

Green Metrics

Red Flags



Building trust in an era of AI

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Turo

WHERE CONTEXT BEATS DATA

Roots of trust



Julie
Scottsdale
26 trips • Joined Dec 2018

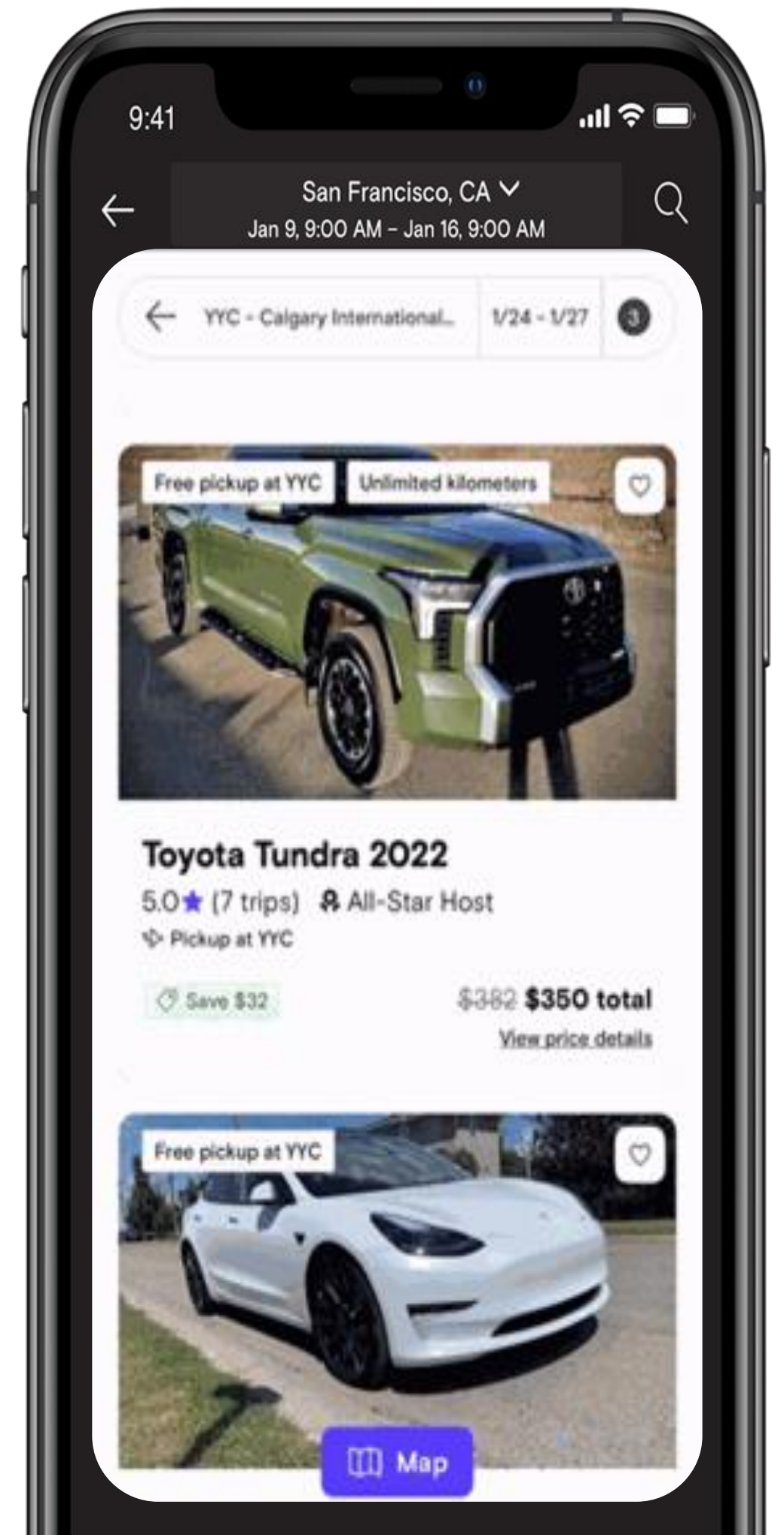
60 Trips	5.0 ★ Ratings	8 Years of hosting
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ABOUT TURO

Reinventing rental to unlock independence for all

Turo is the **world's largest car sharing marketplace** where you can book any car you want, wherever you want it, from a community of trusted hosts.

