

A person is standing on the edge of a large, layered rock formation, looking out over a vast, hazy landscape. The scene is set during sunset or sunrise, with a warm, orange glow in the sky. The person is silhouetted against the light. The rock formation is composed of several large, flat, rectangular blocks stacked on top of each other, with a person standing on the top edge of the rightmost block. The background shows rolling hills and mountains under a hazy, orange sky.

The Product Trust Gap

Sam Bradley, Head of Consumer Product
PayPal

All 3rd party material is the intellectual property of the owner

Secure booking - only takes a few minutes!



Free cancellation if plans change

There's no fee to cancel within 24 hours of booking.



You can sign in or create an account to earn OneKeyCash™ after this trip. You're on your way! [>](#)

Who's traveling?

Traveler names must match government-issued photo ID exactly.

First name *

Middle name

Last name *

Email address *

Country/Territory Code *

Phone number *

One way flight

1 ticket: 1 adult

Denver (DEN) to New York (LGA)

Tue, Jul 23

7:00am - 12:52pm (3h 52m)

 Delta 398

Your price summary

Traveler 1: Adult 

\$203.10

Total: **\$203.10**

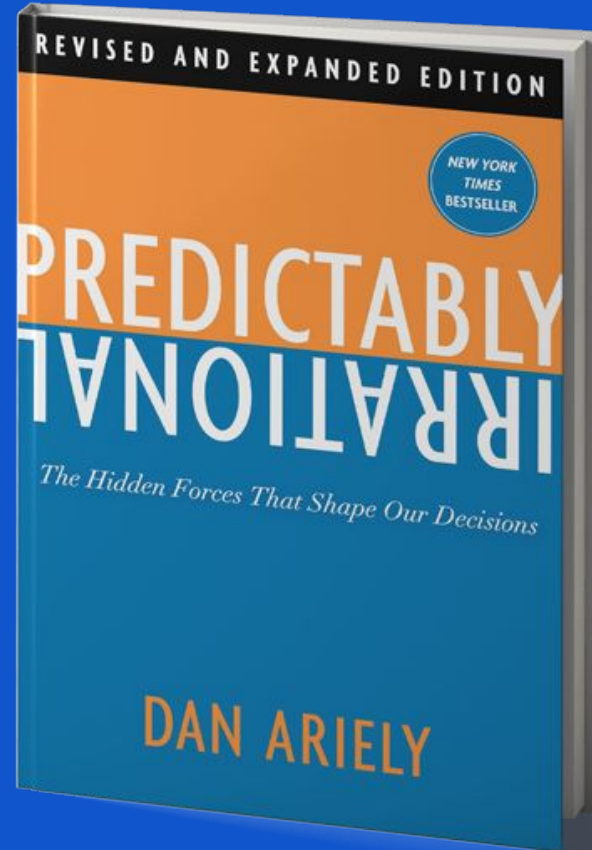
All prices quoted in **US dollars**.

The incomplete story of conversion



“It doesn’t take much to violate trust.

Just a few bad players in the market can spoil it for everyone else.”



2026 Edelman Trust Barometer

Global Report
Trust Amid Insularity

70% of respondents are unwilling to trust someone who has different values, information, life experiences or backgrounds

