



THE CHANNEL ISLANDS' MOST TRUSTED

JUNE 2021

The Co-op and Guernsey Post are the most trusted brands in Jersey and Guernsey respectively.

This is a finding from the latest IGR Brand Reputation Index[®], which measures the reputation of selected organisations in Guernsey and Jersey and monitors which brands resonate most with island residents.

More information about the index is available at: www.islandglobalresearch.com/Brand-Reputation-Index

The most trusted brands

As part of the Brand Reputation Index[®] we ask respondents which organisations operating in their island they would describe as 'trustworthy'. In Jersey, Co-op was the most trusted brand overall, while in Guernsey, the most trusted organisation overall was Guernsey Post.

We can also reveal that the most trusted brands by sector are:

IGR Brand Reputation Index [®] : Most Trusted		
Which of the following organisations would you describe as 'trustworthy'?		
SECTOR	GUERNSEY	JERSEY
Finance		
Law		
Property		
Motoring		
Island Services		
Leisure		
Retail		

What is trust?

In working to obtain consumer insights for business strategy and marketing, we know organisations would like to better understand what drives trust, and identify what more they can do to improve their performance in this area.

So we put the question to you, as consumers and local residents. We asked survey respondents to share memorable moments when an organisation had either gained or broken their trust.

The relationship between customer experience, authenticity and trust, and what this means for your marketing and communications.

In summary, our research finds the following lessons for organisations in the Channel Islands:

- Customer experience is the foundation of trust. The Brand Reputation trust score is, to a large extent, a reflection of how good your customer service is perceived to be by both customers and non-customers.
- Trust is also a reflection of whether your brand is perceived to be authentic and live the values it promotes itself on. This means, how you run your business is becoming increasingly important, as consumers become ethically and socially aware.

Our research suggests that messaging on corporate social responsibility (CSR) is effective in generating and sustaining trust when it demonstrates practical ways in which your organisation has embedded its values into its business practices. In turn, this messaging is likely to be at its most successful when built on a reputation for providing a great customer experience.



More detail on our findings:

We undertook thematic analysis of your moments to gain high-level insights into what is consciously and sub-consciously impacting whether you believe a brand to be trustworthy. The results are clear.



CUSTOMER EXPERIENCE

Moments involving great customer service were the most common builders of trust.

Respondents talked about times local brands had gone the extra mile for them; provided helpful, personal service; listened to them and had been ready to admit and apologise for mistakes; solved problems and provided knowledgeable advice; communicated well; and, very importantly, had done what they said they would.

Delivering consistently on these aspects appears to be key, as it can only take one experience of poor customer service or a perceived lack of reliability to break that trust.

Other customer experience related themes that contribute to trust include:

- ✓ Having a good loyalty/benefits scheme
- ✓ Looking after data securely
- ✓ Responding well to COVID
- ✓ Being aware of, and responding to, the needs of those with disabilities
- ✓ Products and services that exceed expectations

Equally, the research found that the following types of moments have the potential to break trust:

- ✗ Poor customer service
- ✗ 'Dishonest' business practices
- ✗ Not responding well to COVID (e.g. not putting measures in place, or going too far with COVID measures, and 'using it as an excuse')
- ✗ Giving new customers a better deal
- ✗ Price increases or poor value for money
- ✗ Not meeting expectations
- ✗ Poor hygiene or health and safety



VALUES AND ETHICS

The next generation of consumers are increasingly looking for more than outstanding customer experiences. They expect organisations to be run ethically, and for brands to live up to the values they say they stand for.

If a brand is perceived to be genuine in this regard, trust is built. Meanwhile, a perceived lack of authenticity, or reports of unethical business practices, can erode trust.

For example, if an organisation promotes itself on caring about the environment, it is important that environmental sustainability is meaningfully built into business practices. For a brand to be perceived as authentic, marketing and communication on corporate social responsibility (CSR) should demonstrate this is the case.

Similarly, caring for the community goes beyond sponsoring events and raising money for charity. The moments that resonated with respondents and generated trust tended to be ones that involve an organisation's everyday product / service. For example, autism-friendly 'quiet hours' in the supermarket; retailers making deliveries to the vulnerable during COVID; an estate agent's pet-friendly rental promotion scheme inspired by the difficulty in finding a suitable home for someone with an emotional support animal.

On other ethical issues, the comments suggest that transparency, and a desire to put people first are drivers of trust for some.

Make trust by demonstrating the business is run in an ethical way:

- ✓ Genuinely care about the environment (e.g. no packaging, electric vehicles)
- ✓ Actively support the community through their products and services
 - ✓ Take care of employees
 - ✓ Ethical - and transparent about it (e.g. publishing salaries, or where materials are sourced)

Trust can be lost when a business is run a way that doesn't reflect local values, or appears not to be genuine:

- ✗ Lack of transparency
- ✗ Put profit over people
 - ✗ Greenwashing (i.e. promoting themselves as environmentally friendly or sustainable when in practice they are not)
- ✗ Treat staff poorly
- ✗ Unethical business practices

"Brand loyalty can be a lifestyle choice – a reflection of 'self'. Increasingly consumers want to choose brands that authentically care about the values they (the individual) aspire to live by."

