



SOFTWARE & PLATFORMS

# TRUST & SAFETY: THE COMPETITIVE DIFFERENTIATOR

Hi, I'm Kevin Collins. I'm a Managing Director with Accenture Software and Platforms Industry team.

Hi, and I'm Mark Egnor for Accenture Security. I lead our Trust Agenda here in North America for Software and Platform clients.

So Mark, trust and safety is on everyone's mind in the platforms world globally. But it's not just about privacy and compliance, right?

No, we think about it in three parts actually, Kevin. We think about trust and safety, we also think about brand and market trust, and we think about platform trust.

If a company was to get all of those things right, it'd be a pretty big competitive differentiator, don't you think?

It really would be. And it actually is, but it's a moving target these days. We hear consistently two things over and over again. Number one, how to win the hearts and minds of digital customers. How do they instill a sense of trust in interactions with their platform? And number two, what do I need to be doing to comply or meet the challenging risk environment? So what we've assembled at Accenture is a diagnostic that helps create a heat map so our

customers can think about how they want to differentiate their services and compete on trust in the market. To learn more about our Platform Integrity Diagnostic, click on the links below.

We look forward to hearing from you. Please give us a call so we can talk more about how to help you compete on trust.