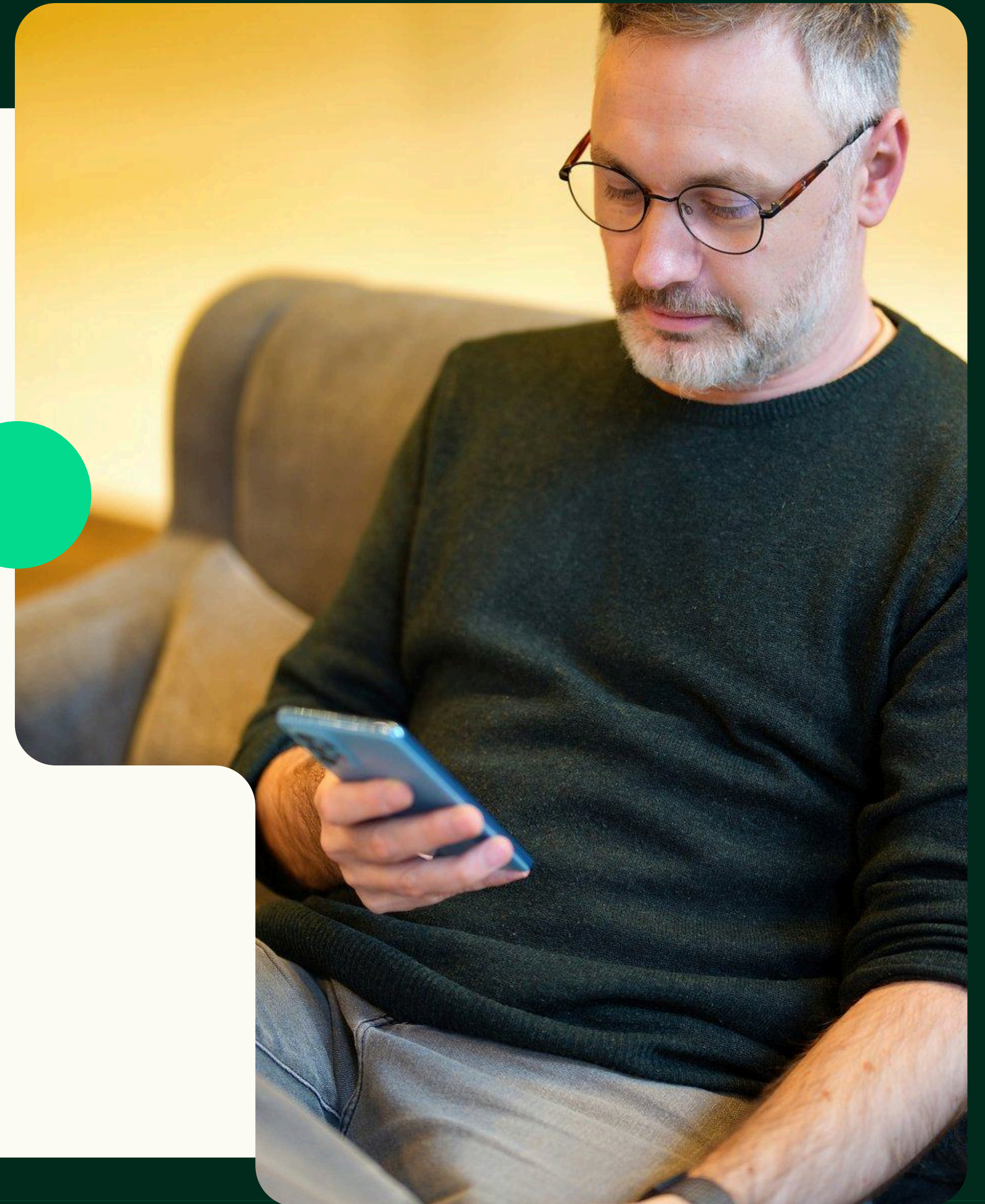


The trust advantage: Winning in a customer-led telecoms market



Why trust is the new differentiator
for growth and loyalty.



