

What AI Reveals About Trust in the World's Largest Companies

We developed a Trust Index using AI to score 1,000+ of the largest companies in the world based on their perceived trustworthiness.

Seven key takeaways →



1

Trust pays off

The 100 most trusted companies generated 2.5x as much value as other companies.

They also had 47% higher P/E multiples.





2

Trust is dynamic


Fewer than half of the top 100 companies from any given year remained in the top 100 the following year; same with the bottom 100.



3

Trust varies

Trust scores vary meaningfully by region, sector, and subsector, as do the rationales behind the trust scores

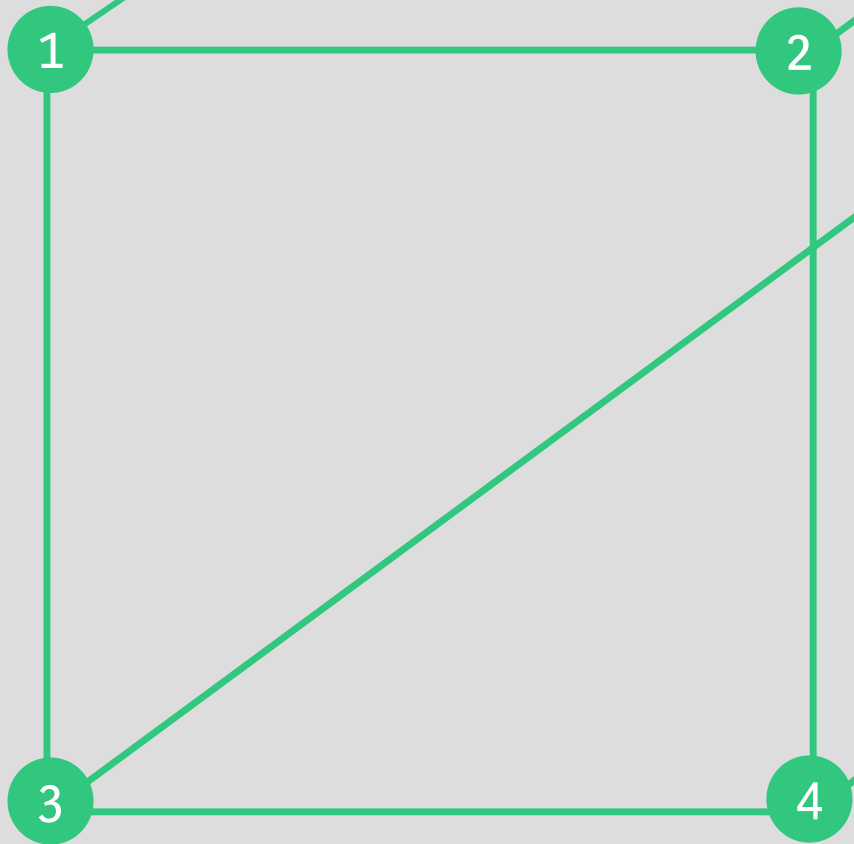


4

Trust levels rose during the pandemic

Average trust levels grew between 2018-2021 for most companies, but fell for the bottom 100.





5

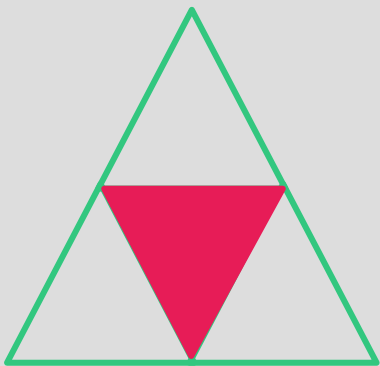
The four dimensions of trust impact high- and low-trust companies differently

Top 100: competence, fairness, transparency, and resilience were equally important

Bottom 100: [lack of] resilience and transparency were most important; competence was least important

6

Three categories of themes distinguish high vs. low trust companies



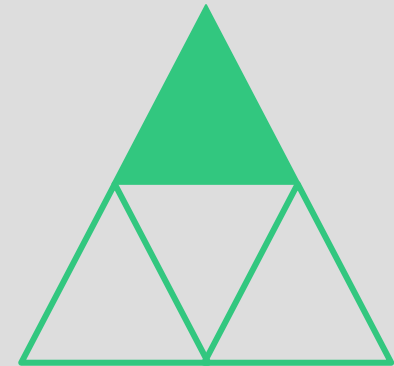
**Trust
Destroyers**

Which typically
drive trust scores
down.



