

Enabling Trust Online

**eBusiness Strategies Class
DeGroote MBA Program**

Alex Todd

May 15, 2008

Key Points

1. Trust is critical for e-business
2. Marketing and trust
3. Trustworthiness of web sites
4. Benchmarking trust factors
5. Measure trust indicators
6. Optimize online conditions for trust

CompuServe

"Great, Wonderful, Superb, FANTASTIC !!!", Michael Parent, September 1993

"President's Planner ... makes Agenda into what it should have been all along.", John Kaess, March 1993

"its turned out to be everything I expected and more - well worth the investment!", Alan Coughtrey, August 1993

"it's an impressive piece of programming, and already I can't imagine working without it.", Mitch Hobish, May 1993

"I strongly recommend Alex Todd's Partner's Planner.", Bill Wright, May 1993

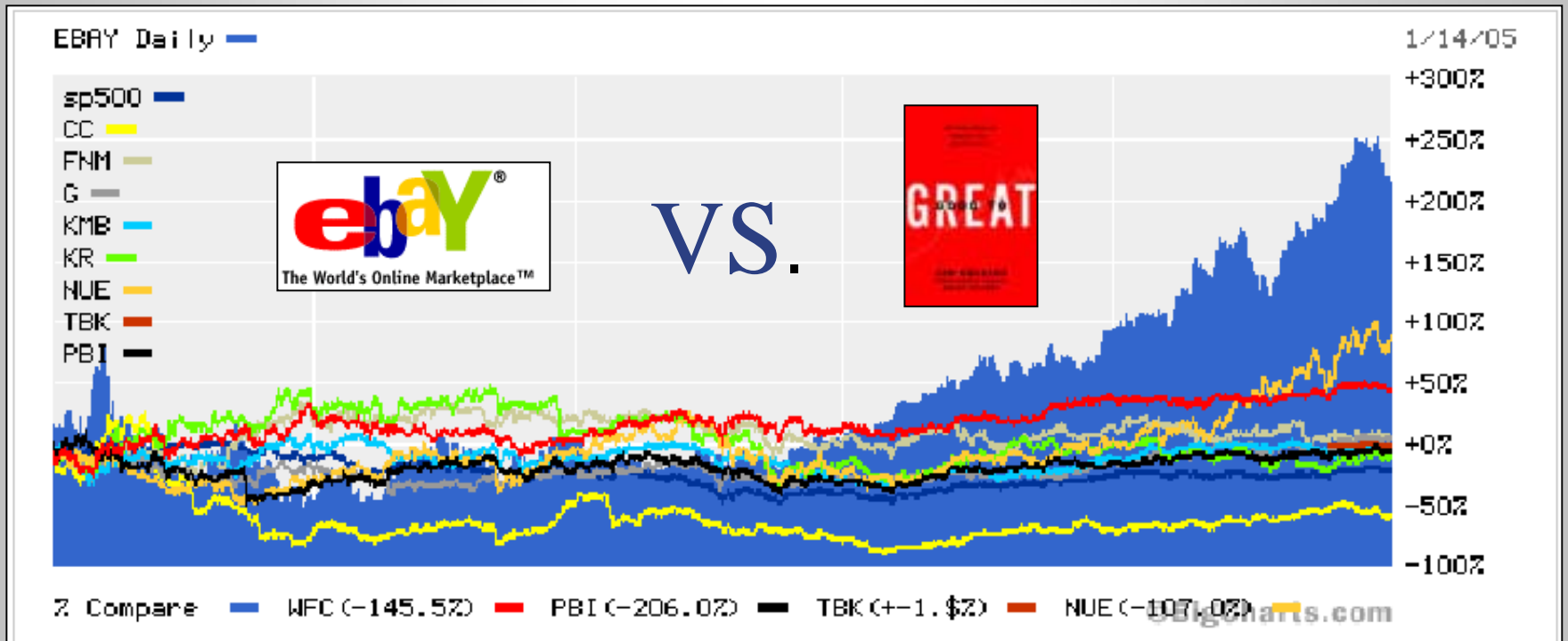
"I have found Partner's Planner,... of stupendous capabilities, to be the key to unlocking the incredible info mgmt power of Agenda.... extremely easy to use, very inexpensive for what you get and ... the best and easiest Agenda teaching tool that I have ever seen. ...the first software program that ... really ben[e]fits me in keeping the balls in the air.... Try the program and I think that you will really see the potential of Agenda." Jim Morrison, March 1993





“[The most significant lesson learned from eBay is] the remarkable fact that 135 million people have learned they can trust a complete stranger.... That's had an incredible social impact. People have more in common than they think.”

