

COVID-19 BRAND TRUST PULSE

Ensure your actions are building trust in your brand

COVID-19 Brand Trust Pulse supplements your current understanding of brand trust with a focus on the actions that are most relevant to consumers at this moment.

THE PROBLEM

Even before the COVID-19 pandemic, 2 out of 3 consumers did not trust most of the brands they purchased from.* Recent Qualtrics [research](#) found that brands' actions during this crisis are having a significant impact on consumer trust.

Brands need to understand how consumers have reprioritized the drivers of trust, and how their actions during this crisis can positively (or negatively) impact consumers' trust.

*Edleman, 2019 Report

OUR SOLUTION

The COVID-19 Brand Trust Pulse is a free solution to assess consumers' trust in your brand. The solution is based on the best practices of the most trusted brands during this crisis, as identified in Qualtrics research.

These results can help your organization prioritize the actions that will earn and maintain consumers' trust. You can distribute the assessment to your own panels or purchase panels through Qualtrics.

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How well would you say Challenger is doing on each of the following?

They take care of their customers. ^

Extremely well

Very well

Moderately well

Somewhat well

Not well at all

N/A

They don't take advantage of a crisis to maximize their own profits. v

They help keep me and my loved

Benefits of the COVID-19 Brand Trust Pulse

- + Understand and adapt to rapidly evolving consumer sentiment
- + Benchmark your brand against the trust factors identified by consumers as being the most important during this crisis
- + Identify and prioritize actions to build trust during this crisis and beyond

Set up your pulse with three simple steps

STEP 1

Get started on our [Here to Help](#) page; if you don't have a Qualtrics account yet, one will be created for you. If you already have a Qualtrics account, the COVID-19 Brand Trust Pulse will be available under "Create New Project".

STEP 2

Enter a few questions to customize the assessment.

STEP 3

Launch your assessment for free using your organization's contact lists. Or, for a more representative sample of consumers, you can purchase a panel through Qualtrics.



Now track your results in a pre-built report and identify the actions your organization can take to build and maintain trust.

qualtrics^{XM}

Start taking action in your organization.
Launch the [COVID-19 Brand Trust Pulse](#) today.

Qualtrics is the world's leading experience management platform. With Qualtrics XM you can create, monitor and manage every experience on a single platform. Our advanced artificial intelligence and machine learning helps uncover deep insights and makes connections between your customer, employee, product and brand experiences to help close experience gaps and drive value back to the bottom line. Learn more at [qualtrics.com](#).