

Building the brand in a time of crisis

Understanding your customers' perception of your business and response to COVID-19

Even before the COVID-19 crisis, many consumers might have lacked trust in some of the brands from which they purchased. So what you do next matters—and it can matter a lot when talking about retaining your loyal customers. Consumers surveyed noted that “trust” was the most important emotional metric when talking about their favorite brands; if broken, it could cause them to look at other brands¹. As organizations across industries look for ways to maintain or grow the profile of their brands, having quick insights can prove key to supporting quick, decisive action that shapes customers' perspectives.

A path forward

The **Qualtrics® COVID-19 Brand Trust Pulse** can supplement your current understanding of brand trust, with a focus on the actions that are most relevant to consumers during the current crisis. This offering, which can be enabled and augmented with help from Deloitte, is based on leading practices of the most trusted brands during the COVID-19 crisis, as identified by Qualtrics². The offering includes:

Brand Pulse – a prebuilt three-to-five minute assessment of consumers' trust in your brand and your competitors; choose up to five competitors

Prebuilt Report – identifying actions your organization can take to help build and maintain trust

Potential benefits

- Gauge brand trust, and assess your brand in the context of your competition
- Target specific actions for solidifying brand trust
- Uncover brand perception issues and opportunities early
- Mitigate risks to brand reputation
- Increase customer loyalty and top-line revenue

How we can help

Addressing the COVID-19 crisis and getting to the “next normal” will likely require industry-specific guidance and a spectrum of skills that extend across business and technology needs. Deloitte can help, providing critical solutions and services for enabling a more resilient organization. Here are a few ways we can help your organization respond, recover, and thrive.

- Design and deploy brand trust surveys to uncover insights you can use in your recovery planning
- Prioritize actions for strengthening brand trust and reputation
- Reimagine your engagement strategies and business processes, and better align your digital solutions to help you serve customers more effectively
- Develop your organization's customer experience strategy, operational discipline, and capabilities to help you differentiate your brand and capture more revenue

The Deloitte difference

Deloitte brings a tested methodology for creating value with the “built to evolve” Kinetic Enterprise™—an intelligent, responsive, cloud-enabled organization powered by a clean core and an inclusive ecosystem of capabilities. When you work with our team to bolster brand trust, you get access to Deloitte's deep industry-specific experience—which grows daily as we help enterprise leaders across the globe reimagine *everything* and use SAP solutions to help solve complex business challenges.

Deloitte.

Let's talk

If building a bigger moat around your brand is a priority for your organization, we should talk. Contact us to learn how we can help you take the workforce to the next level with Qualtrics COVID-19 Brand Trust Pulse.

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1. Exploring the value of emotion-driven engagement. Deloitte, May 2019. <https://www.deloittedigital.com/content/dam/deloittedigital/us/documents/offerings/offerings-20190521-exploring-the-value-of-emotion-driven-engagement-2.pdf>
2. About the COVID-19 Brand Trust Pulse. Qualtrics. <https://www.qualtrics.com/support/survey-platform/common-use-cases-rc/covid-19-brand-trust-pulse>