- Pierre Omidyar, Founder and Chairman, eBay

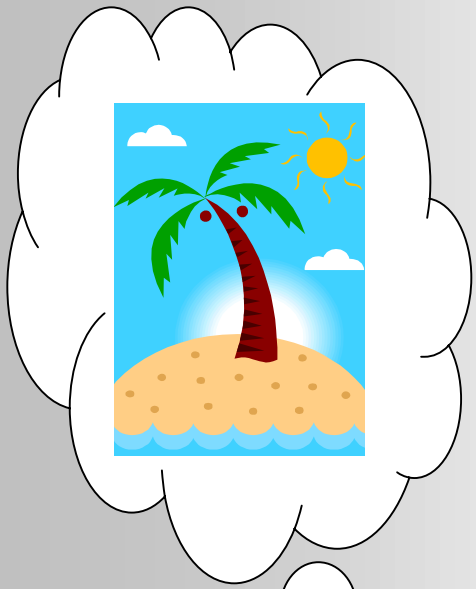




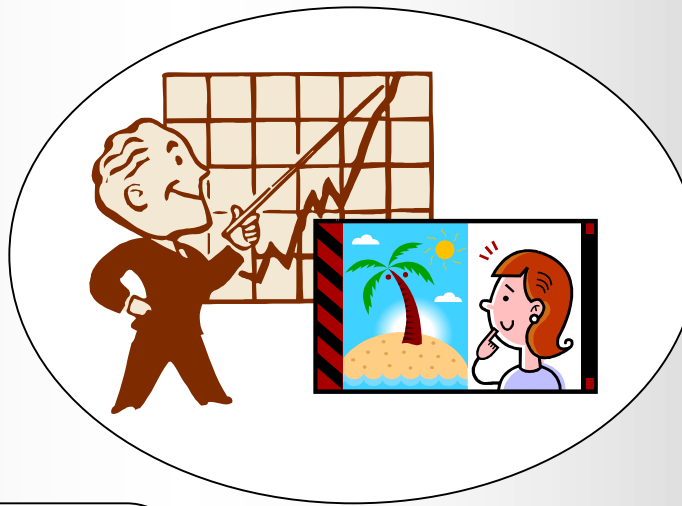
- “[At eBay] we do \$2.25 billion worth of gross sales a quarter entirely on trust”
 - eBay's Chief Financial Officer, Rajiv Dutta.
- “From the perspective of the seller, the implications are that good behaviour is rewarded with higher prices (on average 19%) on eBay.”
 - Kalyanam, K., and McIntyre, S. (2001) “Returns on Reputation in Online Auction Markets

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A



B



Trust Definitions

Mirriam-Webster:

- *intransitive verb*

1 **a** : to place confidence : **DEPEND** <trust in God> <trust to luck> **b** : to be confident : **HOPE**

2 : to sell or deliver on credit

- *transitive verb*

1 **a** : to commit or place in one's care or keeping : **ENTRUST** **b** : to permit to stay or go or to do something without fear or misgiving

2 **a** : to rely on the truthfulness or accuracy of : **BELIEVE** <trust a rumor> **b** : to place confidence in : rely on <a friend you can trust> **c** : to hope or expect confidently <trusts that the problem will be resolved soon>

Wikipedia:

"In sociology, trust is the willing acceptance of one person's power to affect another."

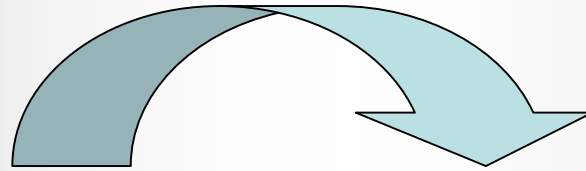
Trust is Always Contextual

**“A” trusts (or relies on) “B”
for (a specific) “C”**

My Definition of Trust

Trust is a person's willingness to accept (and/or increase) their vulnerability by relying on implicit or explicit information.

