



In data we trust.

Deliver personalized experiences to build—and keep—public trust.



For government agencies, every interaction is an opportunity to build public trust. Creating the right personalized experiences can help, but only if you protect the public's data in the process.

Government agencies run on public trust.

Information from the government needs to be accessible to everyone. When that information is clear and easy to navigate, it builds public trust and helps governments operate effectively.



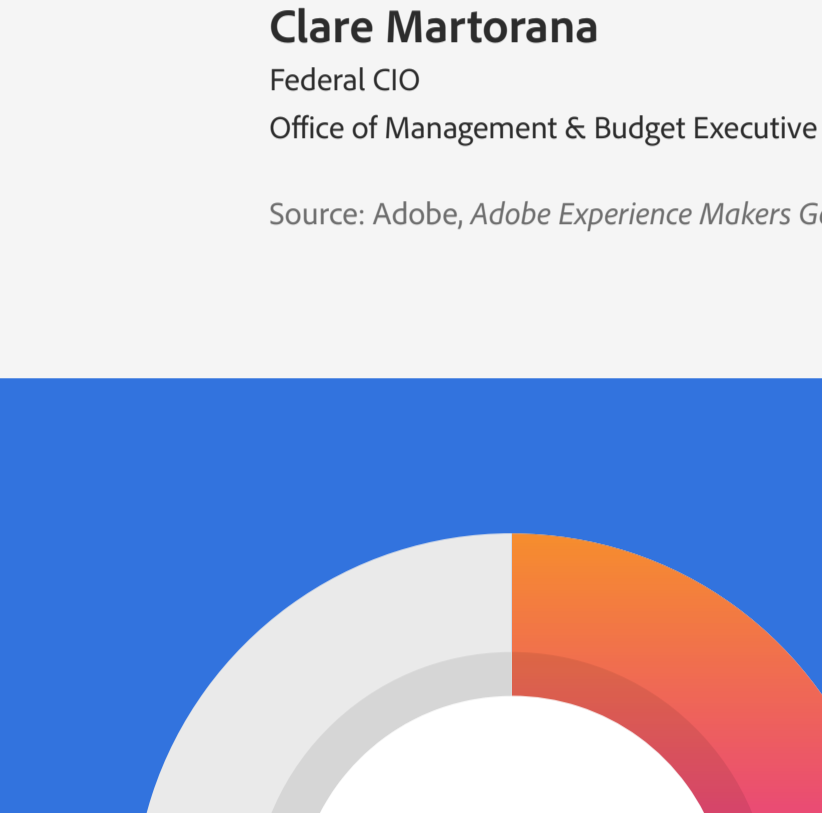
60% of the public rated trust among the top three factors in considering public information.

Source: Adobe and Deloitte

“Trust is earned, not given. Don't take for granted that people trust federal institutions.”

Michel Laviolette
Former Director of General Digital Services
Service Canada, Government of Canada

Source: Adobe, Adobe Experience Makers Government Forum



With every poor experience, trust falls.

Personalization is no longer a nice to have for government entities—it's a must. Disjointed or basic experiences cause people to lose trust in public agencies, especially generations who are used to having most of their digital experiences personalized, like Millennials and Gen Z.

76% of consumers think it's important for brands to demonstrate empathy

People want brands to show they understand their perspective, frustrations, and know what's really important to them.