- **3.5 million guests**
- **150,000 hosts**
- **350,000 active vehicles**

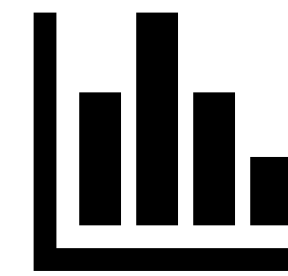


Laying the foundation

**Scalable
model**



**Tech stack &
reporting**

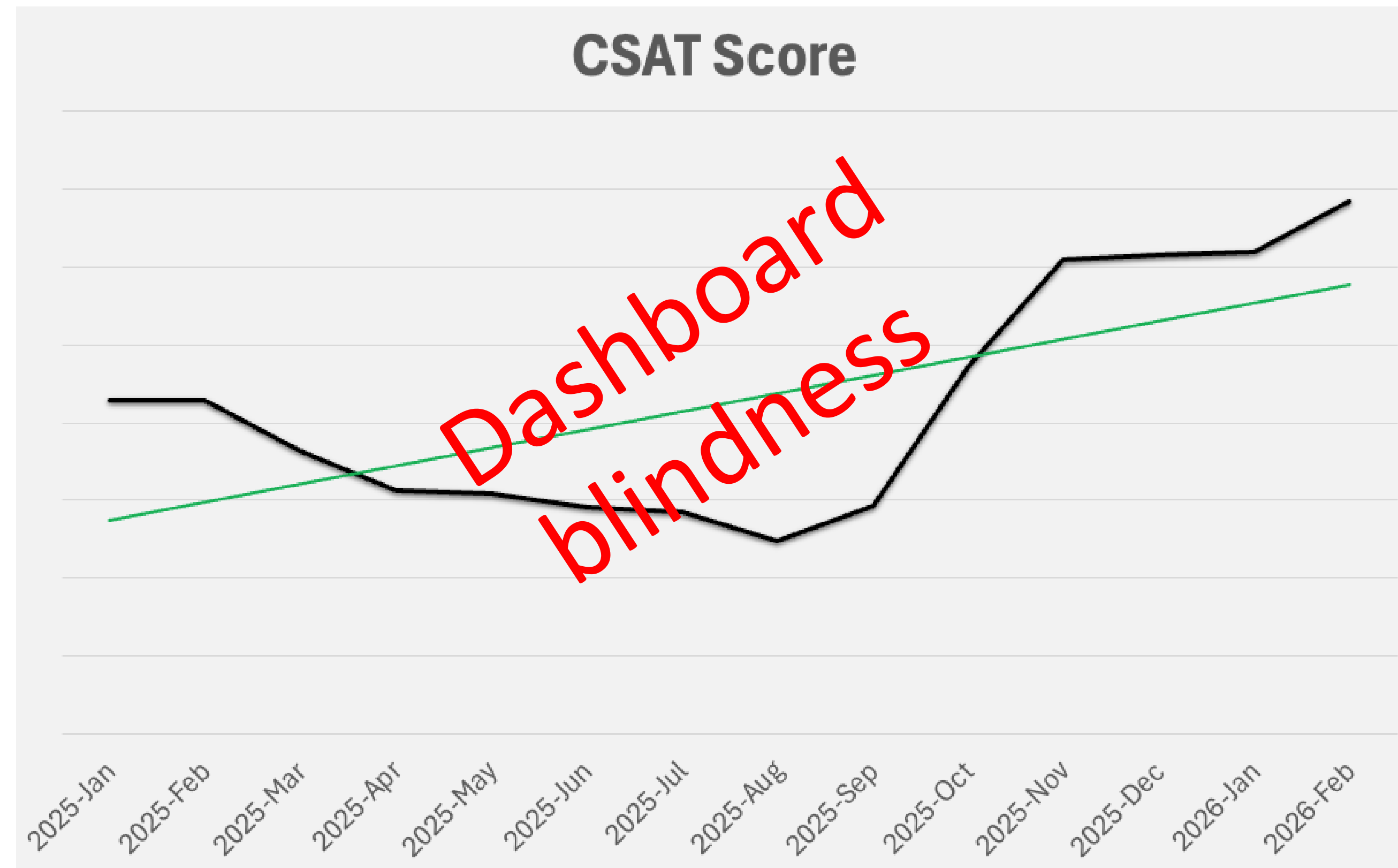


**Green
metrics**



THE LEARNING

Optimizing for the wrong outcome



From satisfaction to *trust*

SATISFACTION

[Traditional Metric]

Did we make you happy in this moment?