If you are an organisation operating in Jersey and/or Guernsey which would like to understand more about how you are perceived and how this can inform your business strategy please visit www.islandglobalresearch.com/Brand-Reputation-Index and contact us on info@islandglobalresearch.com. Personalised IGR Brand Reputation Index® results are available for all brands included in the Index (see website), and bespoke research options are also available to suit different budgets.

ADDITIONAL BACKGROUND INFORMATION

Overall Ranking Results

An overall index score and ranking is calculated for 75 organisations in each island, based on 7 dimensions that impact brand reputation. For example, respondents are asked which brands they feel positive about.

Guernsey Post was ranked first in Guernsey and Waitrose came top in Jersey (out of 75 in each island).

Sample Size

The last round of data collection took place between 31 March and 7 May 2021. The final sample included 1076 residents from Jersey and 1008 residents from Guernsey. The survey first took place in October 2019 and it was last conducted in November 2020.

How does the IGR Brand Reputation Index® work?

The IGR Brand Reputation Index® allows us to build a picture of how different brands are perceived by island residents. A Brand Reputation Index Score is calculated for each organisation, based on responses to survey questions about a range of dimensions that impact brand reputation.

The relative performance of each organisation is measured against others in the Index.

What organisations are included in the IGR Brand Reputation Index®

There is room for 75 organisations to be included in the Index, and each respondent is asked about a random selection from the full list.

They are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents.

The selected organisations cover a range of different industry sectors, while ensuring there are sufficient brands in each sector to enable competitor benchmarking. The full list is available at: www.islandglobalresearch.com/Brand-Reputation-Index

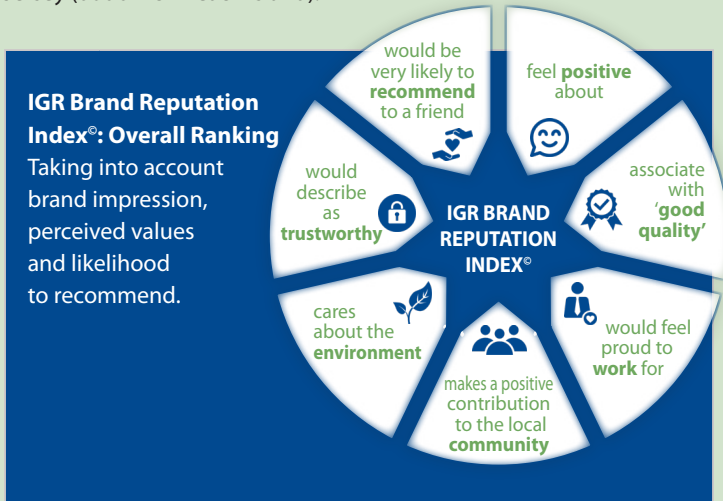
How is the data collected?

Twice a year Island Global Research conduct an online survey amongst island residents in Jersey and Guernsey.

Respondents are recruited in various ways, including from the 5,000+ members of our research panel and via social media. A diverse range of people aged 16+ respond. The results are then weighted to be representative of the total adult population by age and gender. This means we can report results that reflect the views of the island(s) as a whole.

Randomisation is programmed into the survey to reduce response bias and framing bias and to increase the number of organisations we can include in the index.

We also ask about awareness via advertising/word and levels of customer satisfaction. These do not contribute to the IGR Brand Reputation Index® score, but provide further insight into the success of an organisation's customer service and engagement strategies. Improvements to these areas can benefit consumers as well as help build a brand's reputation.



IGR Brand Reputation Index®: Overall Ranking

Taking into account brand impression, perceived values and likelihood to recommend.

RANK	GUERNSEY	JERSEY
1	Guernsey Post	Waitrose
2	Waitrose	Co-op
3	Co-op	Jersey Dairy
4	Marks & Spencer	Jersey Post
5	Guernsey Dairy	Marks & Spencer

Remaining organisations ranked within the top quintile, listed in alphabetical order:

6-15	BBC Radio Guernsey, Beau Sejour, Earlswood Garden Centre, Guernsey Electricity, Guernsey Water, Le Friquet, R H Gaudion, Specsavers, States of Guernsey	BBC Radio Jersey, British Airways, Channel 103, ITV Channel Islands, Jersey Electricity, Jersey Water, Liberty Bus, Ransoms Garden Centre & Café, St Peter's Garden Centre, The Powerhouse
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