



Winning Customers' **Trust** in the Age of AI

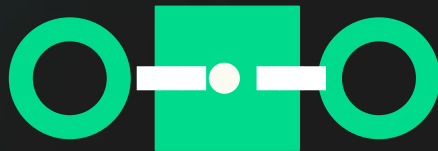


What is **trust?**



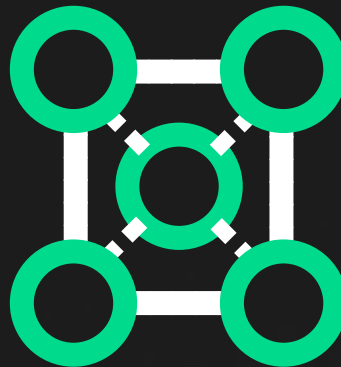
Local

Face-to-Face



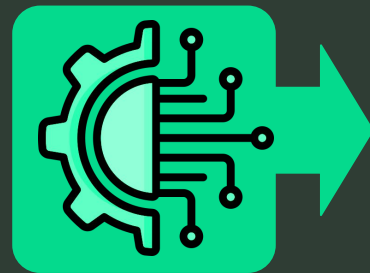
Institutional

Centralised Authority



Distributed

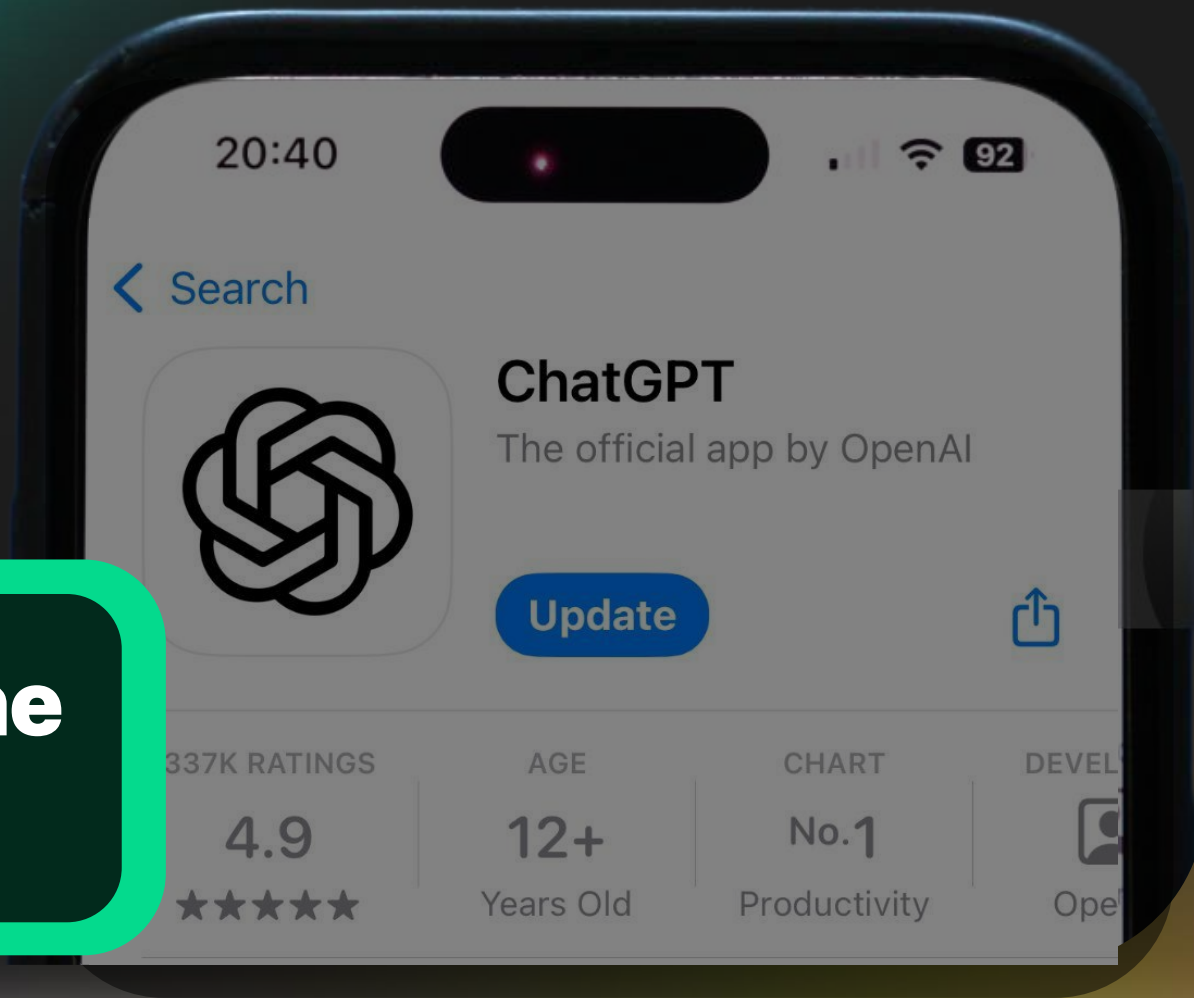
Peer-to-Peer



Embedded

Trust by Design

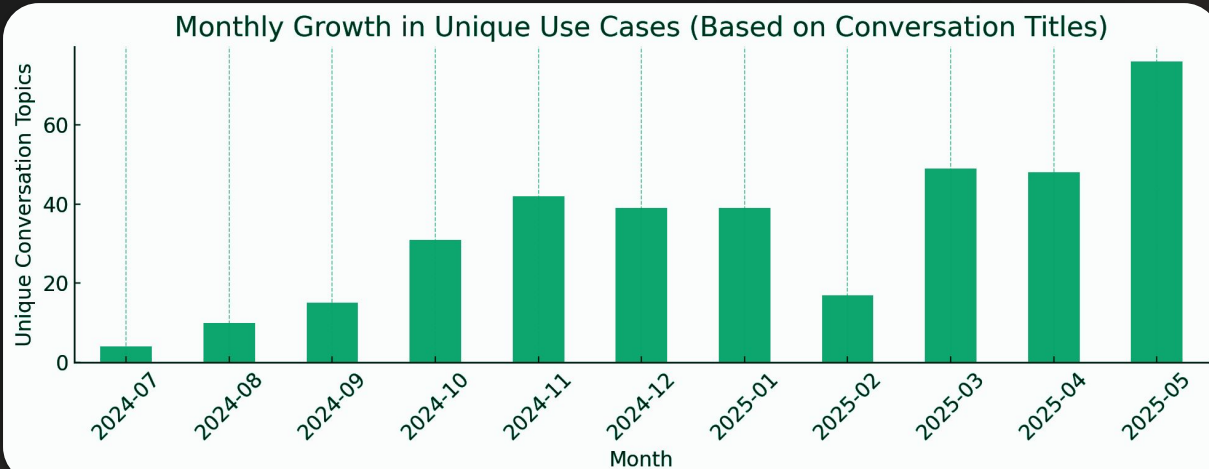
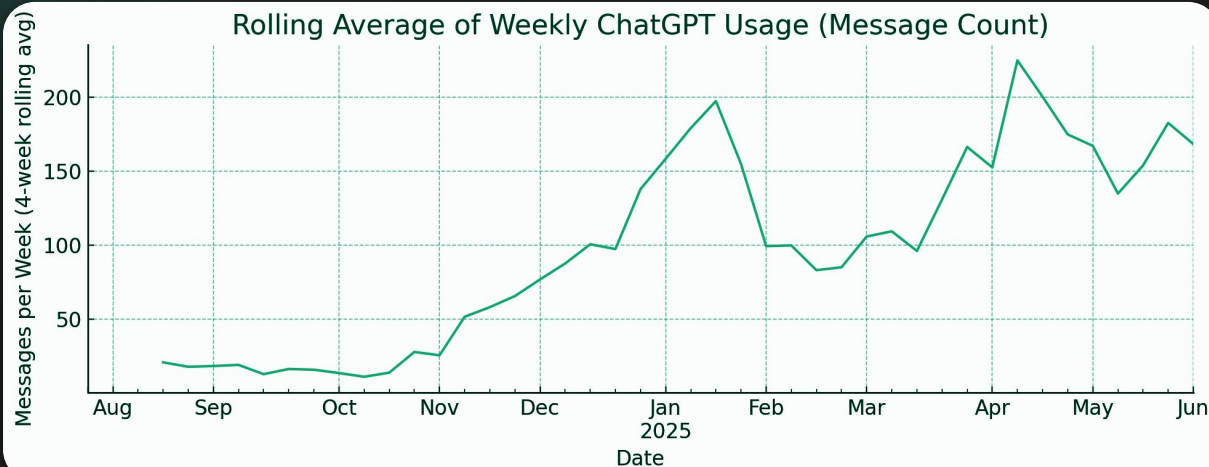
Trust in the Age of AI





