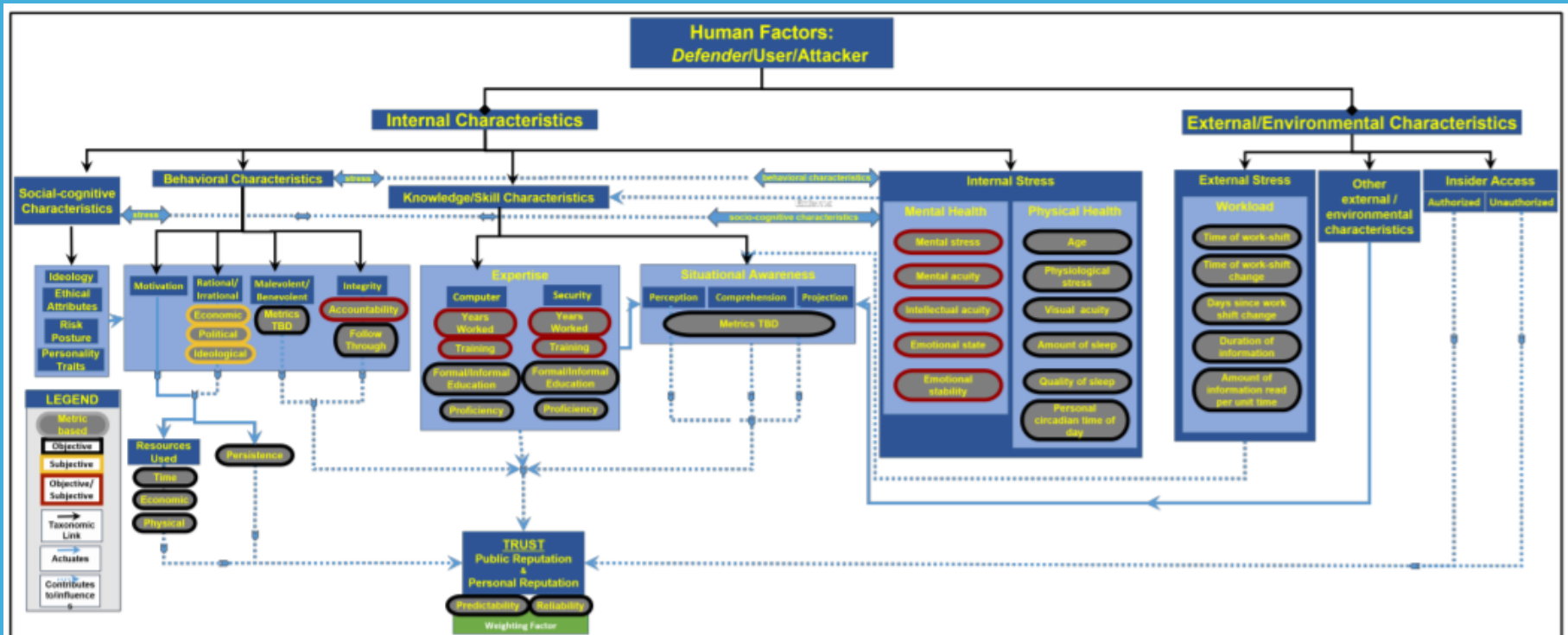


Figure 1 – Trust Framework of Human Factors in Cyber Security.

**BEING
DELIBERATE
ABOUT TRUST**

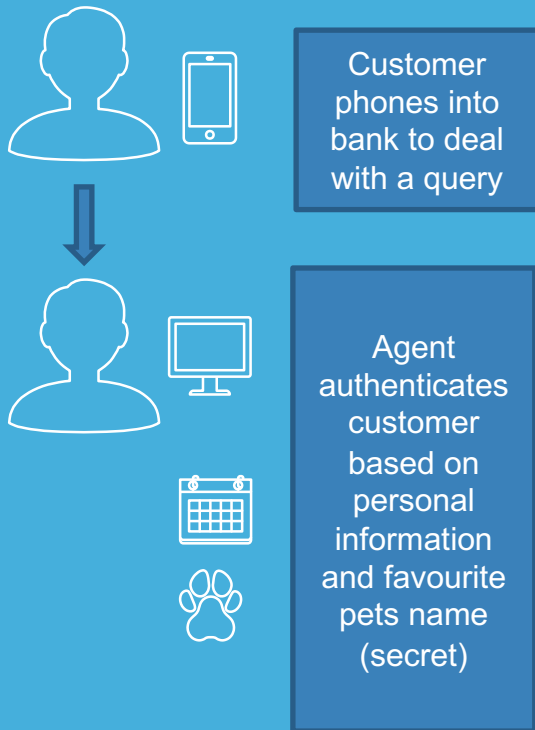
Importance of Trust is recognised

- Legislation – ECT Act, PoPI Act, etc
- Industry trust models – banking, health
- Technology trust models – authentication, encryption, blockchain, zero trust