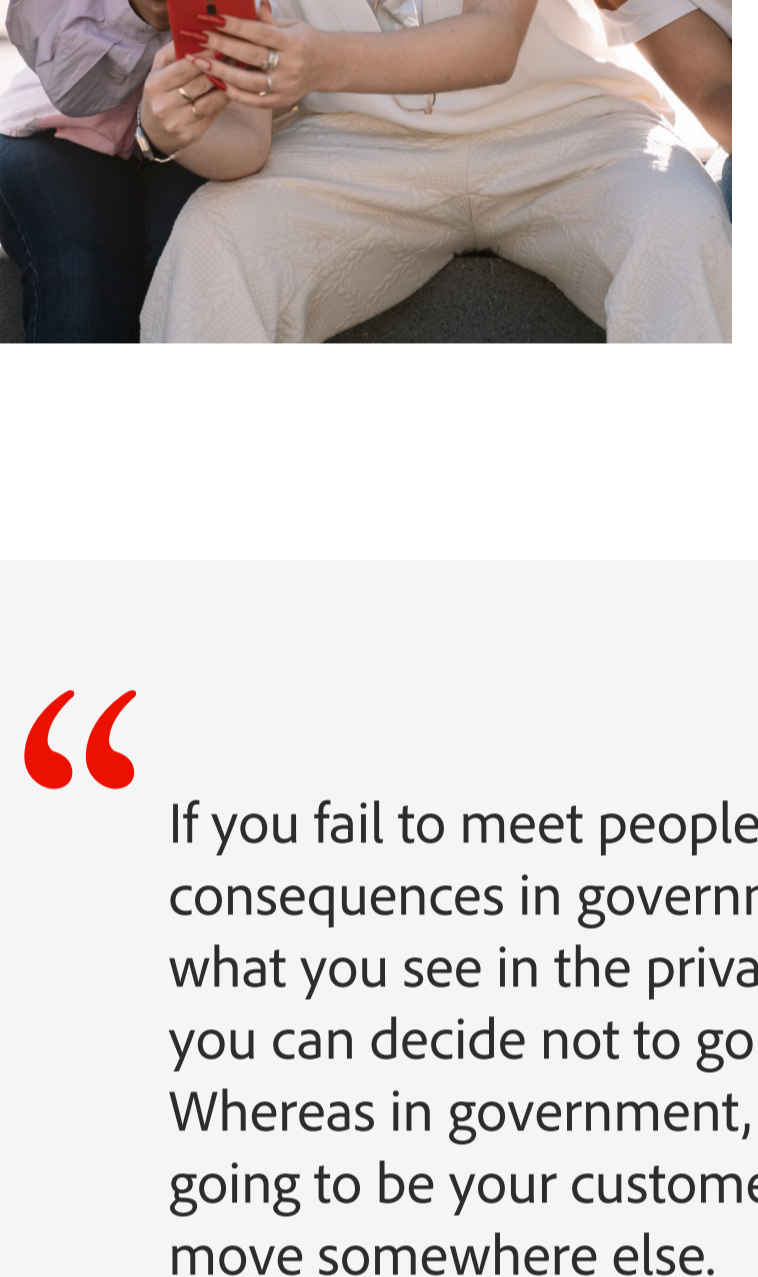
Source: Adobe, 2022 Adobe Trust Report

“Every single interaction with government and the public, whether it involves filing your taxes or renewing a passport, is an opportunity for us to deliver value, service, and efficiency.”

Clare Martorana
Federal CIO
Office of Management & Budget Executive Office of the President

Source: Adobe, Adobe Experience Makers Government Forum

While the public trusts government information, they struggle with how to access it.



74% of the public report frustrations with accessing information about government services, indicating a need to strengthen the user experience.

