KNOW IT OR NOT, TRUST IMPACTS YOUR BOTTOM LINE.

54% of companies on the Accenture Strategy Competitive Agility Index experienced a material drop in trust and conservatively lost out on US$180B in revenue.

THE SITUATION
Trust incidents are occurring at an unprecedented frequency and trust in companies is in decline.*

84% of companies reported experiencing a fraud incident in 2017.
86% of companies reported experiencing a cyber incident in 2017.
10 out of 15 industries experienced a decline in trust.

THE COSTS
Companies haven’t been able to plan against what they can’t measure, until now.

US $960M
A $30B energy company stands to lose $960M.

US $4B
A retail company of the same size stands to lose $4B.

US $6.5B
A bank of the same size stands to lose $6.5B.

When a drop in trust occurs, companies in all industries will experience a material decline in revenue, though impacts vary by industry.

THE ACTION
MEASURE.
YOU MUST...
1. Know where you stand
2. Make trust part of your cultural bedrock
3. Elevate trust’s role in your overall strategy

Reach out to our experts to learn how your company measures up.

www.accenture.com/bottom-line-on-trust

* Sources: Accenture Strategy research, Kroll Global Fraud & Risk Report 2018, Edelman Trust Barometer