Trust = Acceptable Uncertainty



Discovery

- Identity
- Value of goods/services
- Vendor reliability
- Rules of engagement
- Credit worthiness
- Authorization to commit

Negotiation & Order

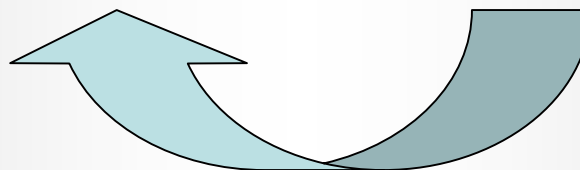
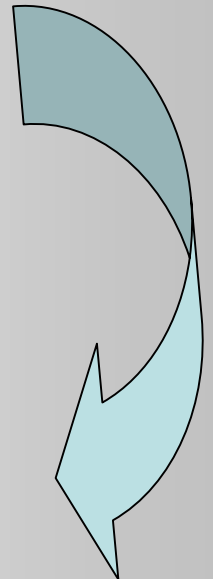
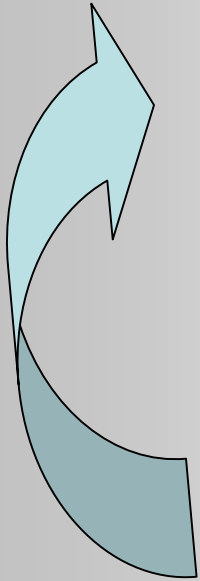
- Product fit
- Negotiation criteria
- Cultural issues
- Quality assurance
- Viability of seller
- Applicable exchange rate
- Order placement and verification

Settlement & Compliance

- Governing laws
- Agreement
- Payment method
- Non-compliance protection
- Disputes
- Recourse
- Transaction reversal

Fulfillment

- Customer services
- Shipper reliability
- Transfer of responsibility
- Quality control
- Applicable standards
- Tariffs & customs



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Pilltrust.com - Mozilla Firefox

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http://pilltrust.com/handcrafted2.asp

Pilltrust.com drugstore.com Online Pharmacy - Pres... Weight Loss at The Doctor's Pharmacy...

PILLTRUST.COM

Medicine is a collection of uncertain prescriptions

Carisoprodol | Hydrocodone | Phentermine | Vicodin | Lortab | Ambien | Diazepam | Cyclobenzaprine | Lorcet | Tramadol

- ONLINE PHARMACY
- ONLINE PRESCRIPTIONS
- DISCOUNT PHARMACIES
- CANADIAN PHARMACIES
- NO PRESCRIPTION PHARMACY
- DISCOUNT PRESCRIPTION DRUGS
- PAIN MEDICATIONS



Locate prescription drug and medicine information available on most medications and pharmaceuticals, including side effects and drug interactions.

Related Topics: Irritable Bowel Syndrome | Anxiety Depression Medication | Hypertension | Online Mexican Pharmacies | Drug Delivery

Adipex | Testosterone | Lamisil | Extagen | Fibromyalgia | Lorazepam | Fosamax | Neurontin | Atenolol | Avacor

Disclaimer

Done Open Notebook People Count: Unavailable Rank: Unavailable

Weight Loss at The Doctor's Pharmacy: Viagra, Xenical, Birth Control, Diet Pills, Ambien - Mozilla Firefox

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http://thedoctorspharmacy.com/

Pilltrust.com drugstore.com Online Pharmacy - Pres... Weight Loss at The Doctor's Phar...

TheDoctor'sPharmacy.com *Trust in what they trust.* search: Go>

1-800-545-0504
or
1-800-401-5631

weightloss pain relief stress / anxiety muscle relax mens health womans health sexual health sleep aids gastro health allergy

Items: 0 Price: \$0.00

Muscle Relaxer

- ▶ Carisoprodol
- ▶ Cyclobenzaprine 10mg (Generic Flexeril)
- ▶ Flexeril
- ▶ Skelaxin
- ▶ Zanaflex

Pain

- ▶ Butalbital
- ▶ Celebrex
- ▶ Fioricet
- ▶ Tramadol
- ▶ Ultracet
- ▶ Ultram

Weight Loss

- ▶ Hoodia
- ▶ Phentermin
- ▶ Xenical

Anti-Fungal

- ▶ Diflucan

Anti-Parasitic

- ▶ Elimite
- ▶ Eurax
- ▶ Generic Elimite
- ▶ Generic Elimite
- ▶ Generic Vermox
- ▶ Vermox (Mebendazole)

Anxiety

- ▶ Buspar
- ▶ Buspirone (Generic Buspar)

Arthritis

- ▶ Allopurinol (Generic Zylprim)
- ▶ Colchicine (Colchicine)
- ▶ Generic Allopurinol
- ▶ Zylprim (Allopurinol)

Birth Control

- ▶ Aviane (Generic Alesse)
- ▶ Aviane (Generic Alesse)
- ▶ Mircette
- ▶ Ortho Evra Patch
- ▶ Ortho Tri-Cyclen
- ▶ Plan B (Levonorgestrel)
- ▶ Seasonale
- ▶ Yasmin

Cholesterol Control

- ▶ Lipitor (Atorvastatin)

Viagra now on sale for just \$69.99

Trust in what they trust.