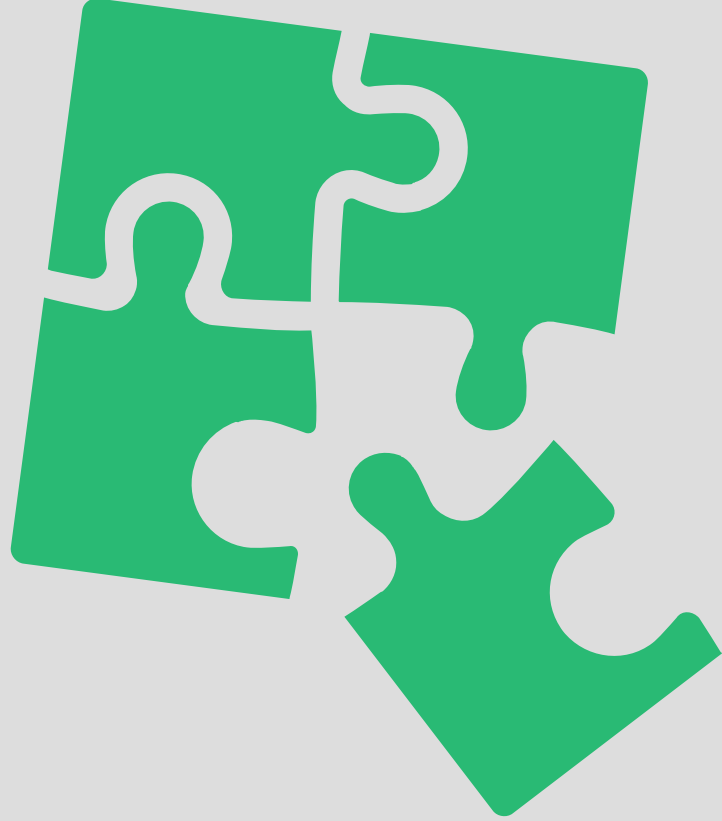
**Trust
Foundations**

Represent the ability
to keep promises to
key stakeholders.



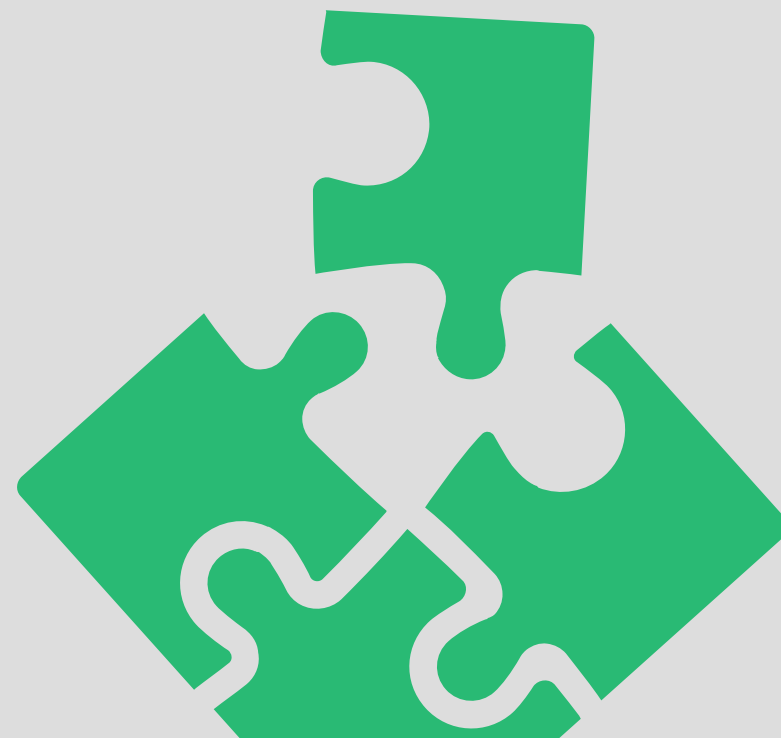
**Trust
Enhancers**

Which typically
drive trust scores
up.



Deconstructing Trust

By deconstructing the elements of trust, we can see what companies must focus on to sustain or improve their trust position.



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