Source: Adobe and Deloitte

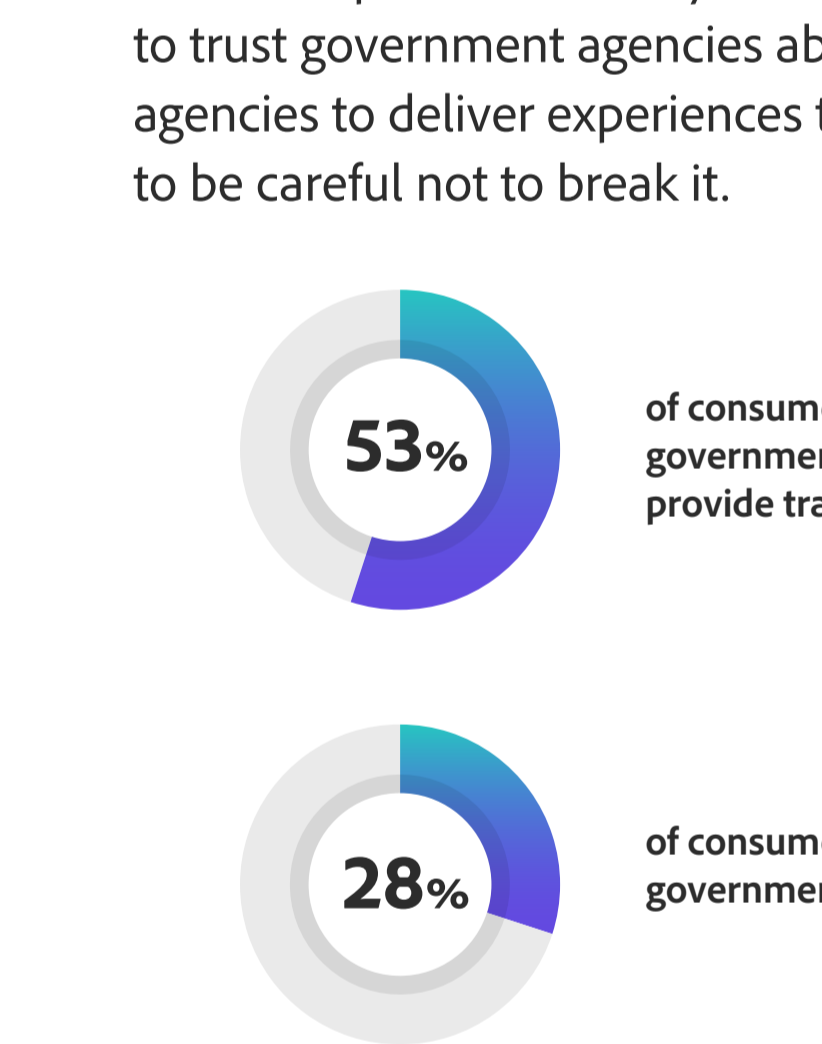
“We're focused on helping clients and citizens find the right information. It needs to be easy to understand, accurate, and available right when they need it.”

Michel Laviolette
Former Director of General Digital Services
Service Canada, Government of Canada

Source: Adobe, Adobe Experience Makers Government Forum

When trust is broken, people lose faith.

Broken trust is hard to build back. And when government agencies break trust, that loss doesn't just damage the agency—it damages the public's trust in government as a whole.



55% of consumers say they will never give a company their business again once it has violated their trust.

Source: Adobe, 2022 Adobe Trust Report

Gen Z is the least forgiving.