- Transactional & reactive
- Capture immediate sentiment
- Can mask underlying friction

TRUST

[Redefined Metric]

Do you believe we'll take care of you over time?

- Relational & predictive
- Drives retention & LTV
- The ultimate competitive moat

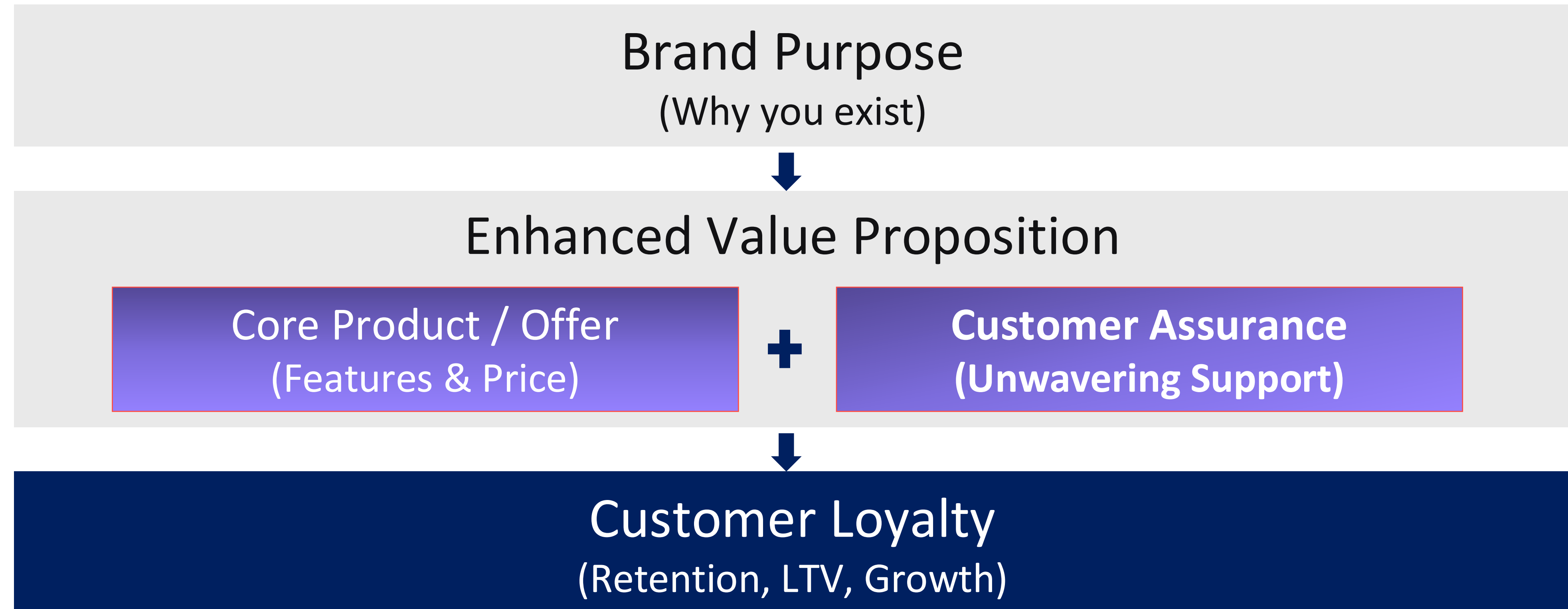
Building trust

