

Building trust in modern business

How the RAC and Three Business create valued customer relationships

RAC



Introduction

Trust is critical for modern businesses. The relationship businesses build between their brand and the customer is the key to everything from reputation, experience and loyalty to the profit and growth.

However, trust has changed in recent years. It used to be developed through face-to-face interaction, and repeated communication with specific people. Now, in the digital age, we face different challenges. While technology grants convenience and more ways to connect with customers, it also adds an extra layer of complexity in trying to cultivate trust through many communication channels.

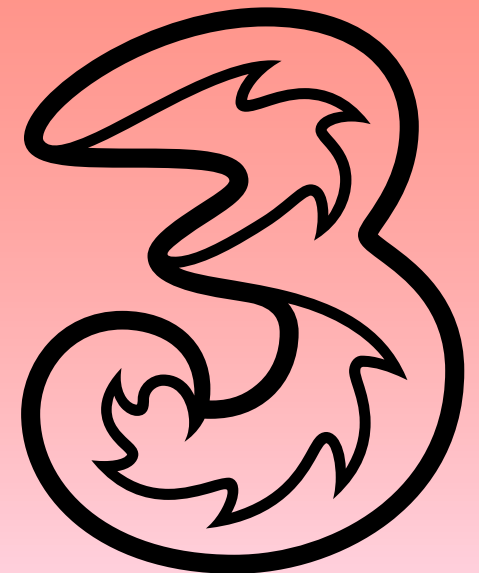
Despite these changes, one thing remains the same: trust in business is hard won and easily lost. Years of work can be put into great service and delivery, only to be hobbled by one poor experience.

This means it's vital for businesses to see the value of trust and the transformative impact it can have on their business, and take the right steps to ensure they are cultivating it for the long term.

Fortunately, there are many great examples of building, maintaining and growing trust that can be learnt from and followed. In this eGuide, we'll explore the ways both Three Business and the RAC embody this, creating crucial trust between business and customer through service, experience and delivery – often in the most challenging of situations.

Read on to discover:

- 1. Why trust is vital in modern work**
- 2. How trust is earned and lost**
- 3. The values Three Business and the RAC have around trust**



Exceptional customer experiences

A strong relationship between business and customer is deeply entrenched in trust. This becomes clearer when we learn from a recent Forbes study that trusted brands outperform competitors by 400%.

While PwC research shows that trust impacts business perception and performance in everything from how competent a business is viewed as, to how its employees behave.

In short, trust pays. However, not all brands experience trust in the same ways. Rather, it changes according to the type of customer you have, how that customer is serviced, and the ways in which that customer engages with your brand.

The customer support paradigm

Three Business and the RAC both provide great examples in how they service their customers that others can follow.

While best known for its roadside recovery and assistance, the RAC also offers motorists everything from insurance to route planning and legal advice. But in the eyes of its customers, the brand represents one simple proposition – when you need help, you need the RAC.

Three Business, meanwhile, is known for its award-winning network, connection and service dependability across the nation, wherever its customers find themselves. As well as customer focused service for businesses, including general advice and specialist technical support.

The two businesses are very different. Yet the point of commonality, and one which other businesses can learn from, is in prioritising reliability and support to customers wherever they find themselves.

+400%

Stronger performance for trusted brands compared to competitors (Forbes)

Drive to dependability

Being on the road intrinsically means spending more time than the average worker in changing environments and locations. Having breakdown cover and connectivity services that feel constantly by your side is not just a great reassurance, it's vital for successful mobile working.

The RAC demonstrates a strong understanding of their customers and their needs by providing van-for-van replacement and business vehicle breakdown cover. This is a great example of the way modern businesses can build trust and make their customer feel valued, heard and supported through active engagement and exceptional service, when it's needed most.

Moreover, this is the way modern businesses build trust. They make customers feel valued, heard and supported through active engagement and exceptional service, precisely when it's needed most.



The Three network is constantly innovating and evolving to ensure we're meeting customer needs. For example, we know our customers use 2.2 times more data than the average UK user. We take that into account with capacity for high data traffic, using the latest technology. Ensuring our customers are well served in this way helps us build trust. When you prove to your customers you are there to support them, loyalty follows on."

Three Business

Key takeaway

One of the most important ways to cultivate trust is customer experience. Both the RAC and Three Business put this at the centre of their service offering: by becoming dependable, reliable, engaged partners to the customers who use their services.



Trusted connectivity

Across the UK, many businesses of all different sizes run their operations from multiple locations.

To ensure this can be done successfully, businesses require a network of suppliers that can facilitate it, one of the most critical being connectivity.

Three Business is chosen by thousands to support this, in part because of its dedication to evolving and innovating to ensure its service can meet the needs of modern work. Particularly when that work involves mobility.