60% saying they would never purchase from that company again

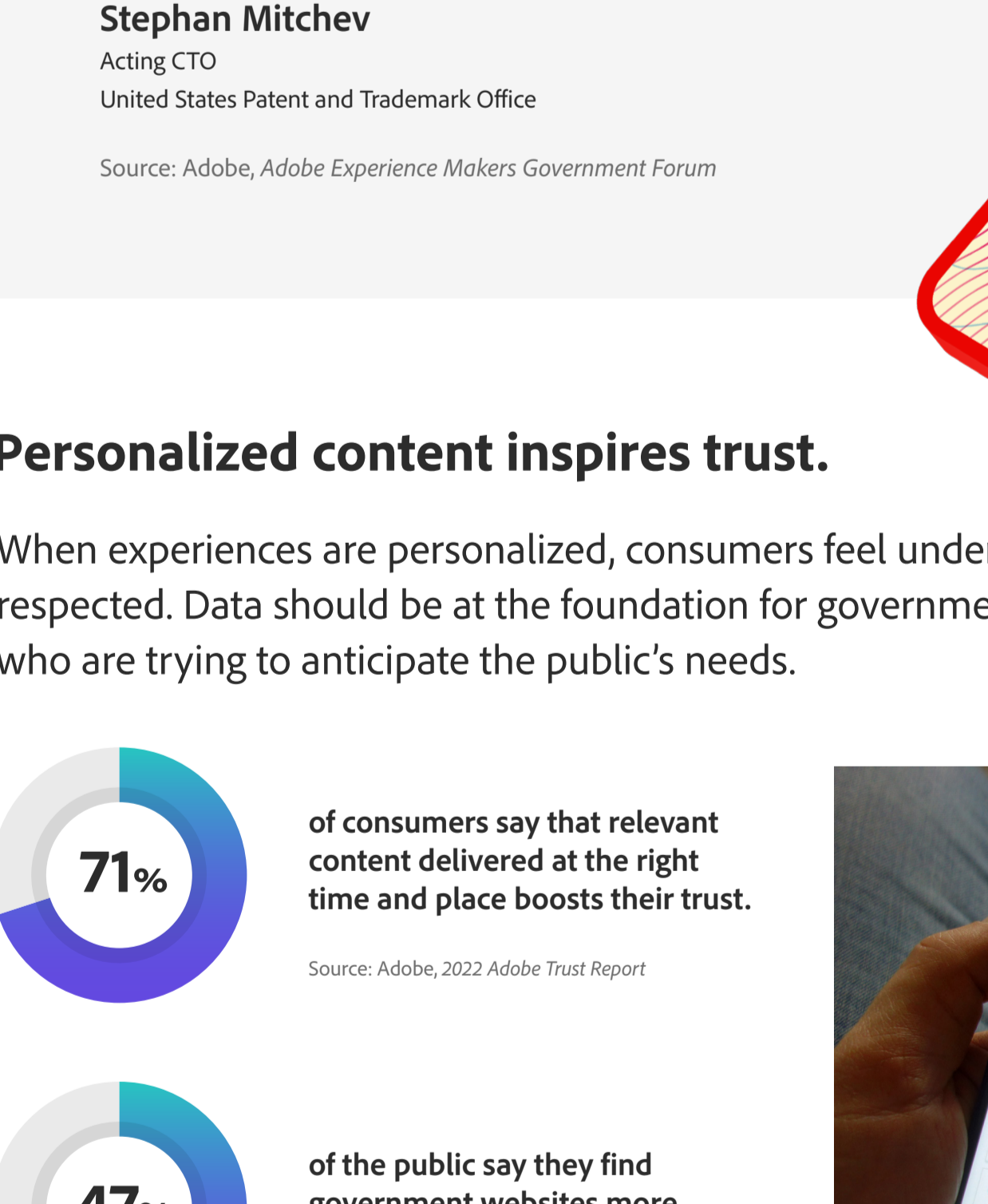
Source: Adobe, 2022 Adobe Trust Report

“If you fail to meet people's expectations, the consequences in government are much bigger than what you see in the private sector. In the private sector, you can decide not to go with a certain vendor or agency. Whereas in government, your customers are always going to be your customers. They're not going to move somewhere else.”

Mrudul Sadanandan
IT Manager,
Enterprise Apps, City of Sacramento

Source: Adobe, "The makings of a digital capital"

Ways the public say trust can be regained:



Source: Adobe, 2022 Adobe Trust Report

Get ahead of public distrust.

While the public will always be concerned about their data, they tend to trust government agencies above the private sector. It's up to these agencies to deliver experiences that build and maintain that trust—and to be careful not to break it.

