

## The Trust Advantage

Put trust behind  
everything you do



Dear [Name],

We are delighted to share the next edition of the Trust Newsletter, bringing you updates on recent events, thought leadership and the latest trends in “Trust”. Together, let's put trust behind everything we do.

Regards,  
Deloitte Enterprise Trust team

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## Trust stories

*This section highlights our recent success stories, on how trust assessment helped our clients make an impact in their organisation.*

### Enhancing Corporate Reputation through trust assessment

Context: We were engaged with refining a client's Corporate Reputation Framework to align trust with strategic goals.

Approach: Our approach involved a comprehensive analysis that integrated insights from internal stakeholders and external signals to shape a robust Enterprise Trust framework. We conducted an extensive Enterprise Trust assessment, leveraging input from **employees** across various levels, analysing **media signals** spanning 18 months, and gathered external perspectives through **Voice of Customer surveys**. Executive interviews further validated our findings, culminating in targeted recommendations for enhancing trust across critical business dimensions.

Value-add: We recommended actions to enhance the client's operations, including tailored training programmes to instil customer-centric values, automated quality audits to ensure service consistency, phased system upgrades to strengthen cybersecurity, and implementation of advanced fraud detection technologies. These initiatives are expected to elevate customer satisfaction levels, mitigate data breach risks, and enhance the client's reputation through proactive fraud prevention measures, thereby solidifying trust across their operations.

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## Trust buzz

*This section features interesting news articles and media interviews by the Deloitte Enterprise Trust team*

### The rising importance of the chief trust officer

Discover how businesses are appointing Chief Trust Officers (CTrOs) to champion trust-building initiatives, ensuring integrity in corporate culture, compliance, and customer experience in the recent

article in [The Economic Times](#). [Sriraman Parthasarathy](#), Partner, Enterprise Trust, Deloitte India was quoted in the article, providing insights into the importance of this emerging role.

### Fostering Digital Trust in India's Digital Transformation journey

“Digital trust is crucial for India's sustainable growth in the digital era. As the world's largest digitally connected democracy, India must strengthen cybersecurity, enhance digital literacy, and enact progressive regulations to build a trusted digital ecosystem.”

Click [here](#) to read the insights shared by [David George](#), Director, Deloitte India, and Member of the ISACA Emerging Trends Working Group and [Shabana Hakim](#), Executive Director, Deloitte India to understand how India can build a trusted digital ecosystem.

### Architecting Change in the India Entrepreneurship Story

As part of the forum hosted to discuss the nuances of the startup ecosystem, a session was conducted on “The role of trust in the India Entrepreneurship Story”, where we shared perspectives on trust measurement and monitoring, and highlights from the Enterprise Trust — The India story" PoV.

Interested to know the outcome of this discussion? Get in touch with [Shabana Hakim](#) or [inenterprisetrust@deloitte.com](mailto:inenterprisetrust@deloitte.com) to know more.

## In the spotlight

*In this section, you can read our latest reports and other thought leadership on Trust.*

[Enterprise Trust — The India story](#)

Our comprehensive report explores trust practices in 1,000+ organisations and reveals critical trust trends and their impact on business success. Recognising and addressing these nuanced trust dynamics is crucial for Indian businesses seeking sustained growth and resilience.



Let's put **Trust** behind everything you do!

Click [here](#) to discover key insights on trust within Indian corporates across domains, roles, functions and industries.

## At your fingertips

*Explore a curated collection of essential resources on Enterprise Trust.*

Trust webpages: [India Enterprise Trust](#)

*Scan the QR code given to access the Enterprise Trust mobile experience*



*Scan the QR code given to access the Enterprise Trust thoughtware*



If you would like to join the Enterprise Trust journey for Deloitte South Asia or need more information on this, please connect with [Shabana Hakim](#) or [Sheetal Nagle](#). You could also write to us at [inenterprisetrust@deloitte.com](mailto:inenterprisetrust@deloitte.com).



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