Building blocks for customer
assurance at scale

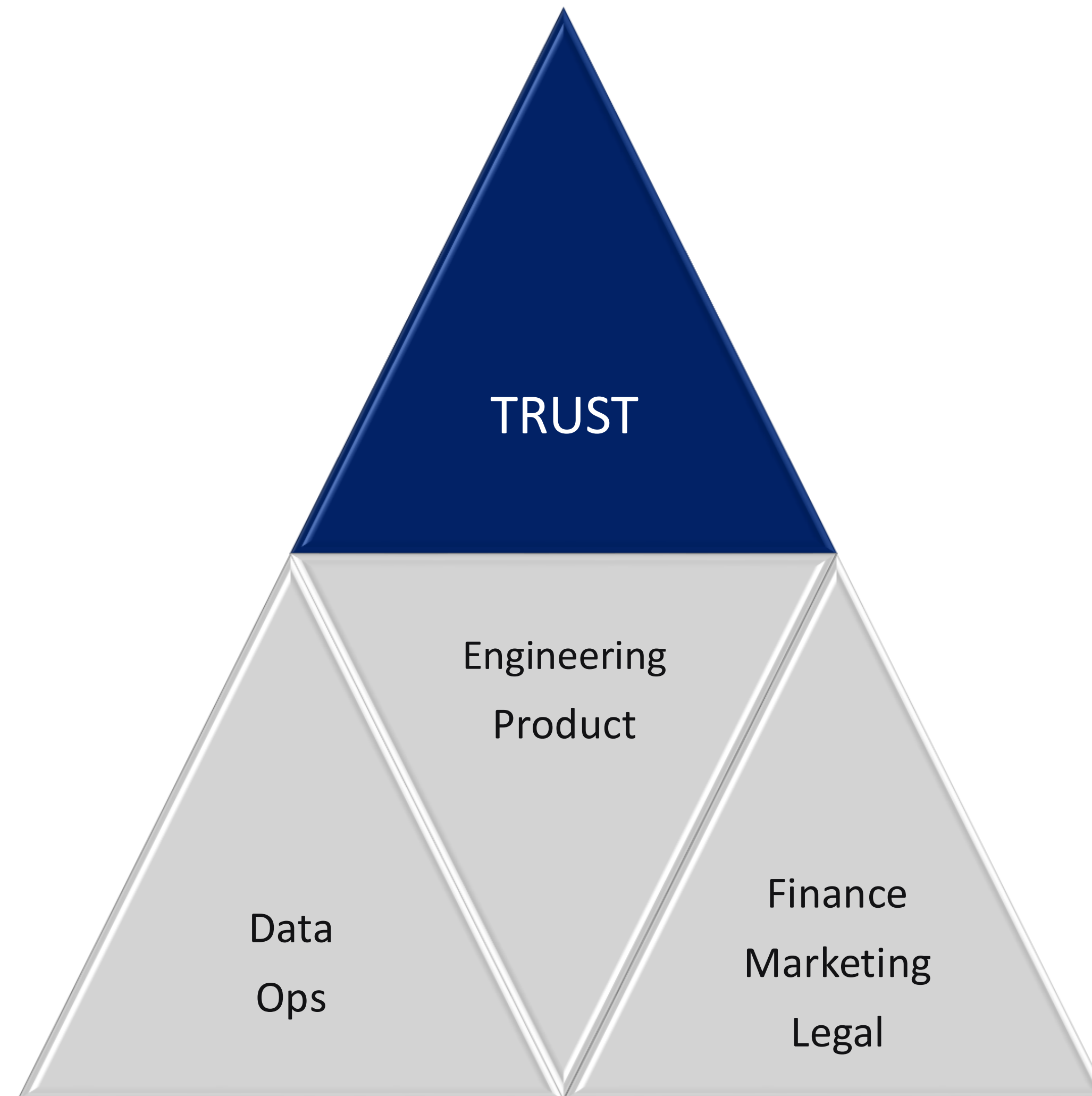


BUILDING BLOCK 1

Embed customer assurance into your value proposition



Put 'trust' in your North Star



Understand customer intent

complexity + stakes

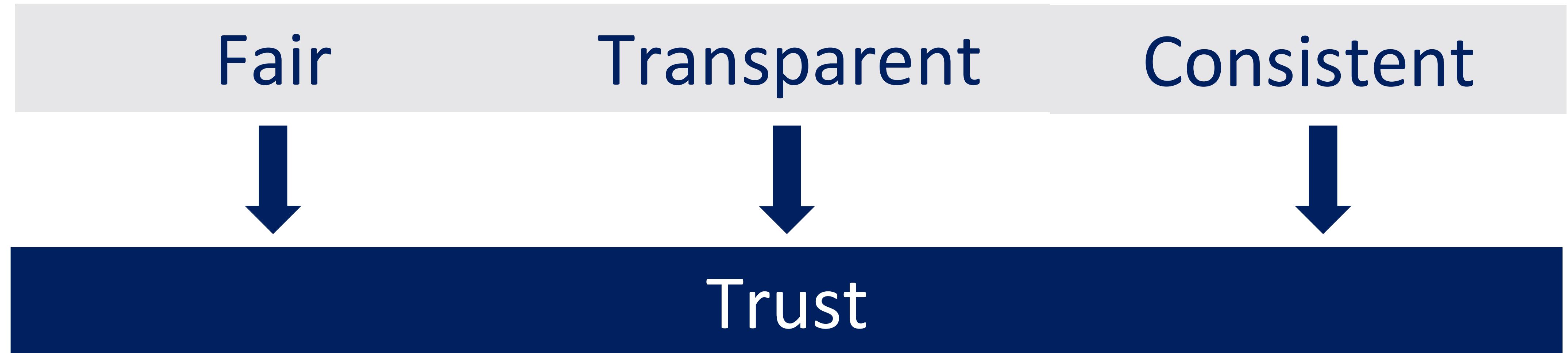