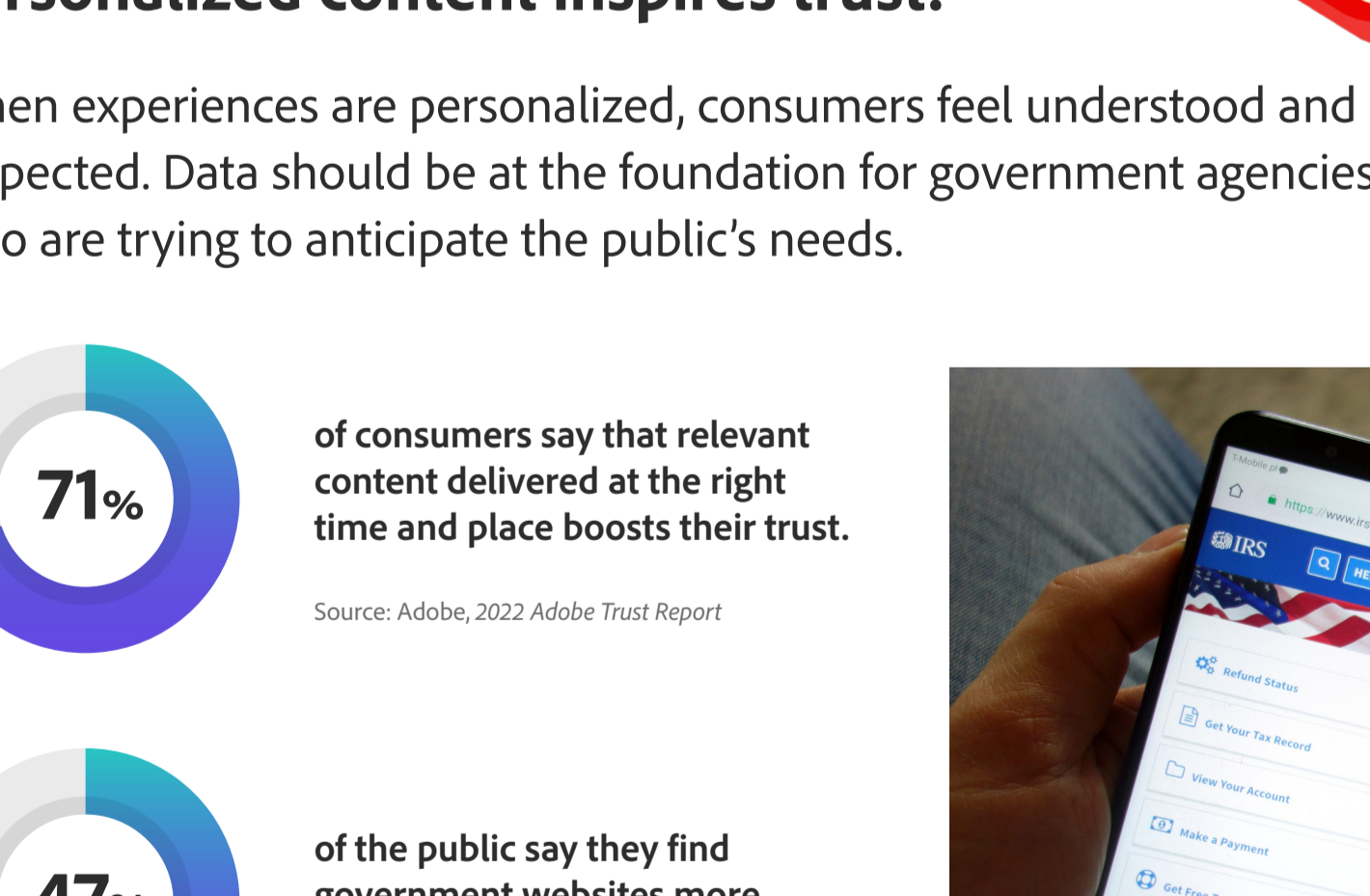
53% of consumers trust governments with their data and believe governments are making good faith efforts to protect and provide transparency and choice around using their data.

28% of consumers don't trust either their local or federal governments to use their

Source: Adobe, 2022 Adobe Trust Report

When data privacy and governance break down, it damages people's trust. For government agencies, mishandling data in any way magnifies distrust.

Percentage of consumers who will stop buying based on ways companies mishandle their data.



Source: Adobe, 2022 Adobe Trust Report

“What's extremely important is transparency in processes and in how data is generated, along with transparency between internal officers, within agencies, and from the agency to consumers. That's something that we very strongly stand for.”

Stephan Mitchev
Acting CTO
United States Patent and Trademark Office

Source: Adobe, Adobe Experience Makers Government Forum

Personalized content inspires trust.

