

Trust's Role in Customer Loyalty for Financial Institutions



"Trust is the cornerstone of every strong relationship and is a financial institution's most valuable asset."

Quavo CEO & Co-Founder Joseph McLean

Fraud Happens. Trust Is Built in the Response.

Every step is a chance to build trust. These **6 insights** show how fraud resolution impacts customer loyalty — and your bottom line.



Resolution > Discovery

62% say trust depends more on how fraud is resolved than how it was found.



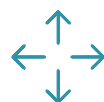
Communicate Clearly

74% value clear, step-by-step communication during investigations.



Time is Trust

71% lose trust if the resolution takes too long.



It Affects Everything

70% say poor fraud resolution shakes trust in other bank services.



Bad Resolution = Lost Loyalty

73% say poor handling of fraud hurts their loyalty.



Handle It or Lose Them

66% would switch banks over slow, frustrating dispute processes.



Turn fraud disputes into loyalty wins.

Read the full *Trust in Banking* study at quavo.com