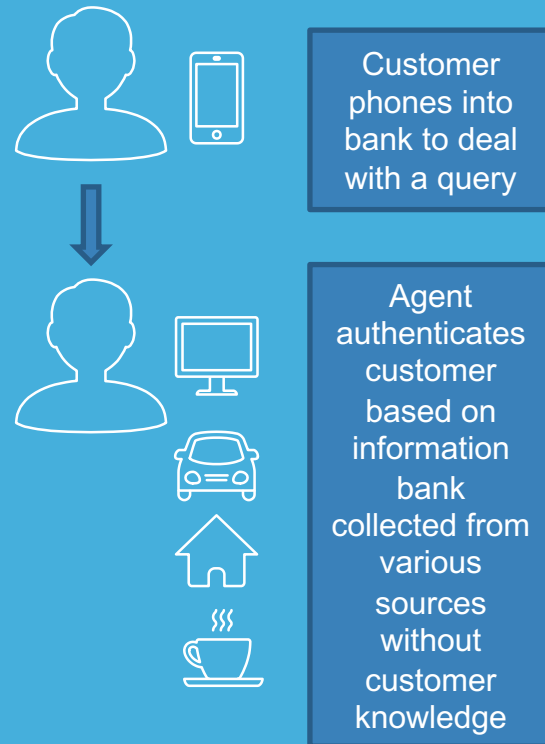
Does everyone recognise the importance of trust?

But do we actually get it?