01

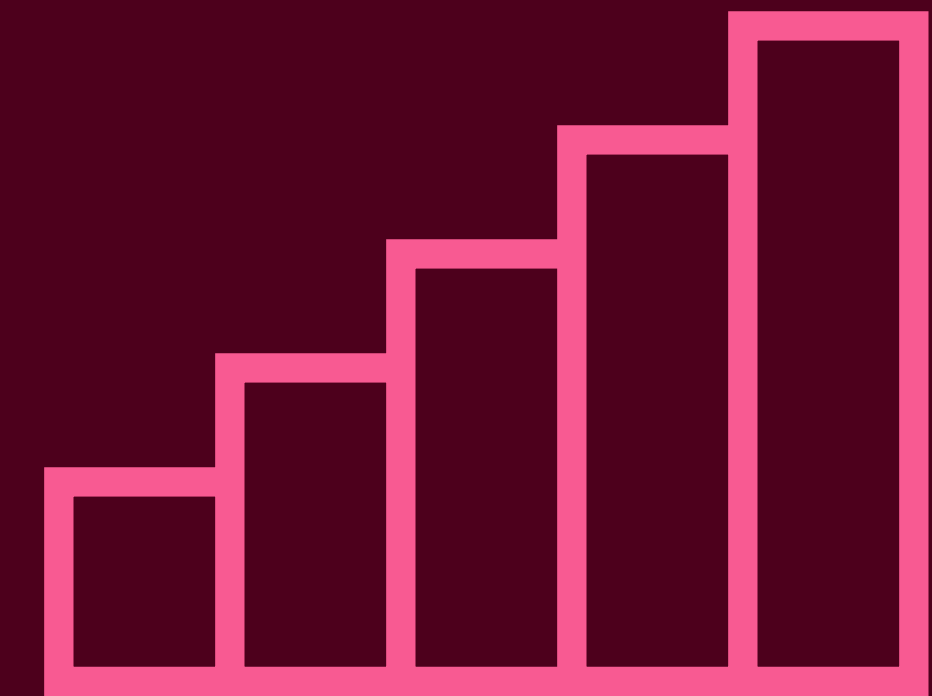
The power of consumer choice

For years, the telecoms industry has been in a fierce race to the bottom, competing on price and efficiency. But that strategy is under threat: The market is saturated, and today's consumers have more choices than ever. They're not just picking a provider; they're piecing together their entire digital lives.

They can pick from fiber, cable, satellite, or 5G-based fixed wireless. They choose their streaming platforms separately from their providers. They can customize data plans, swap SIMs, or walk into a Target and buy a contract-free phone in minutes.

The power has shifted, and it's in their hands. There's plenty of evidence to support this shift: **PWC reports** that telecom revenue is growing more slowly than inflation, while **EY claims** the real threat isn't a new technology - it's a lack of consumer confidence.

It's time to update the old playbook. This eBook explores how telecom operators can maximize customer-centricity and move from reactivity to proactivity by embedding trust into everything they do. From AI deployment and pricing strategy to customer experience, we make the case that trust isn't just a brand value - it's a business model.



Industry revenues projected to rise only

2.9%

from 2023 to 2028.

(Source: PwC's Global Telecoms Outlook Perspectives report, 2025)

02

The top 3 challenges for telecoms? They're all about trust.

Losing the human touch: Overuse of AI in service provider interactions



Many telecoms are leaning heavily on AI to improve efficiency and cut costs. But if every interaction feels like a conversation with a robot, you risk alienating the very people you're trying to serve. While AI can be fantastic for anticipating needs and solving simple problems, relying on it too much can create a cold, impersonal experience. The trust trap here is failing to balance automation with a genuine human connection, which makes customers feel like a number, not a valued individual.

Data security and transparency are not optional



In an era of high profile security breaches - like the 2024 attack on nine telecoms providers - a single data breach can shatter consumer confidence. When personal information is at risk, so is the customer's trust. A robust and transparent commitment to data security is non-negotiable for today's digitally-savvy consumer.

The feedback void: A lack of visibility into customer experiences



Customers engage with brands across multiple channels and touchpoints - from social media and apps, to retail stores and call centers. Yet many providers still rely on outdated feedback loops, like post-call surveys or NPS snapshots. These miss the full picture, and the data remains trapped internally. The trust gap lies in a lack of visibility and responsiveness to the full customer experience, and the proof to ensure your customers know you're addressing their real concerns before it causes frustration and churn.



03

Building the Trust Stack

Trust should be built progressively. As Dentsu notes, “The key motivators for telecom consumers today are often affection, accomplishment, and information.” Underpinning these are sub-motivations including the desire to showcase, to be noticed, to belong, to know, and to tell others. When we break these down, a pattern emerges:

Consumers need proof to commit and performance to remain loyal.

These layers, when working together, form the Trust Stack, a framework designed to build and sustain trust for current and future customers.

Here’s how it works. →

04

Proof: Why should I trust you?