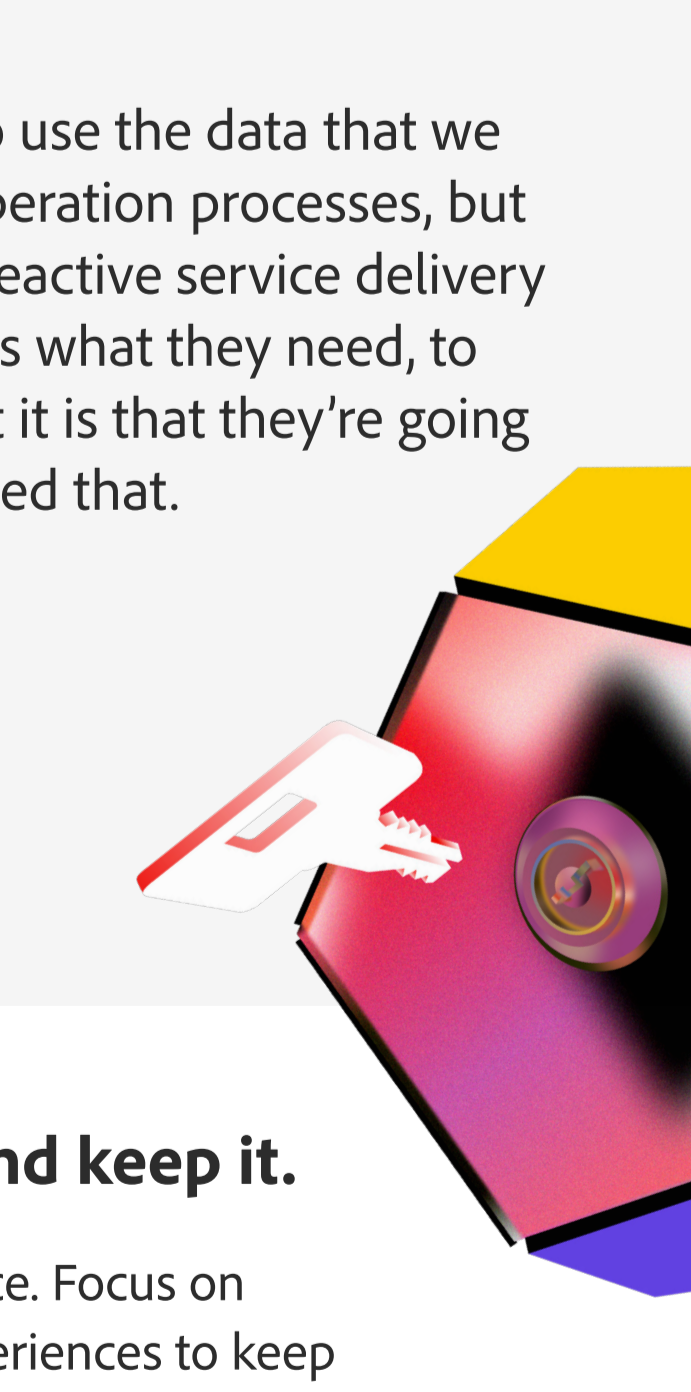
When experiences are personalized, consumers feel understood and respected. Data should be at the foundation for government agencies who are trying to anticipate the public's needs.

71% of consumers say that relevant content delivered at the right time and place boosts their trust.

Source: Adobe, 2022 Adobe Trust Report

47% of the public say they find government websites more trustworthy than other sources of public information.

Source: Adobe and Deloitte



“We have this opportunity to be able to use the data that we have, not only to feed back into our operation processes, but to make those processes shift from a reactive service delivery where we're expecting people to tell us what they need, to where we're actually anticipating what it is that they're going to need and where they're going to need that.”

Bill Zielinski
CIO
City of Dallas

Source: Adobe, Adobe Experience Makers Government Forum

Take action to earn public trust—and keep it.

Public trust ebbs and flows with every experience. Focus on personalized, differentiated, and connected experiences to keep consumers engaged.

Goals for earning trust

- Focus on data care and governance
- Address a wide variety of high-priority public concerns
- Make experiences personal and valuable
- Personalize content to deepen trust

“Earning trust is not achieved by doing one thing. Trust is compounded improvements that you can make to your digital presence.”

Michel Laviolette
Former Director of General Digital Services
Service Canada, Government of Canada

Source: Adobe, Adobe Experience Makers Government Forum

Power your personalization with Adobe.

Creating a personalized government is closer than you think. With the right technology, you'll be equipped to streamline content creation, automate internal workflows, and use data to drive your decisions. That way, you can start building public trust by delivering the right information to the right person in the right place at the right time.

To learn more about how top brands are earning their customers' trust, explore the 2022 Adobe Trust Report.

[Read the report](#)

1. "2022 Adobe Trust Report," Adobe, 2022.
2. Clare Martorana and Bill Zielinski, "The Future of CX," interview for Adobe Government Forum, Adobe, 2022.
3. James Harrison and Jim Costantino, "Moving Beyond the Basics of Digital Government with Personalization," Adobe and Deloitte, July 2022.
4. Michel Laviolette, "Personalizing the Citizen Experience," interview for Adobe Experience Makers Government Forum, Adobe, 2022.
5. Stephan Mitchev, "Trust Without Compromise," interview for Adobe Experience Makers Government Forum, Adobe, 2022.
6. "Sacramento and the Makings of a Digital Capital," Adobe customer story for the City of Sacramento, May 3, 2022.