

# Building Trust

Trust is hard to describe, because it's the culmination of many things that together give a consumer confidence to essentially turn over their credit card or other payment information.

## Prerequisites

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- [Webstores Strategy at ChannelAdvisor](#) [1]

## Strategy

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Some of the key elements that can build (or destroy) trust with an Internet retailer:

- **Customer service** - Does the company take care of you before and after the transaction. If you e-mail, do they respond quickly? If you call, does someone with product knowledge answer your question.
- **Security** - Does the site have good password security? Does the site use the latest and greatest technologies to protect your information?
- **Returns** - Unlike ease of use, the Trust/returns category is more around policy. Does the site have a policy that makes it hard to return defective products?
- **Privacy** - Is the site trying to sell your information to others, or protect your information? Is the privacy policy clear and easy to read and understand?
- **Spam** - Does the site e-mail me incessantly or does it only e-mail me when needed. If the site has a newsletter, can I subscribe/unsubscribe easily?
- **Ads** - Are the sites trying to throw irrelevant ads in your face so they make money vs. helping you find the products you are looking for?
- **Shipping and handling performance** - How quickly do your products get to you? Do you get exactly what you ordered, when they said you would get it?
- **Shenanigans** - Are there any shenanigans like forced up-selling ("don't you want a filter kit with that camera?!"), or anything that makes you feel uncomfortable?

## Reference

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- [Constant Contact](#) [2]

- [Webstores](#)
- [Strategy](#)

**Source URL:** <http://ssc.channeladvisor.com/strategy/stores-and-ecommerce/trust/trust>

**Links:**

[1] <https://ssc.ChannelAdvisor.com/product-strategy/online-stores/premium-stores/web-designer-qualifications>

[2] <http://www.constantcontact.com/index.jsp>