In telecoms, consumer scepticism is the default. To earn attention and consideration, providers must offer early, visible proof. Few trust signals are more powerful than verified customer reviews. In fact, **89% of global consumers check online reviews** as part of their online buying journey. For telecoms, this is more than a trust signal; it's a chance to let real customers do the talking.

Here's where Trustpilot comes in. A recent study we commissioned with **London Research** found that 73% of U.S. consumers agree that a good Trustpilot score makes them more likely to trust a brand, even if they've never heard of the brand before.

Reviews highlight what customers genuinely value from their provider. Actively collecting and responding to them shows that your brand is reliable, responsive, and safe to do business with, all critical traits in a market where trust is hard-won.



05

Trustpilot solutions:

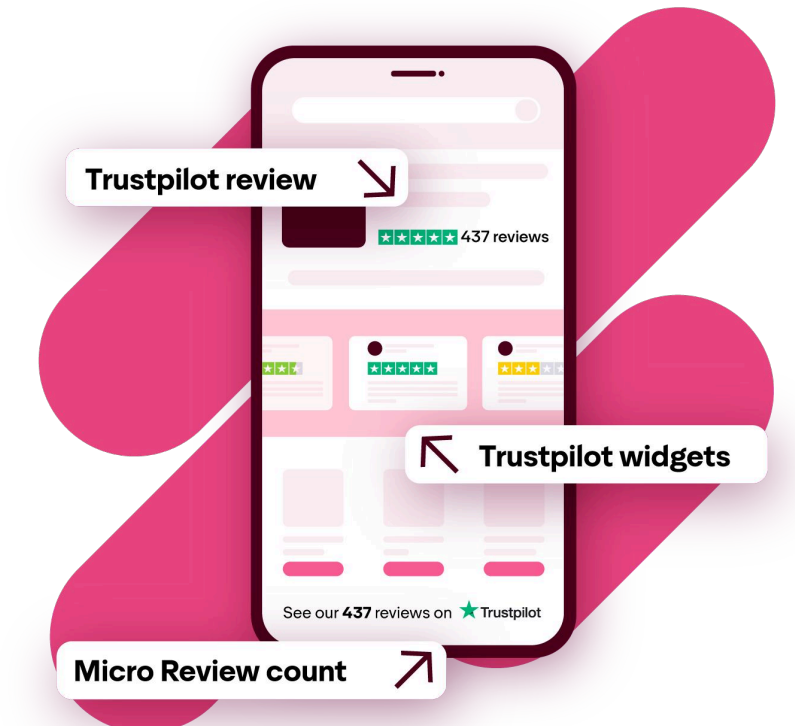
Review collection tools

Automatically invite reviews post-activation or service interaction to build a consistent flow of fresh, verified feedback.



