

# Building Trust: The Foundation for Innovation in the Automotive Industry

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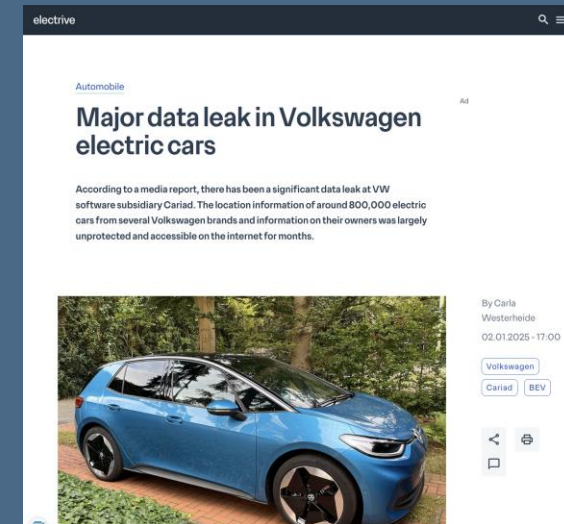
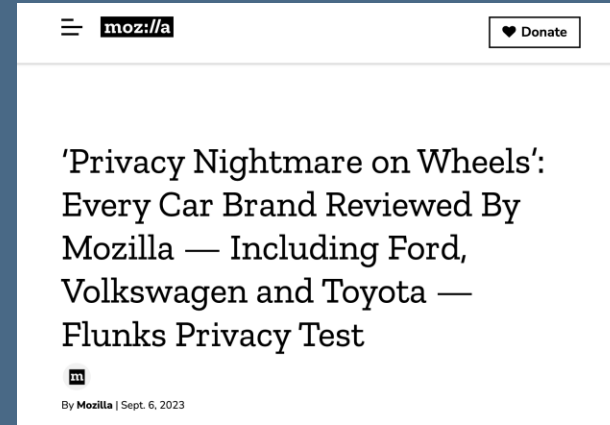
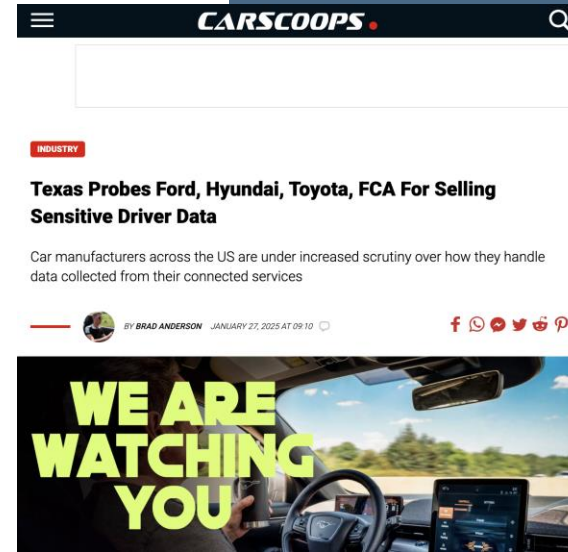


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# Why Trust Now and Why it Pays Off