Seamless communication for vital calls

Mobile working today has substantially transformed. It's a data powered, digitally enabled experience, where workers on the move use an increasingly smart array of apps and tools to get where they need to go, and to keep colleagues and customers informed.

Connectivity plays a critical role in ensuring this. The network a mobile business uses must be big enough to seamlessly support its operations across the country. As well as facilitating the frontline services customers rely on.

This is where Three Business earns its trust. By covering 99% of the UK outdoor population, and offering a voice call success rate of over 98.5%, Three Business gives mobile and multi-location businesses confidence and certainty wherever they are. Similarly, having its 5G network recognised as The UK's Fastest 5G Network by Ookla*, customers know that Three Business won't let them down when it matters.

The significance of connectivity only heightens when the stakes are higher. That's why the RAC strives to fix as many vehicles at the roadside as they can – so their members can pick their journey up where they left off.

If the RAC couldn't communicate directly with their members – giving safety advice and live updates about the arrival time of their rescue patrol – they couldn't provide the same standard of service. This would lose their members' trust.



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Three Business



Elevating trust

Businesses that want to boost trust among customers can take many cues here. It's all about knowing what trust means to your customer, and how they engage with your brand.

For Three Business this includes recognising the challenges of work today with the Three Business Price Promise[®] that provides great value for all customers. Alongside pricing transparency to make business budgeting that bit easier. While the RAC promises to keep businesses moving by fixing four out of five breakdowns on the spot, they also get to most breakdowns within 60 minutes.

All brands make promises, whether through their services, experience or products. Elevating trust is all about knowing what yours is, putting it at the heart of the business, and ensuring a laser focus from everyone on delivering on it.

“

Our members trust us to look out for them when things go wrong. Building and maintaining that trust underpins everything we do. We want every RAC member to feel comfortable and confident that when they need us, we'll be there.”

RAC Business

Three ways connectivity is key to cultivating trust



Stay connected

In a world that thrives on connection, a big network gives your business the scale and capacity needed to stay connected and communicative with customers. In a world that thrives on connection, that's vital.



Be dependable

Reliability is key. That means knowing you can stay connected to your customers and your team members wherever you are. And that someone is on hand to put things right with exemplary services when things don't go to plan.



Deliver quality

Connectivity is crucial to fulfilling a brand promise, and to service and dependability. Without the right partner on side, you're always at risk of customers being left stranded when they're most in need.

Trust matters

Trust has always been important in business, however as people have become more connected and communication has changed over the years, the role that it plays has developed.

Both Three Business and the RAC have long held trust in high regard, and taken steps to understand what customers expect from them, and how they can leverage it to enhance loyalty and brand affinity.



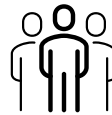
Trust tips

Three key learnings from Three Business and the RAC



Respond to customer needs

Put yourself in your customers shoes and consider what they want to know and when. Ensure you're delivering the service they expect, and going the extra mile to solve any challenges.



Look for dependable partners

No business can go it alone. So seek out companies you can work with who share your values and put dependable, reliable service at the forefront of their offer. Remember, these companies will represent your business with their own service.



Be clear and transparent

From pricing to service, ensure that customers know what they will receive from you and that there are no hidden extras. Businesses today prize clarity and consistency almost as much as they do service delivery.

Learn more

Three Business and the RAC are pleased to announce joint benefits for customers and members with up to 30% off ~ Business Breakdown Cover.

**Visit Three Business:
[Three.co.uk/Business](https://three.co.uk/Business) to learn more**

**Visit RAC Business:
rac.co.uk/business/three to learn more**

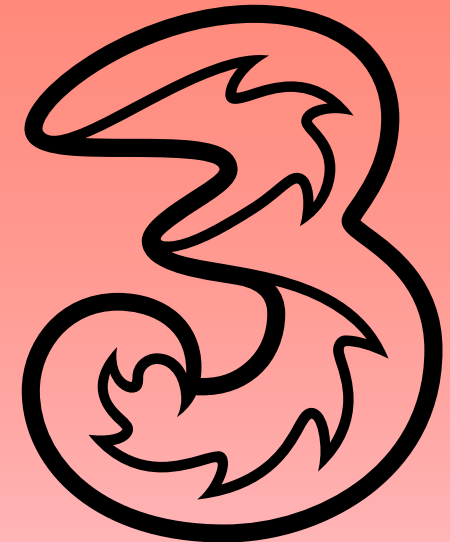
*Fastest 5G based on Ookla® Speedtest Intelligence® data for Q3-Q4 2023. Verify at <https://www.speedtest.net/awards/fastest-5g/>.

~ If you find a better deal for your business contract at EE, Vodafone, or O2, we'll beat it by at least £1 a month. Terms apply see www.three.co.uk/business/price-promise

~ Savings based on <https://www.rac.co.uk/business> non-offer prices as at 22/05/24

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For Your Business**