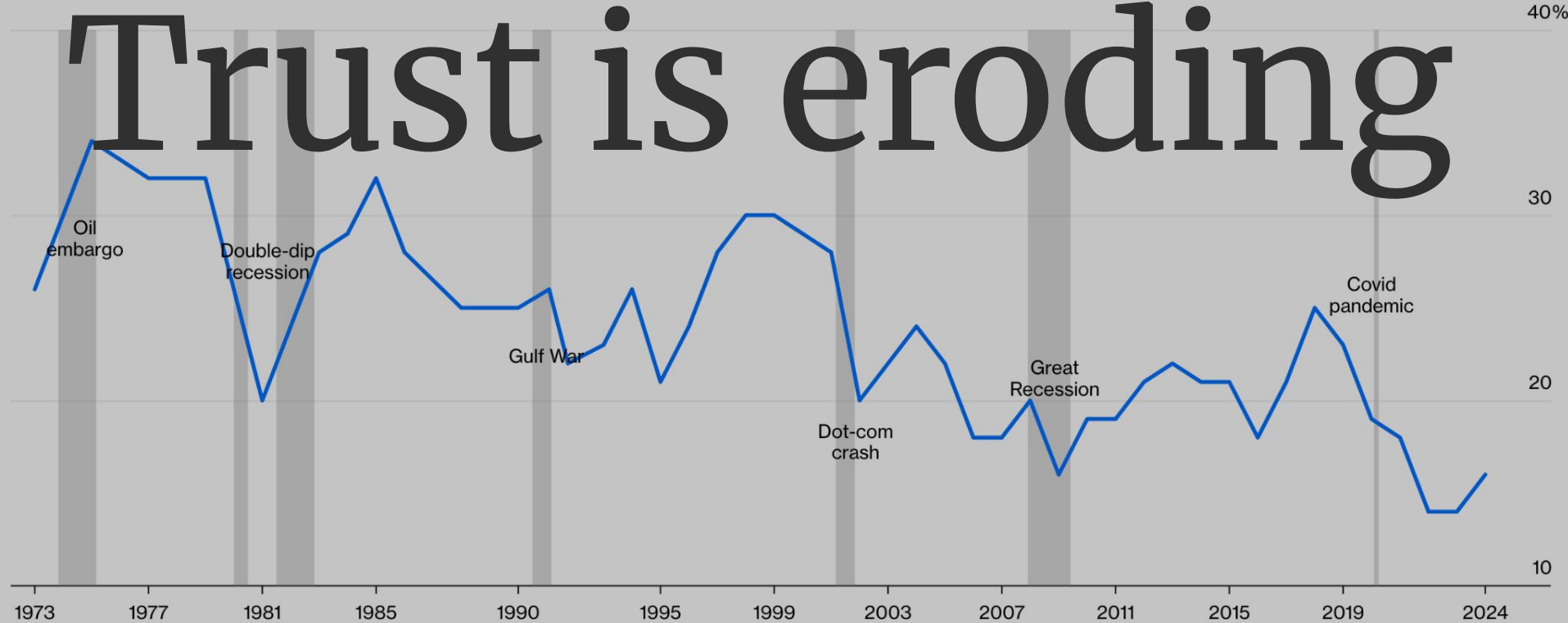


Trust in Corporate America Has Hit Extreme Lows

Percentage of respondents who have a “great deal” or “quite a lot” of confidence in big business

■ Recessions

Trust is eroding



An evolving trust signal: reviews

“49% of consumers trust
“88% of consumers trust
personal recommendations,
as a purchase response 79% in
2020”





Will my experience match
my expectations?

AI Summary Reviews

The screenshot displays a mobile application interface for a travel or booking service. At the top, the time is 2:39. The main heading is "Reviews" with a rating of 3.7 stars (156 reviews). A red box highlights an AI-generated summary of reviews for "The Savoy". The summary text reads: "Reviewers praise this cafe for its excellent sandwiches, great selection of sweet treats, reasonable prices, friendly staff, and clean, warm atmosphere. Other reviews mention the staff can be unprofessional and the food can be tasteless." Below the summary, it says "Summarised with Gemini" and shows a "L P E +22" icon. To the right, a snippet of a user review by Scott Walmsley is visible, mentioning "Part in by when I wan" and "for lunch." Below the summary, there is a "See all reviews" button. Further down, the "Rate & review" section shows a 5-star rating and an "Add photos & videos" button. At the bottom, there is an "About" section and a "Check availability" button. The bottom navigation bar includes icons for home, search, call, save, and share.

2:39

Reviews

3.7 ★ (156)

Reviews aren't verified ⓘ .com

Scott Walmsley
★ ★ ★ ★ ★ a year ago
Part in by when I wan
for lunch.
There was a small qu

The Savoy

NEW AI Review S

Travelers' Choice 2023

5,508

Check In - / - / -

Booking.com

✓ Breakfast inclu

View

About Edit

See all reviews >

Rate & review

★ ★ ★ ★ ★

Add photos & videos

Check availability

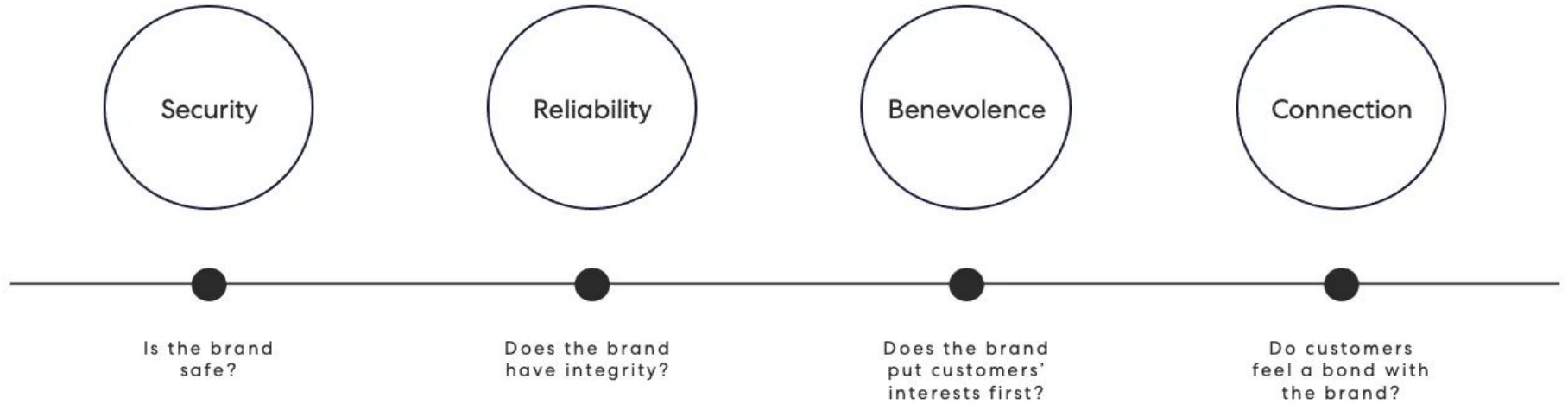
Call Save Share

13

AI, based on recent

ed reputation for its exceptional service, the hotel's grandeur sure a memorable a hit among cess to London's top is boast classic ne visitors note the nd mention noise