TARIFFS | ADOPTION LAG | VALUE AT RISK

*“Trust isn’t a feeling. It’s infrastructure.”*



# Trust Isn't On/Off – It Fluctuates'

TRUST CALLIBRATION | COGNITIVE LOAD | FATIGUE



# The Trust Stack – A Strategic Framework



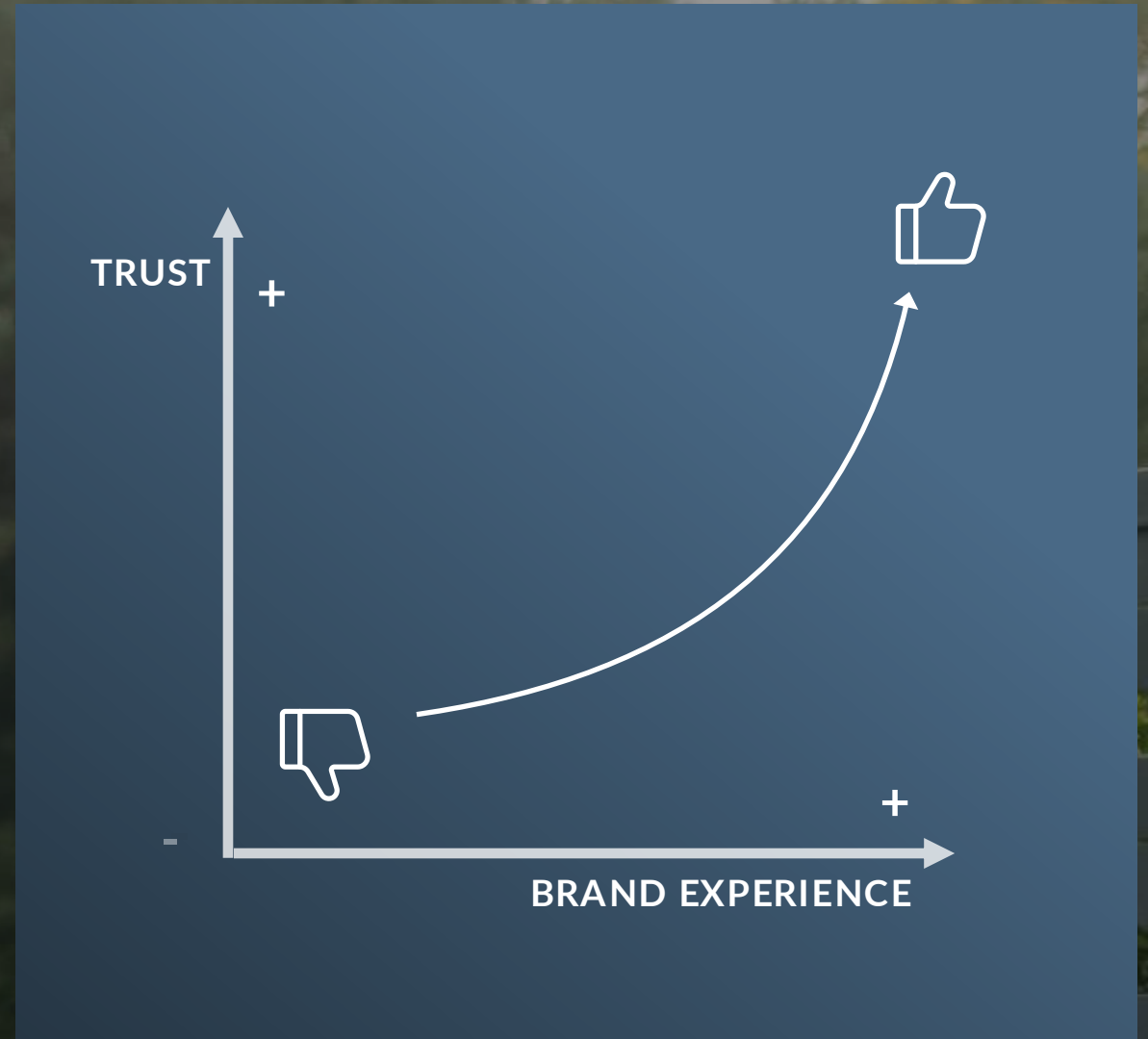


THE BRAND FOUNDATION

# Do Customers Trust You?

*Automotive brands that provide exceptional digital experiences see a 50% higher recommendation rate.*

*J.D. Power*



# The Evolution of CX

Higher Customer Expectations in the evolving digital landscape



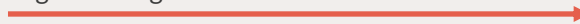
**2008**

Isolated Experience



**2013**

Digital Integrations



**2020**

Omnichannel Experience



# Seamless Orchestration of the Experience is Needed to Deliver on the Promise of the Brand

The foundation of trust in the customer experience begins with:



CLARITY



TRANSPARENCY



SCALABILITY



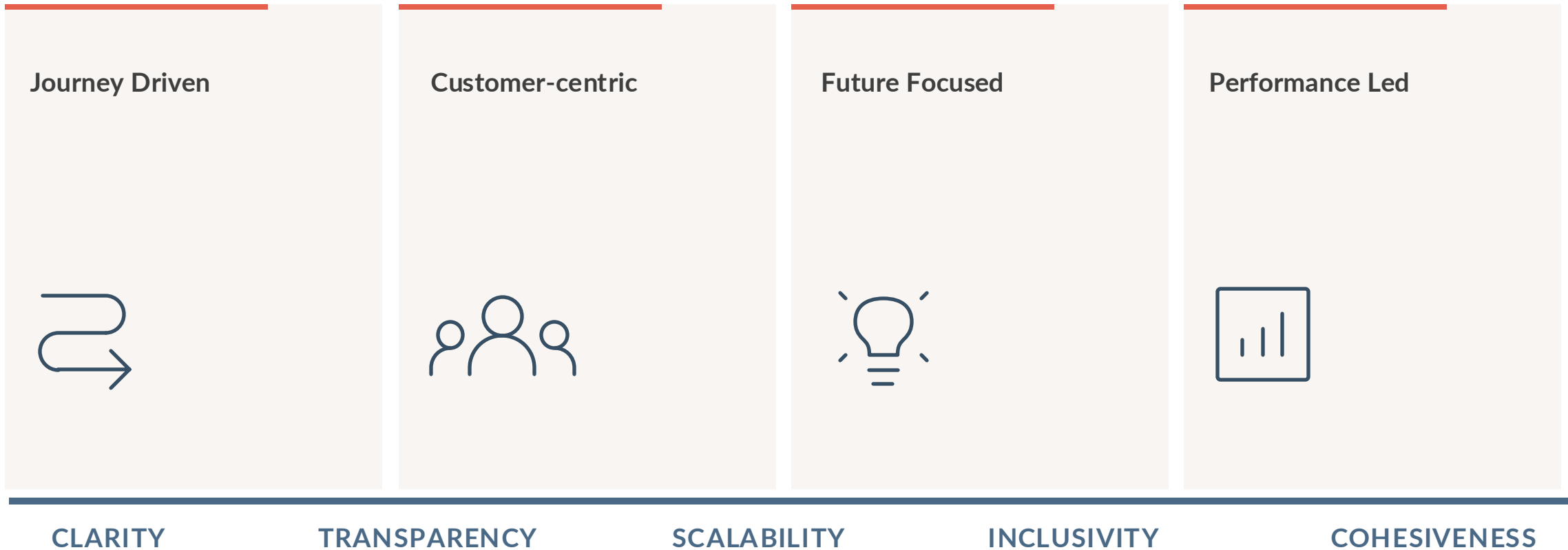
INCLUSIVITY



COHESIVENESS

# Trust Enablers

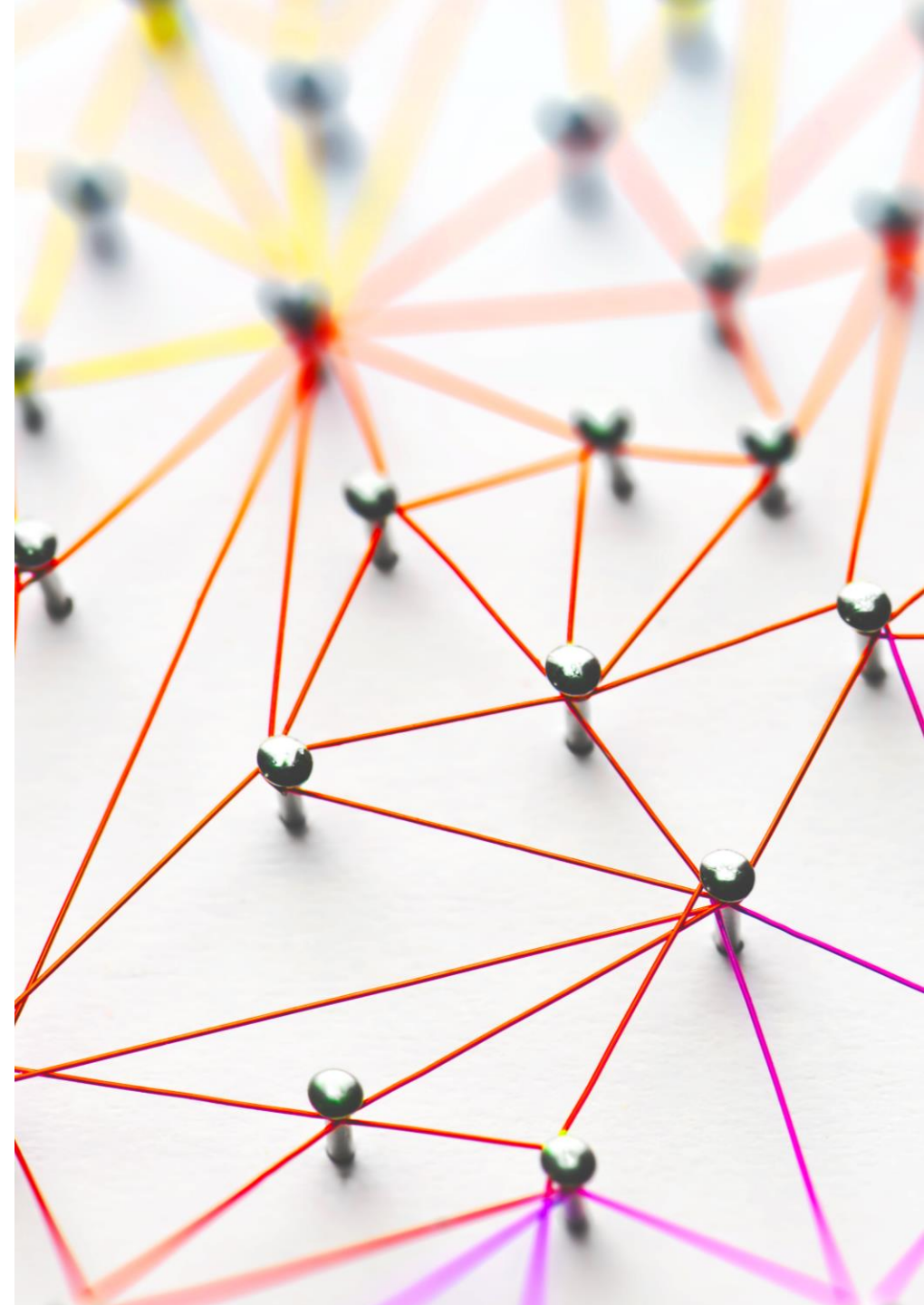
Delivering customer value that drives business growth





# Complexity in the Automotive Data Ecosystem

- Variety of stakeholders
- Disparate data systems and technologies
- Rapid developments in AI



# Key Trust Challenges in Automotive AI



## DATA PRIVACY & SECURITY

- Data breaches,
- Lack of transparency
- Invasive personalization



## AI & EXPLAINABILITY

- Bias in algorithms
- Explainability gap
- Safety-critical decisions



## SAFETY

- Misaligned expectations
- Over-trust in automation
- OTA updates without clear limitations

# Strategic Trust Management: The Path Forward

1. Align Expectations with Capabilities



2. Deliver Seamless, Reliable Experiences



3. Build Ethical Integrity and Transparency



4. Break Down Silos Across Markets



# Turning Trust into Action

## Marketing & CRM

- Digital trust in AI personalization?
- Brand loyalty in EV disruption?

## Product & Innovation

- Communicating autonomous limits?
- Trust in OTA features?

## Data & Technology

- Ethical AI use?
- Safe partner data sharing?

## Org & Change

- Cross-functional trust alignment?
- Responsible AI onboarding?

# Interactive Q & A



# Thank you for joining us!

Learn more about Credera's Trust framework [here](#).

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