High-stakes: Time-sensitive, disputes, damage, safety
Human judgment & empathy

Account specific: Order history, delivery status, profile info
AI with guardrails & escalation path

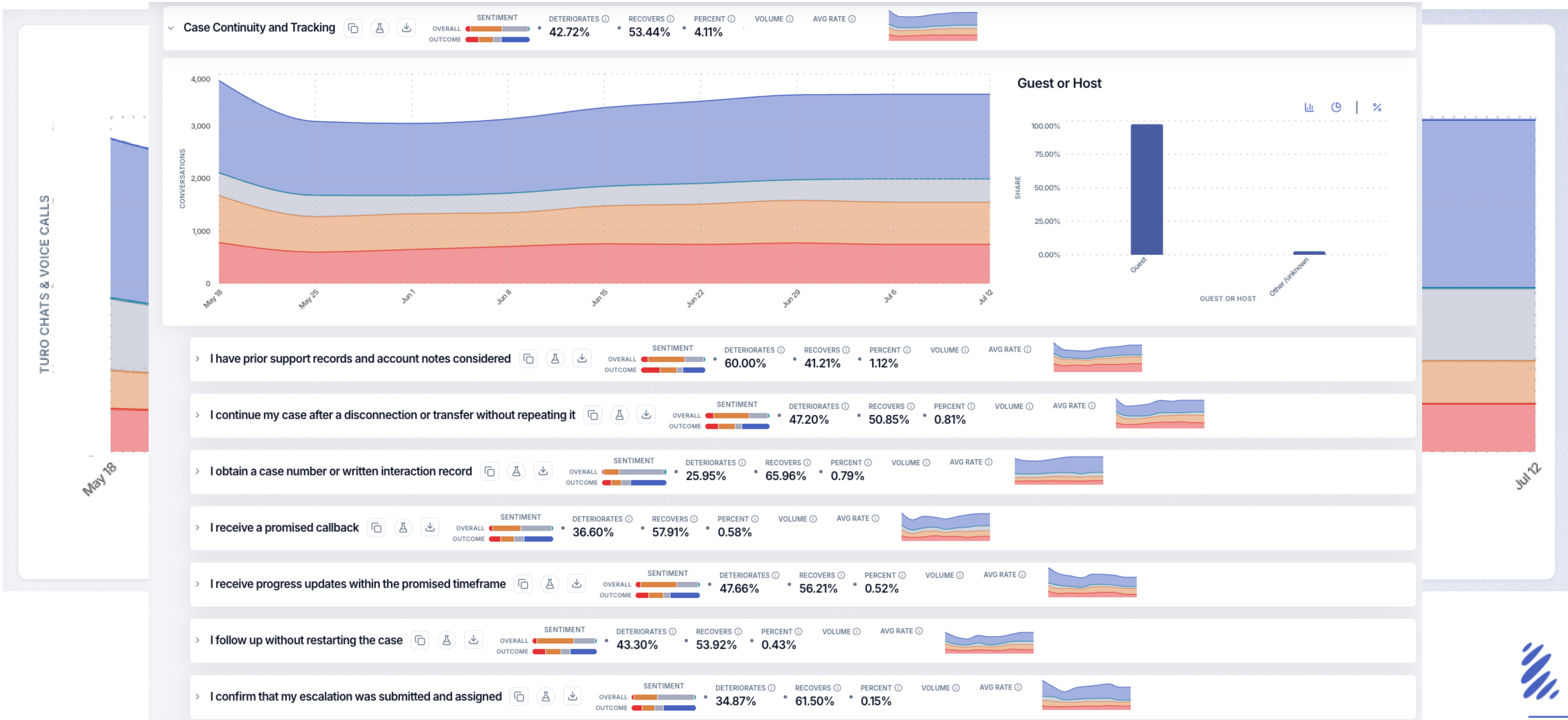
General information: Policies, products, brand FAQs
Effortless AI self-services