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All associated pharmacies are licensed to distribute in the states which we dispense medication, so you can be sure you're receiving the same quality medication you would receive at your neighborhood drug store.

Upon receipt of a valid prescription for the product you are buying, one of our **US licensed pharmacies** will fill a prescription for an FDA- approved medication. Your prescription will be filled and shipped in one business day once the prescription is received by our **US Licensed Pharmacy** in a discreet package that assures your confidentiality and privacy.

www.thedoctorspharmacy.com does not prescribe nor dispense medication directly. www.thedoctorspharmacy.com brokers your order to an independently contracted, US licensed pharmacy who has the final authorization to approve or deny prescription requests. We carry most commonly prescribed medications. If you're taking a medication that is not listed in our website, we can fill your order. Use our medication request form and let us know which medications you need. - [medication request form](#).

Your prescription will be filled in one business day by a **US Licensed Pharmacy** in a discreet package that assures your confidentiality and privacy. Your order will be shipped in the manner that you decide during check-out.

takes your privacy very seriously. We guard your personal and your medical information closely. Our website is HIPAA compliant. The physician is the only person who has access to your medical information. [For complete details, please click here.](#)

[www.thedoctorspharmacy.com](#) **FAQ** - [click here for all FAQ](#)

- ▶ No waiting rooms
- ▶ No embarrassment
- ▶ Discreet packaging
- ▶ No appointments
- ▶ Private and confidential

- Q - [How do I track my shipment?](#)
- Q - [When is my order reviewed by the DR?](#)
- Q - [Why does Fed Ex say my order isn't in their system?](#)
- Q - [Do You Ship Orders Every Day?](#)
- Q - [What Happens Once I Submit My Order?](#)
- Q - [Can I telephone an order in?](#)

businessname strives to give you the fastest turn-around time on your orders. We understand the importance of our service and the products we provide. For that reason we give you the option of shipping your order in the following manner:

FedEx. Next Day Delivery
All orders are shipped by Fed Ex. [More Info](#)

WE ACCEPT COD by Money Order or Cashiers Check ONLY. Orders are processed within 72hrs from the time of order. Shipping begins 24 hours after the prescription is received by the pharmacy and the order has been filled.

www.thedoctorspharmacy.com **will not** ship outside the U.S.

We accept - **C.O.D**

Done Open Notebook People Count: Unavailable Rank: Unavailable

drugstore.com Online Pharmacy - Prescription Drugs, Health and Beauty, plus more - Mozilla Firefox

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http://www.drugstore.com/

Pilltrust.com drugstore.com Online Pharmacy Weight Loss at The Doctor's Pharmacy...

free shipping on any order* of \$25 or more >
*First, nonprescription orders only. Standard shipping.

drugstore.com™
the uncommon drugstore

welcome (sign in) | view shopping bag | **Checkout** | help
your account | your list™ | your prescriptions

pharmacy	medicine cabinet	home medical	oral care	hair	skin care	beauty & jewelry	vitamins	GNC	diet & fitness	food & gourmet	SALE
green & natural	men's	personal care	sun care	household	pets	baby & mom	gifts & flowers	sexual well-being	contact lenses	BEAUTY.COM™	

SEARCH

> **FREE shipping***

> **FREE gifts**

> **FREE samples**

> **GET 5% back**

*nonprescription only.

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Free shipping with *any* order!

CLICK TO REDEEM >

*restrictions apply, see details.

instant coupons
just click & save

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Store Directory
or shop by brand

What makes us uncommon?

free shipping*
on your entire order

5% back*
with drugstore dollars™

over 25,000
everyday and hard-to-find products

prestige beauty, too!*
at our partner site: [Beauty.com](#)

Get great value & more at the uncommon drugstore ▶

*see details

Shop Our Most Popular Categories:

http://www.drugstore.com/templates/browse/default.asp?catid=151&tr...