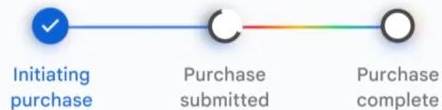
Frequency
+320%

Breadth
+110%



Buy for me in progress

It may take several minutes to complete your purchase



A confirmation email will be sent to elisa.g.beckett@gmail.com from Quince once the purchase is complete.



The Rise of Agents



Risk



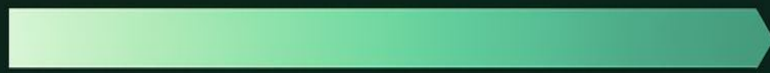
Complexity



Trust
Requirement

Assistive AI

User in Control



Autonomous AI

Agent in Control



Here are the
top-rated banks.



I've switched
your account.

★ Trustpilot

54%

of Americans don't
trust AI to make
unbiased decisions.

Source: YouGov, March 2025 [\[LINK\]](#)

A stylized graphic of a human head in profile, facing right. The head is rendered in a light blue color with a wireframe mesh overlaying the face and neck. The background is dark blue with glowing circuit lines and nodes.

**How can I
trust it?**



***I can't see the
source.***



***It looks confident
- but is it right?***



***Whose side is it
on?***

*What AI
Learns From...*

Scale

Velocity

Integrity

Context

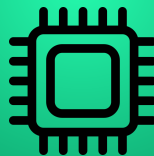
Humans
Data



Training

Trust

AI
Systems



*Where AI
Acts...*

Search &
Discovery

Decision
Engines

Autonomous
Agents

Feedback



**Trustpilot gives
everybody
a **voice****

89% of
consumers
check reviews
before making
a purchase



The world's largest independent review platform

Reviews **300M+**

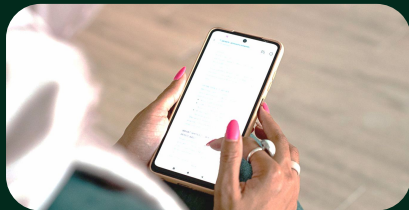
Businesses **1.25M**

Countries **100+**

+190K
new reviews
every day



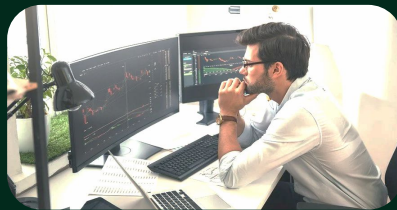
Search and LLMs



Social media



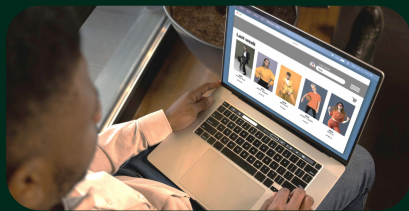
Investing



Social listening



Trustpilot **TrustLayer**TM
Data Solutions



Ecommerce



Payment solutions



CRM and SaaS



Procurement



The best companies grow by **word of mouth** - by having users who love the product so much they tell their friends.

Sam Altman, CEO OpenAI



The future of AI will be built on **trust**

Let's embed it together!