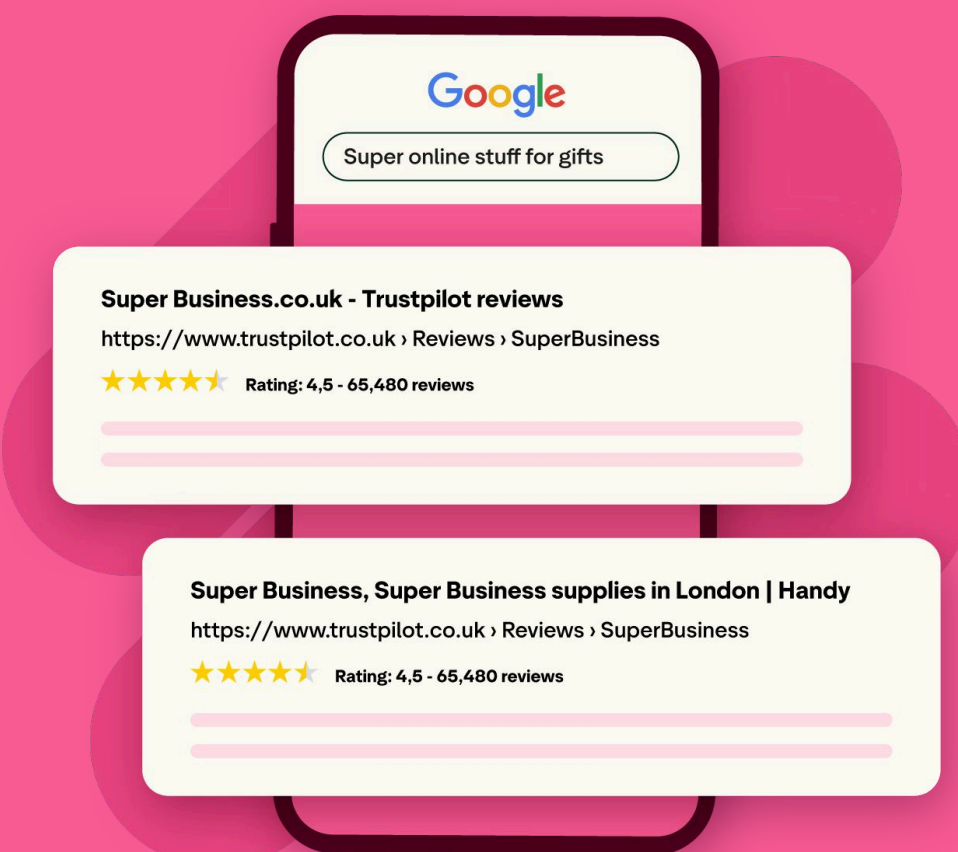
TrustBox widgets

Include impactful reviews about security and Trustpilot ratings across landing pages, pricing tables, and checkout journeys.



Rich snippets

Boost organic SEO visibility by displaying star ratings in search results, increasing click-through rates.



06

Performance: What do you deliver?

Customer churn remains a serious challenge.

To reverse this trend, brands must close the gap between what they promise and what customers experience.

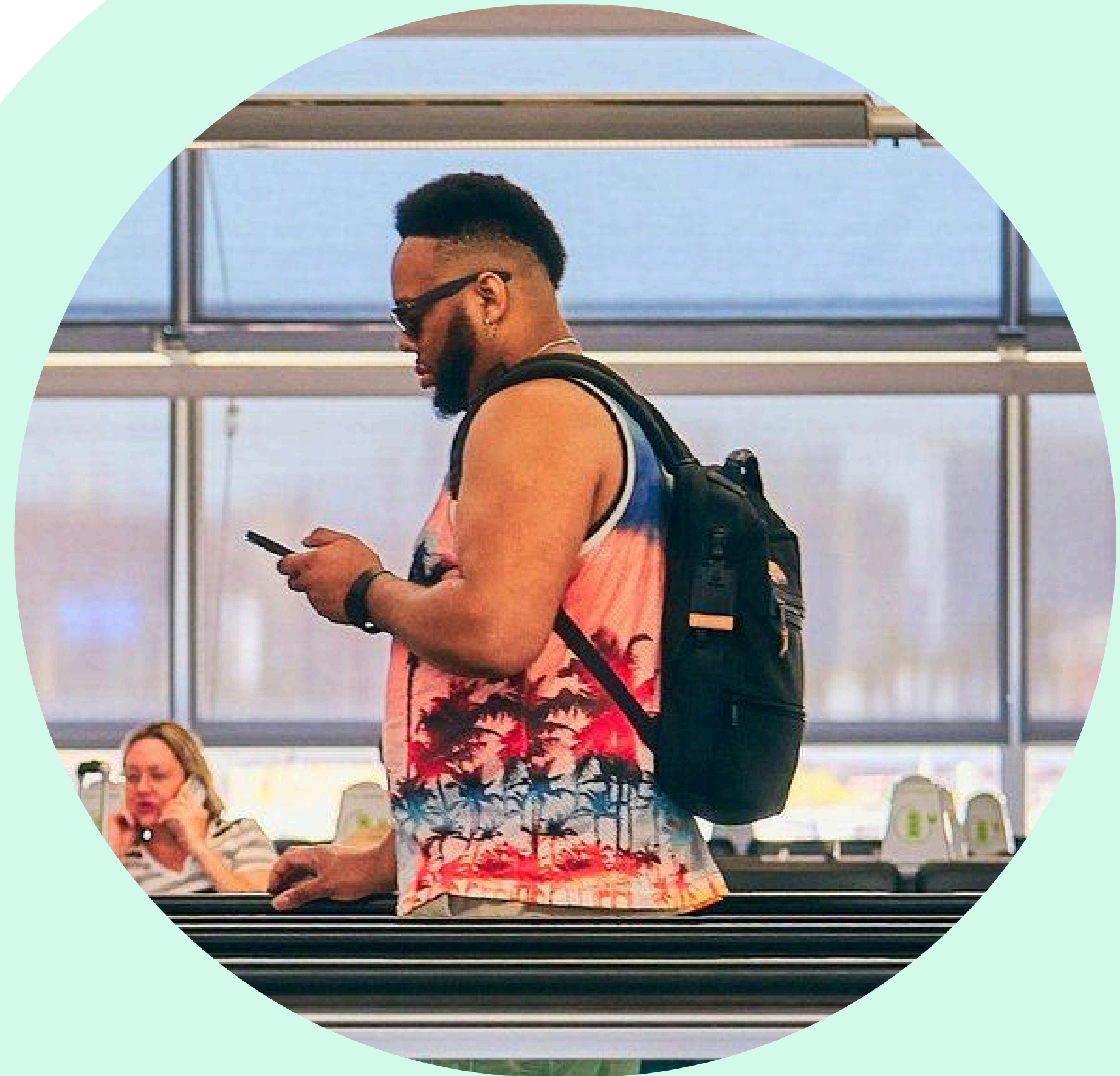
That's where real-time feedback comes in. Reviews, testimonials, and user-generated content don't just build trust; they reveal the true customer experience, point out performance issues early and create opportunities for continuous improvement.