	Price: \$22.00 Add to bag	Price: \$36.00 Add to bag	Price: \$36.00 Add to bag
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prescriptions | health | home medical | oral care | hair care | skin care | beauty | vitamins | gnc store | diet & fitness | food | top offers | green & natural | men's | personal care | sun care | household & pets | pet store | baby & mom | gifts & flowers | sexual well-being | discount contact lenses from vision direct | beauty.com

TRUSTe site privacy statement

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VIPPS
Click to Verify

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Corporate Information | Employment | Contact drugstore.com | Associate program

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Done

Open Notebook | People Count: 2,044,426 | Rank: #740

Which website would you trust?

Web Site	Trust Score
 PillTrust.com	
 TheDoctorsPharmacy.com	
 Drugstore.com	

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Conditions for Trust

Trust Enablement[®] Framework

Certainty

Develop Trust

Experiential Sources of Trust

Personal experiences of the relying party or those of objective witnesses.

Interpretive Sources of Trust

Subjective assertions of the source of the information, the relying party, or third parties.

Empowerment

Relying party's ability to choose.

Acceptability

Protect Trust

Motive Forces

Factors influencing the actions of the beneficiary (trusted party).

Proficiencies

Aptitude, knowledge, behaviour and disciplines employed to consistently deliver expected value (people, processes & technology).

Risk Transference

Mechanisms and processes that transfer risk away from the relying party.



eBay Enables Trust

Develop Trust

Experiential Sources

- Feedback Forum
- Tradenable escrow
- Product authentication

Interpretive Sources

- ID Verify from Equifax
- Product Opinions & Grading
- Product Appraisals
- Privacy Policy
- TRUSTe seal

Trust Empowerment

- Identify reliable providers of feedback

Protect Trust

Motive Forces

- Policies (comprehensive)
- SafeHarbor investigations
- Disallowed products
- SquareTrade dispute resolution
- VeRO notice of IP infringement

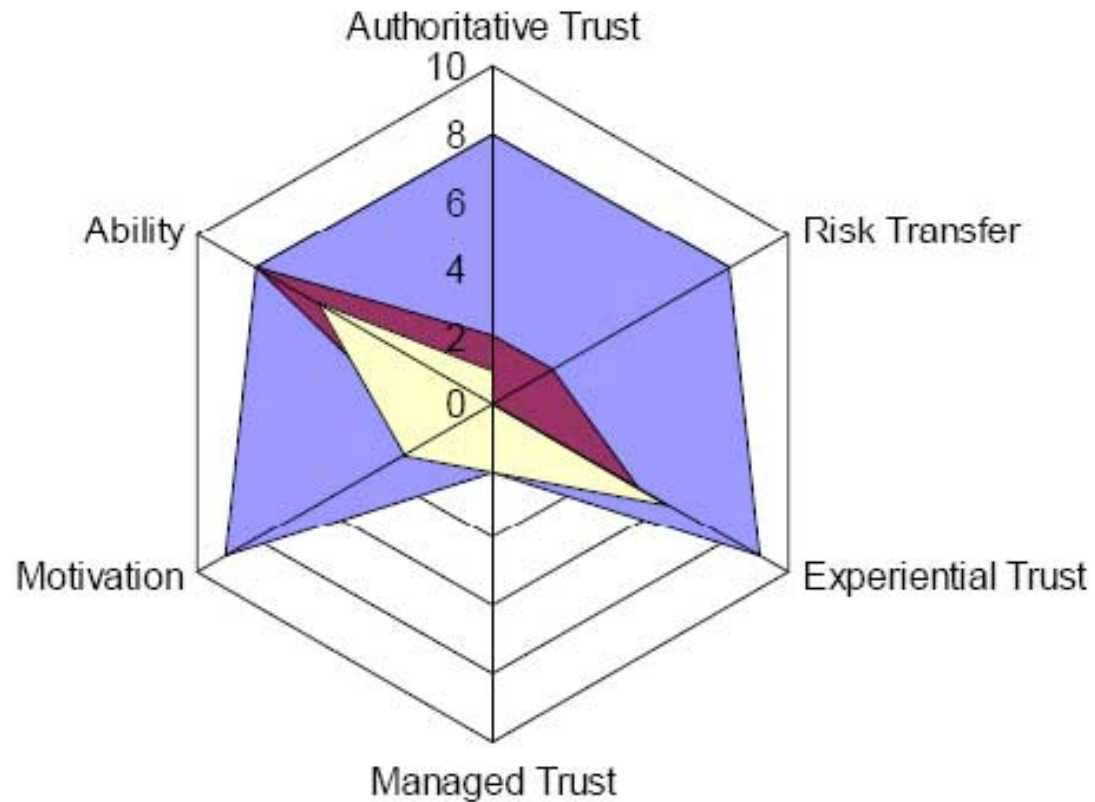
Proficiencies

- Industry practices (SSL, etc.)