Scenario A – how it use to be



Scenario B – how it plays out now



Lets evaluate the trust experience

Scenario A – how it use to be



Positive

Scenario B – how it plays out now



Negative

TRUST
EXPERIENCE - TX

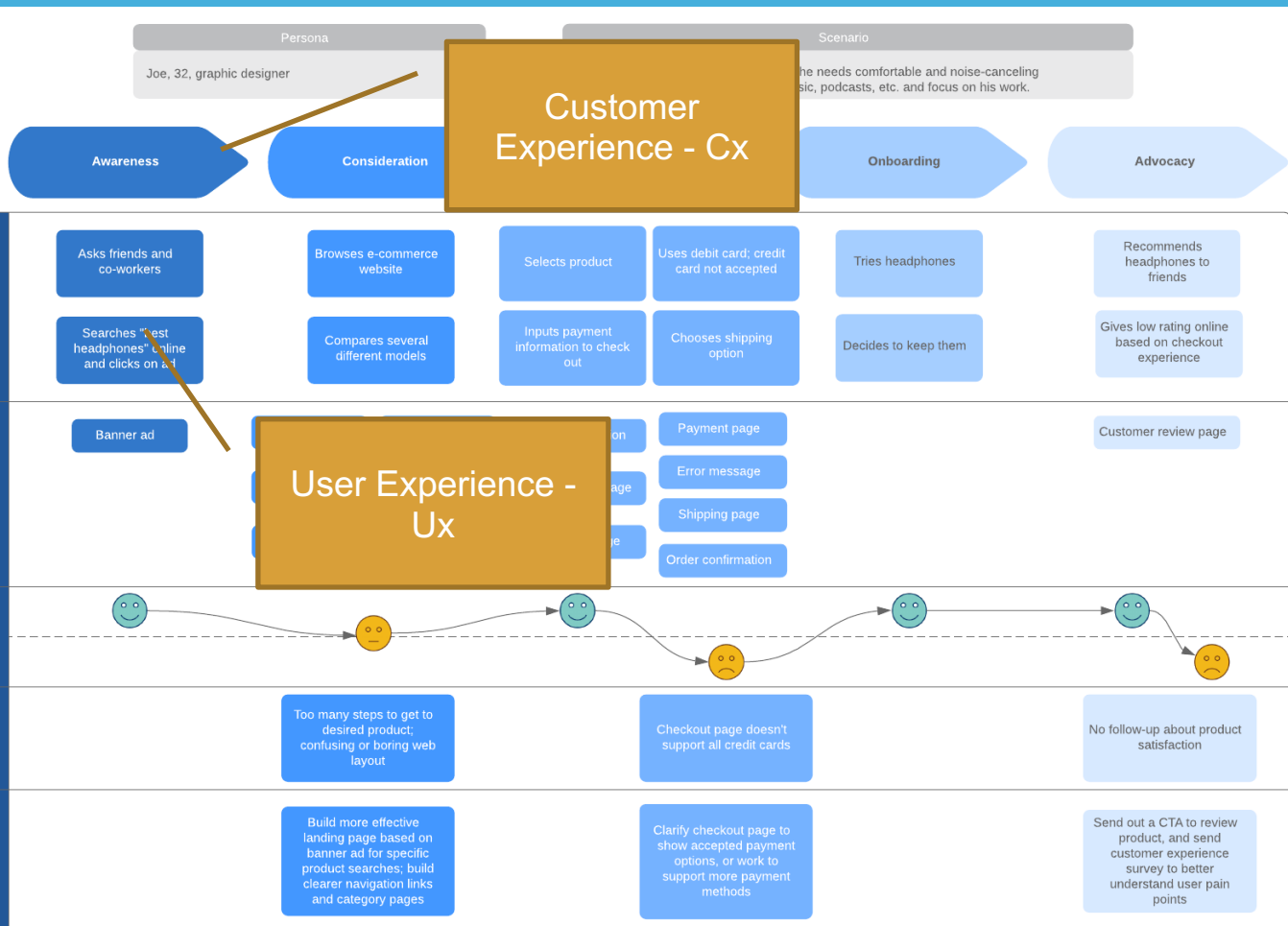


TRUST EXPERIENCE

TX

Ability to drive an experience that instills
trust

Digital Experience - Traditional

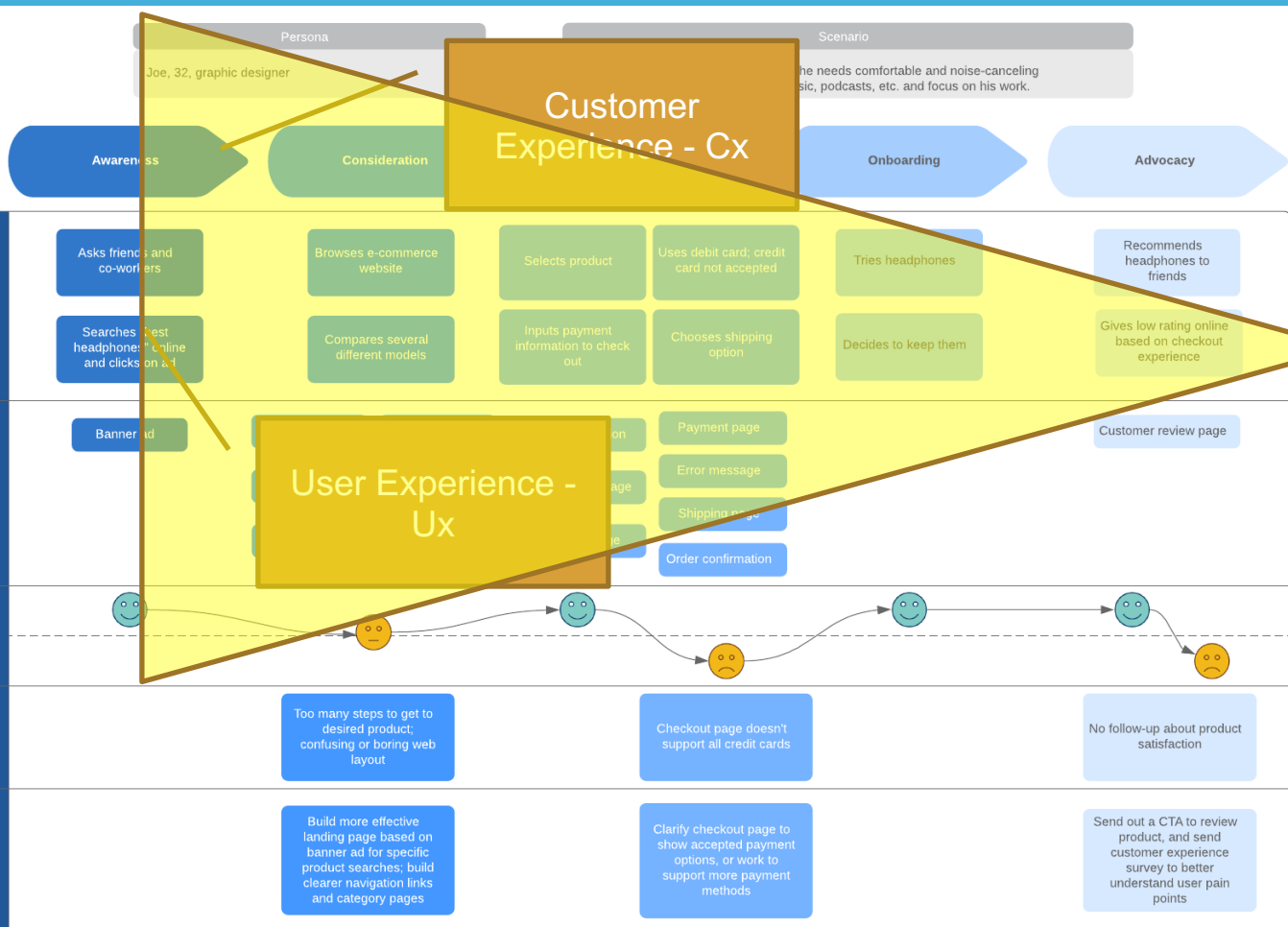


- Communication
- Listening
- Empathy
- Motivation
- Trustworthy
- Humility
- Positivity

- Site availability
- Usability
- Supportive features
- Confidence
- Desirability

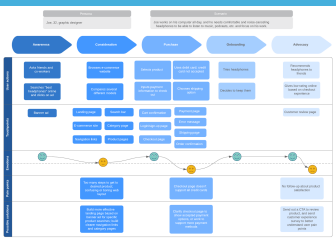
Digital Experience – with Trust

Experience



Trust Experience - Tx

Lets appreciate the relationship



Customer Experience - Cx

User Experience - Ux

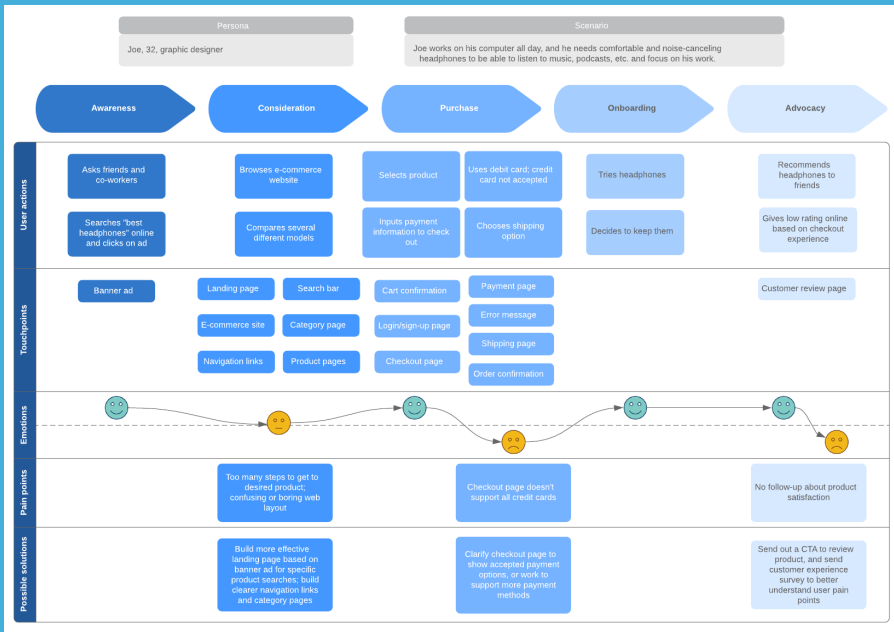
Trust Experience - Tx

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1. Actor known
2. Expected outcome
3. Value outcome known
4. Competence of party
5. Confidence of value transfer
6. Context
7. History of past experiences
8. Third party opinion

Appreciate the threat



Customer phones into bank to deal with a query

Agent authenticates customer based on information bank collected from various sources without customer knowledge

1. Actor known
2. Expected outcome
3. Value outcome known
4. Competence of party
5. Confidence of value transfer
6. Context
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8. Third party opinion

Negative

“

Working in a company is a team sport

Competitive differentiation

- *PwC 2016 Global CEO survey*, reported that 55% of CEOs think that a **lack of trust** is a threat to their organization's growth.
- Compared with people at low-trust companies, people at **high-trust companies** report: 74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives, 40% less burnout. (*The Neuroscience of Trust* by Paul J. Zak, From the January-February 2017 Issue)
- High-trust companies pay 17% more than low-trust companies – **higher productivity and innovation**. (*The Neuroscience of Trust* by Paul J. Zak, From the January-February 2017 Issue)

I don't trust those
trees, son.

Son: What?
Why not?

They seem
kind of
shady.



THANKS!

Any questions?

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