Designing your support flow to match contact type
preserves trust, optimizes cost

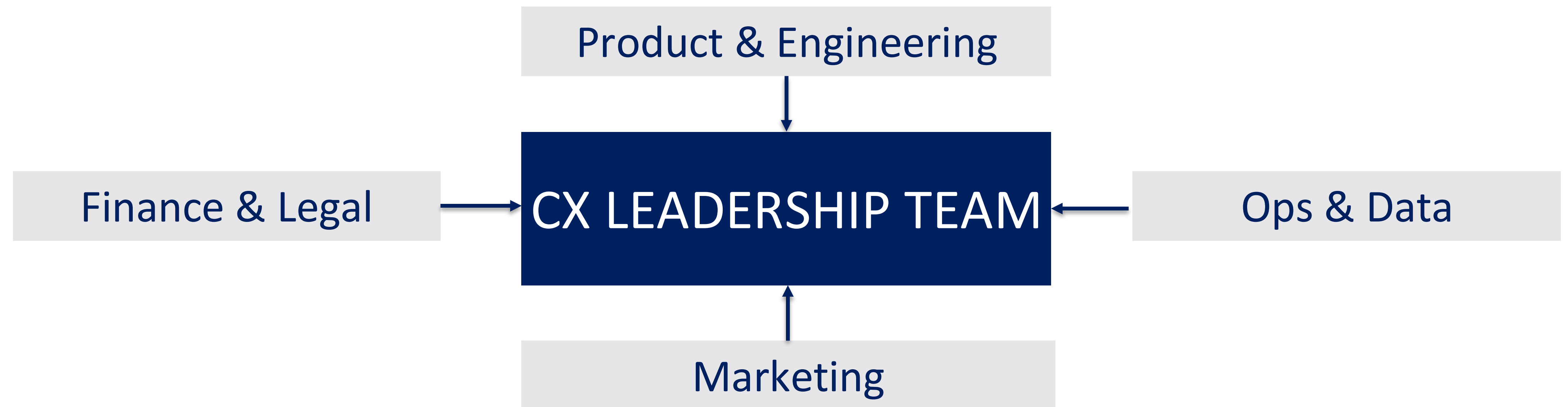
Design for reality



Capture silent signals and fix



Create a CX cross functional leadership team



Add behavioral loyalty metrics

Perceptual

- CSAT
- NPS
- QA

Operational

- AHT
- FCR
- Service level

+ Behavioral

- Post support purchase/renewal rate
- LTV by touchpoint
- Post support churn

Build frontline trust and shift behavior

- Resolve the issue
- Apply policy consistently
- Explain decisions clearly
- Be efficient

Frontline ← trust → Company

Measure the true ROI

- **AI is not free**
- **Siloed P&Ls distort reality**
- **Pair costs with loyalty data**

THE BOTTOM LINE

Trust-driven customer assurance is the moat that cannot be cloned

- Traditional KPI can miss the silent friction right in front of us that erodes trust
- Earned customer trust remains impossible to replicate
- Brands with high-trust support enjoy higher LTV and lower churn



