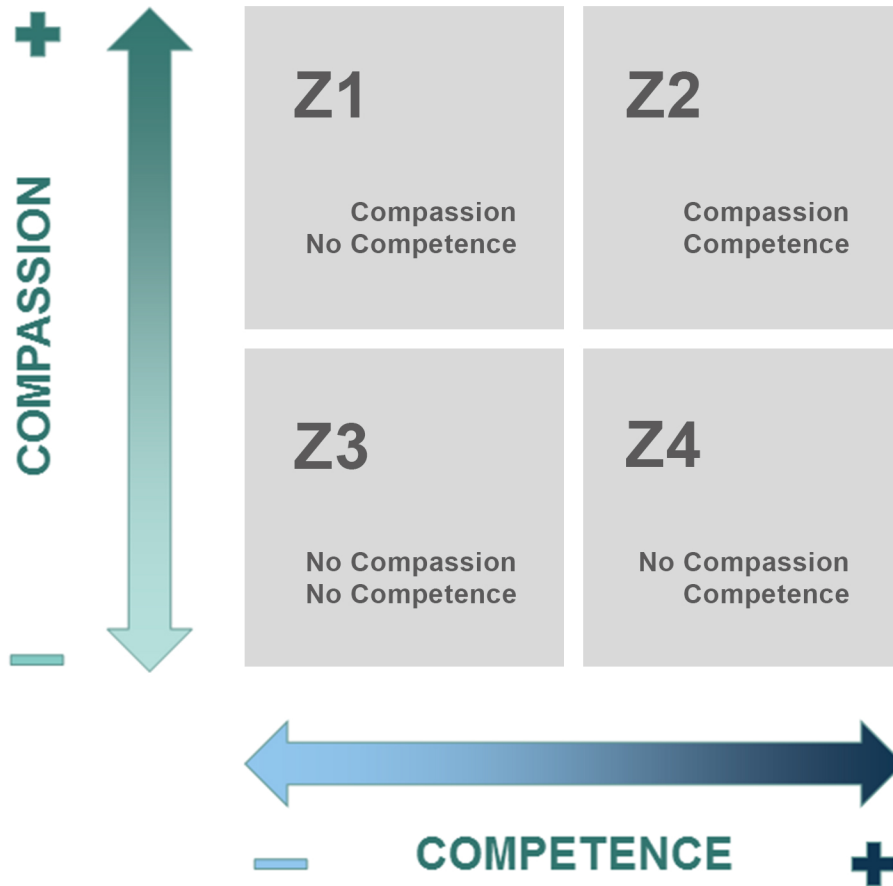


# CUSTOMER TRUST MATRIX



## ABOUT

The four zones represent where compassion and competence intersect. As a tool it is used to determine if you are gaining the customer's trust in the interaction.

- **Zone 1 (Z1)** - There is compassion, but no competence. The interaction only yields 50% of the customer's trust.
- **Zone 2 (Z2)** - There is compassion and competence. The interaction yields 100% of the customer's trust.
- **Zone 3 (Z3)** - There is no compassion and no competence. The interaction yields 0% of the customer's trust.
- **Zone 4 (Z4)** - There is no compassion, but there is competence. The interaction only yields 50% of the customer's trust.

## TERMS

**Compassion** – a feeling of deep sympathy for another person who is in need, accompanied by a strong desire to provide help.

**Competence** – the quality of having suitable or sufficient skill, knowledge, experience, etc., for some purpose; properly qualified.