67% of brands say they plan to increase their investment in UGC because it helps them stay accountable and responsive.

Top tip



Maximise the impact of your reviews by collecting them until social proof reaches a critical mass. Once you've built a strong foundation, it becomes easier to highlight standout feedback across marketing and CX channels and to tailor curated reviews to support specific campaigns and product rollouts.



07

Trustpilot solutions:

The Trustpilot solution



Beyond the data, the real-world proof of Trustpilot's impact is in the providers who are using it to get ahead. Companies like Tello, Brightspeed, and Boost Mobile aren't just collecting reviews; they're actively leveraging a public platform to prove their commitment to transparency and customer experience. By doing so, they are building social proof and showcasing authentic customer feedback, which helps them stand out in a crowded market and win the trust of new customers.

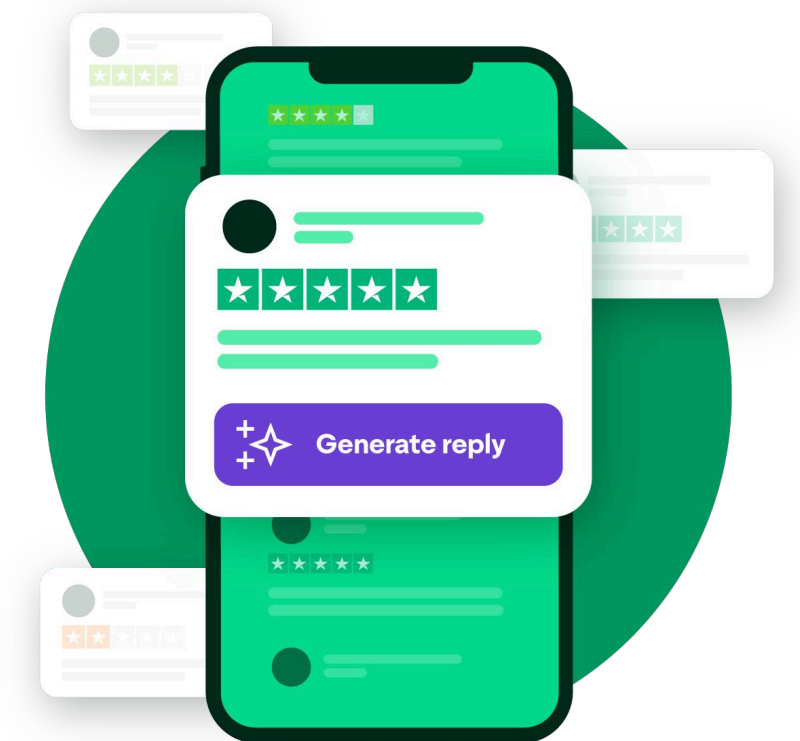
Review insights and AI-powered analytics

Use sentiment and keyword tracking to identify trends, flag issues early, and benchmark against competitors.