YOUR TURN

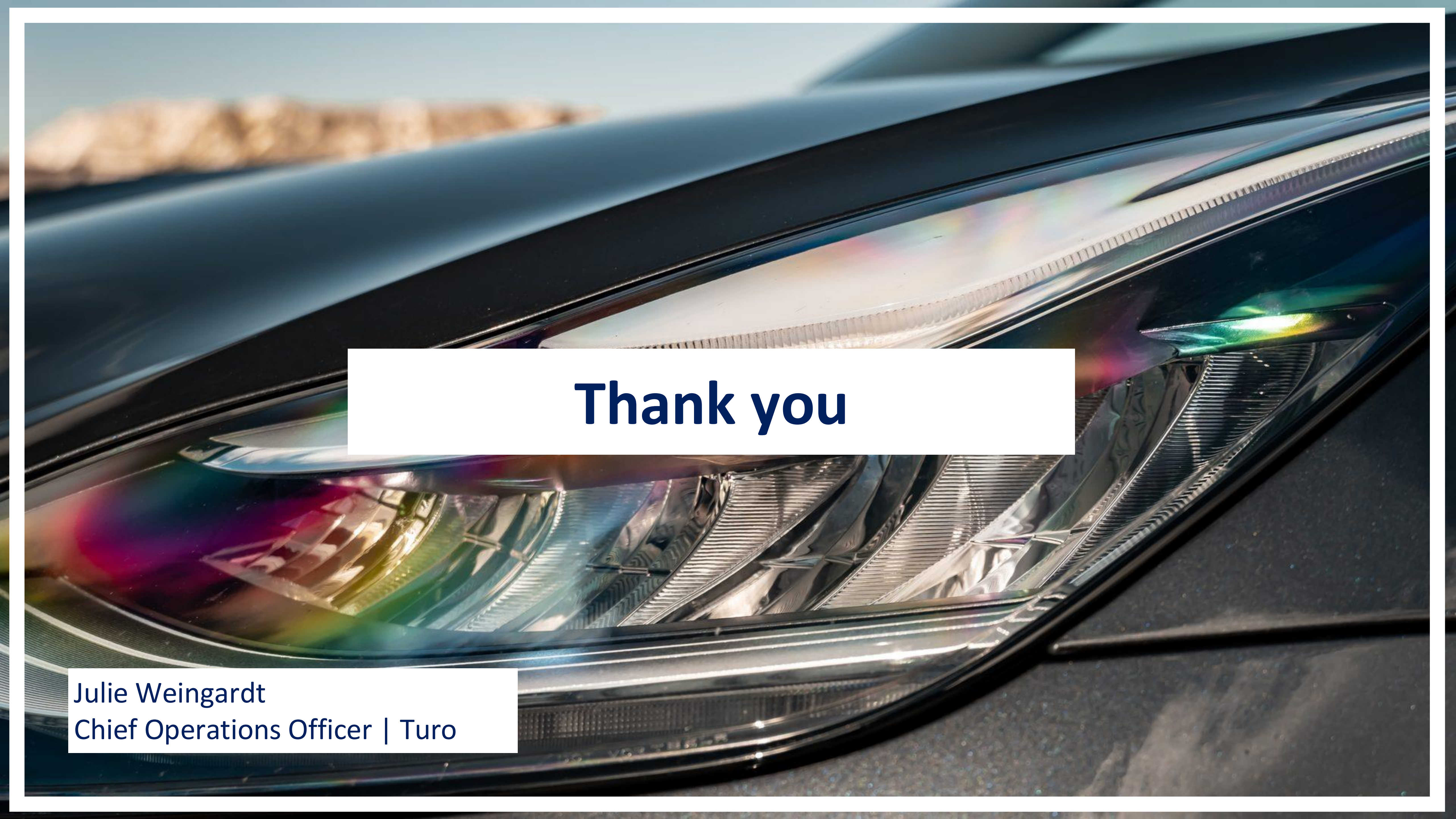
The community is right here, right now

Is operational trust breaking down in your business?

What silent signals might you be missing?

How do we optimize cost without bankrupting customer trust?

Let's find the answers together.

A close-up, low-angle shot of a car's headlight. The headlight is illuminated, and a vibrant rainbow reflection is visible on its upper lens. The car's body is dark and sleek, with the headlight's intricate internal structure visible. The background is blurred, showing a clear sky and some distant structures.

Thank you

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