Risk Transference

- User Agreement
- Fraud Protection Insurance
- PayPal Buyer Protection

Comparative Trust Assessment - PillTrust.com



■ Drugstore.com ■ thedoctorspharmacy.com ■ Pilltrust.com

Insights

Our Trust Enablement[®] Assessment findings suggest that:

1. [drugstore.com](https://www.drugstore.com) is by far the most Trust Enabled[™] of the three web sites;
2. [pilltrust.com](https://www.pilltrust.com) and [thedoctorspharmacy.com](https://www.thedoctorspharmacy.com) are similarly Trust Enabled[™];
3. [thedoctorspharmacy.com](https://www.thedoctorspharmacy.com) employs Trust Enabling[™] mechanisms that allow customers to develop trust faster than [pilltrust.com](https://www.pilltrust.com); and
4. [pilltrust.com](https://www.pilltrust.com) has a richer set of Trust Enablement[®] mechanisms for building customer relationships than [thedoctorspharmacy.com](https://www.thedoctorspharmacy.com)

In our opinion, the implications are that:

1. [drugstore.com](https://www.drugstore.com) is likely an indirect competitor and is therefore able to sell at a higher price point;
2. [pilltrust.com](https://www.pilltrust.com) and [thedoctorspharmacy.com](https://www.thedoctorspharmacy.com) may be direct competitors;
3. all else being equal, [thedoctorspharmacy.com](https://www.thedoctorspharmacy.com) is likely to experience higher traffic conversion rates than [pilltrust.com](https://www.pilltrust.com); and
4. all else being equal, [pilltrust.com](https://www.pilltrust.com) is more likely to retain customers than [thedoctorspharmacy.com](https://www.thedoctorspharmacy.com)

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Trust = Voluntary Vulnerability



Source: <http://www.quickflashgames.com/games/knifethrow2/>

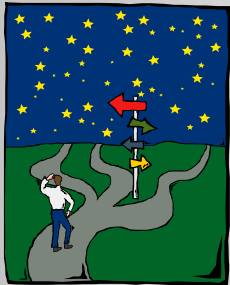
Measuring Trust Indicators



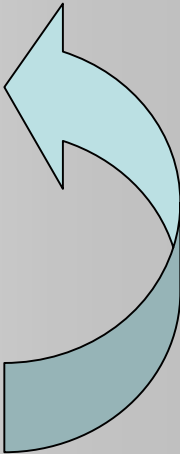
Assertions - perception indicators for trust



Actions – outcome indicators for trust



Conditions – affecting indicators for trust



Business Drivers

Trust Enablement[®] Framework

Trust Enablement	for	Stakeholder Engagement
Empowerment	for	Discovery ↔ Interest
Interpretive Sources	for	Awareness ↔ Consideration
Experiential Sources	for	Consideration ↔ Acceptance
Risk Transference	for	Commitment ↔ Action/Purchase
Proficiencies	for	Satisfaction ↔ Recommendation
Motive Forces	for	Loyalty ↔ Advocacy
Stakeholder Confidence	=	Business Leadership

Trust Indicators based on the Trust Enablement[®] Framework



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Now it's Your Turn to Optimize Conditions for Trust

General Trust Indicators for a Web Store

Online shoppers consciously and subconsciously look for credibility clues, or trust indicators. These are some trust-building best practices^[1] for online retailers, and how they fit into the Trust Enablement™ Framework:

1. Appearance

Make sure the web site is clean, organized (_____ source of trust) and error-free (_____ source of trust). Check for typos, broken links, inconsistencies in graphics, repetition, and cluttered appearance. Lack of attention to such details implies that you may be equally careless (_____) in your business dealings.

Priority Trust Indicators

Experiential	Motive Forces
Interpretive	Proficiencies
Empowerment	Risk Transference

Thank you

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