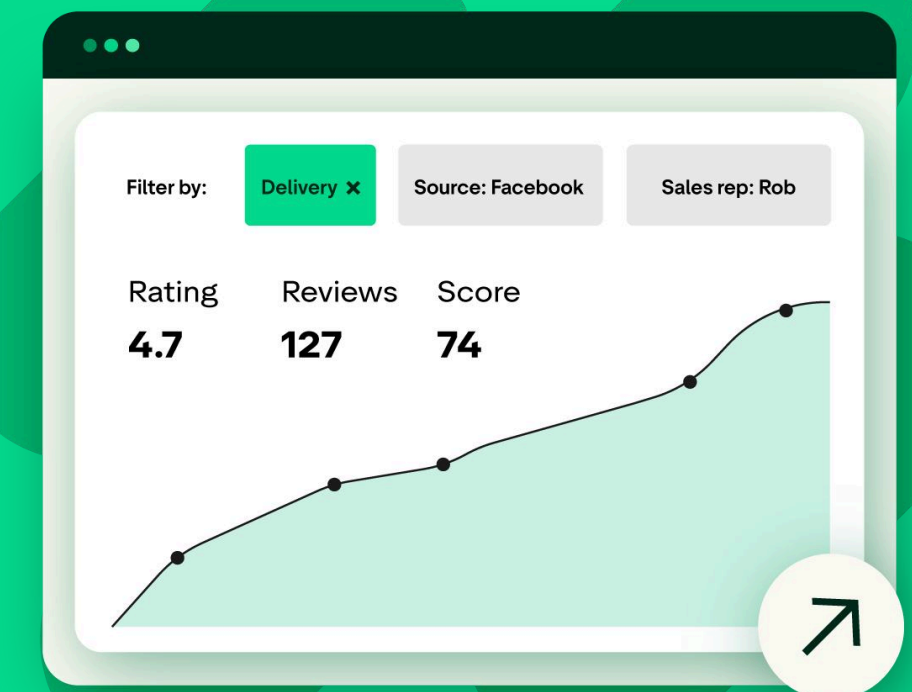
Review responses

Publicly respond to feedback in a fast, personal tone, reinforcing transparency and customer care.



Review tagging

Use custom tags to highlight feedback related to sustainability, equity, or accessibility. This helps gather value-aligned reviews for storytelling, giving a real consumer voice to your ESG efforts.



08

The business impact of trust on telecoms

Trust produces tangible results for businesses in several ways.

If the goal is to increase organic traffic to a website, which is a concern for telecoms lost in a saturated market, then customer reviews are a strategic way to distribute proof of trust while bringing traffic in.

Reviews give Google more context for what a page is really about and why it should surface for the user's search query.

Ratings associated with reviews help Google understand the value of products and services. Google wants to prioritize quality in search for users. Reviews also add fresh content to pages that might not otherwise get frequent updates.

Trust also reduces churn and customer acquisition costs (CAC). Customer reviews are crucial in driving down CAC by acting as social proof and user-generated content (UGC).



Reviews happen to be a great source of UGC, providing ample, unbiased insight into the true quality of products and services. According to Stackla, **79% of people say UGC highly impacts their purchasing decisions.**

Meanwhile, churn in telecoms is primarily influenced by **customer service**. Good customer service, according to Zendesk, is “when companies deliver an outstanding customer experience and forge genuine human connections.”

Trust plays a huge role in creating significant connections between customers and agents. The more reviews and customer feedback collected the more accurate an early warning system can be, so customer service is preemptive and productive as opposed to solely proactive. If customers feel understood, they tend to trust more and stay loyal.

09

A trust-audit checklist for telecom providers

Proof: Why should customers trust you?

- We actively collect verified customer reviews at key moments (activation, support, plan changes).
- Reviews are displayed across our website, especially on pricing, product, and checkout pages.
- We use Trustpilot TrustBox widgets or integrations to display fresh, relevant reviews.
- Star ratings and review snippets appear in Google search results.
- Our review strategy includes responses to both positive and negative feedback.
- Social proof is featured in email marketing, social ads, or product launches.
- We use review syndication to share reviews across our partners' and retailers' sites.

Performance: What do we deliver?

- We track review sentiment across service touchpoints (onboarding, support, billing, app).
- We use Trustpilot's AI-powered insights to monitor trends and flag CX issues early.
- Our NPS or CSAT scores are compared with qualitative review data.
- Customers can leave product- or service-specific reviews (not just general company feedback).
- We have an automated feedback loop that delivers customer insights from reviews directly to the teams responsible for product, operations, and customer support.
- Review content is used in training, coaching, or internal quality assurance processes.

10

Conclusion

As our digital dependency deepens, the demand for speed, scale and innovation in telecoms will only intensify. But underneath the new tech, faster broadband and wireless everything, a question remains: **Can I trust you?**

The consumer wants to trust that their data is secure, that their connection won't fail when it's needed most, and that this provider sees them not as a contract but as a customer with human needs.

The telecoms that win the next decade won't be the fastest or cheapest. They'll be the most trusted, from how they communicate to how they deliver. Trust is the new differentiator.



Let's start building trust. Request a demo today.

[Request a demo](#)