

# The top 5 ways quality impacts brand trust

Companies that deliver strong, consistent product quality earn long-term customer trust and loyalty. Here are five great reasons to focus on quality management at every step of the supply chain.



## 1 Build customer confidence



In an age where 42 percent of U.S. consumers don't know which brands to trust, delivering a quality product is the best way to earn their confidence.<sup>1</sup>

Manufacturers and retailers agree:

**65%** believe consistent product quality is the leading factor needed to gain buyer trust.<sup>2</sup>



## 2 Fuel positive reviews and social media commentary

Buyers want to read about other people's experiences with a product before opening their wallets.

**92%** of customers read online reviews regularly.<sup>3</sup>

Higher quality products elicit positive reviews and online recommendations, which in turn influence purchase behavior. But research has shown it can take 10 to 12 positive reviews to offset a single bad one.

## 3 Produce fewer customer complaints and returns



Investing in quality assurance upfront can pay off by minimizing customer complaints and returns.

For example, companies with mandatory quality assurance training see 16 percent fewer legal actions and a 13 percent lower rate of revenue and unit loss.<sup>4</sup>



## 4 Gain advantage over your competitors

Effective quality management ensures products are reliable, so customers know what to expect with each purchase and remain loyal to your brand.

It also helps create quality outcomes by enabling companies to identify and eliminate inconsistencies and focus on continuous product improvement.

## 5 Generate a clear ROI



Research has shown that every dollar spent on a quality management program can return \$6 in revenue, \$16 in cost reduction and \$3 in profit.<sup>5</sup>

Poor-quality products, on the other hand, can cause brands to lose customers and revenue.

**\$12 MILLION** average cost of a product recall<sup>6</sup>

Find more resources and ideas to help you strengthen and grow your brand at [UL.com/Perspectives](https://www.ul.com/Perspectives)

Sources: 1 – Edelman Trust Barometer, 2018; 2 – “Unlocking the Power of Brand Trust,” UL, 2018; 3 – Forbes, “Why Product Quality Is An Underrated Marketing Hack,” April 6, 2017; 4 – “Unlocking the Power of Brand Trust,” UL, 2018; 5 – Quality Magazine, “Cost of Quality,” November 20, 2017; 6 – Business Insurance, “Product recalls cost companies \$12 million on average: Allianz,” December 14, 2017

