



Customer Assurance:

A Leadership Decision, Not a Department



The Stats:



59% of consumers have lost trust in a company because of a poor experience

TRUST



The Stats:

63% of Americans say they are likely to abandon a brand after just one poor customer service experience



So today isn't about faster or easier. It's about asking ourselves.....

***Are we designing CX that simply resolve problems—
or are we building organizations that customers can trust?***

Welcome The Panelists

Moderator



Lauren Kindzierski
Head of Strategy &
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Joe Driscoll
Director, Enterprise
Operations



Erin Flowers
Director, Customer
Experience



Toni Guay
Senior Director of
Customer Experience



Customer Assurance:

*What does it mean to you—
and how is it different from
simply delivering good CX?*





The Moment of Truth:

*Where does it break
...and when does it grow?*





Moments of Truth

The Transfer:

Will someone take ownership?

The Search:

Do I get different answers from different sources?

The Claim:

Will you stand behind me?

The Refund:

Will I get my money back?

The Damaged Product

What are you going to do about it?

The Return:

Can I undo this without a fight?

The Escalation:

Will I be forced to repeat myself and be heard?

The Purchase:

Is it easy to Make/Change?

The Wait:

Am I important?

The Brand Promise:

Will the Brand Deliver it?

The Cancellation:

How Will I Be Treated When I Leave?

The Emotional Moment:

Does the Customer Feel Heard/Valued?

The Broken Promise:

Will Someone Actually Follow Up?

The Resolution:

Are Agents Empowered To Do What's Right?

The Onboarding:

Does I Feel Special?

Examples of Where Trust Erodes...



AI & Trust:

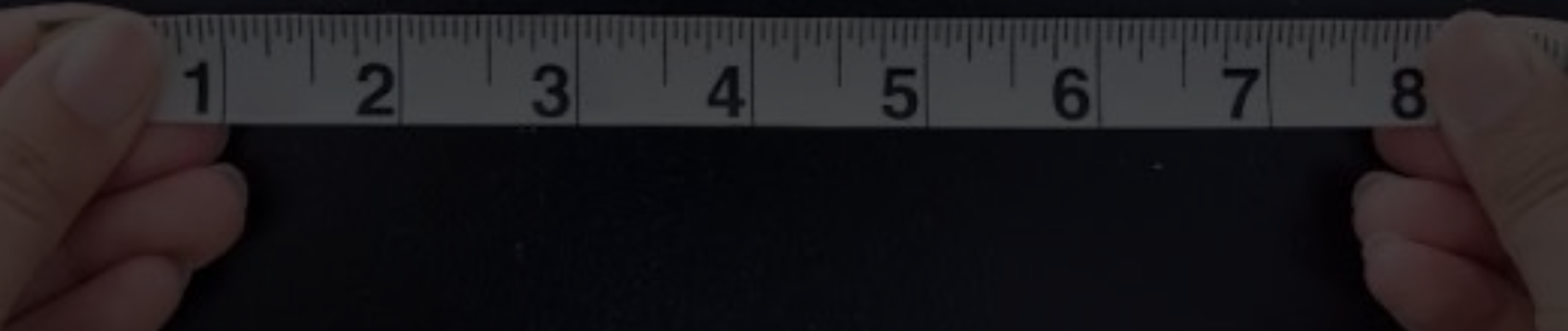
If trust is built on relationships, what happens when we remove the human relationship?



The Metrics:

What metric shows you that a customer feels trust, clarity, and confidence — not just that their issue got resolved?

CONSUMER TRUST





**If a CX Leader wants to make
Customer Assurance a leadership
priority (not another CX initiative)
where do they start?**





Speed can win the transaction
Convenience can win the moment
But trust wins the relationship

...And relationships are what **grow businesses.**