Drivers of trust



“We define trust as the willingness to rely on others in the face of risk”

Detractors of trust

Minor

Predicted size of impact

Severe

Lack of
Human
Connection

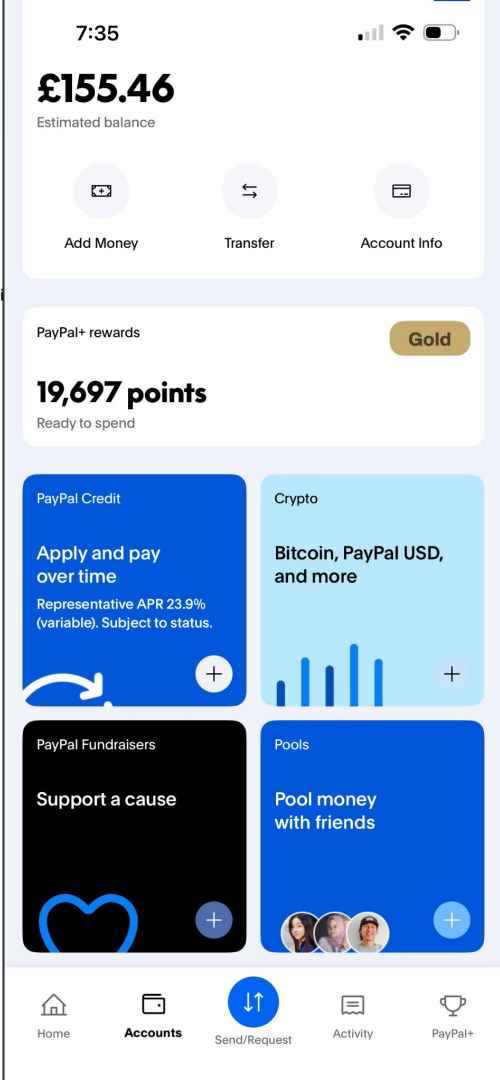
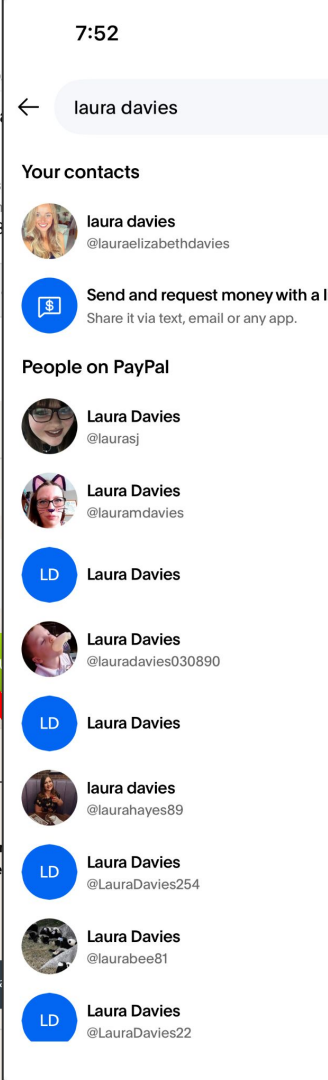
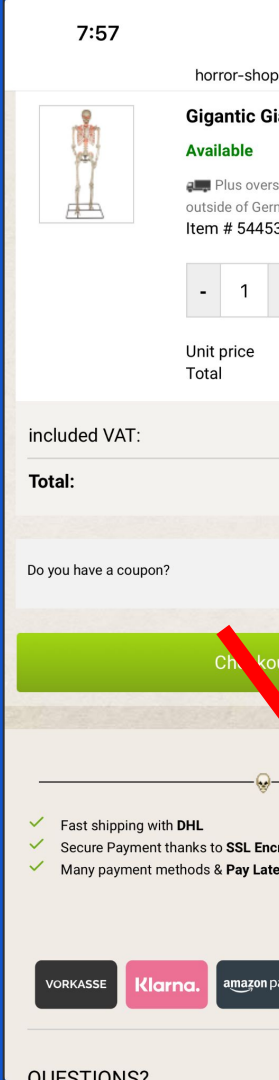
Bad
Intent

Unreliability

Lack of
Security

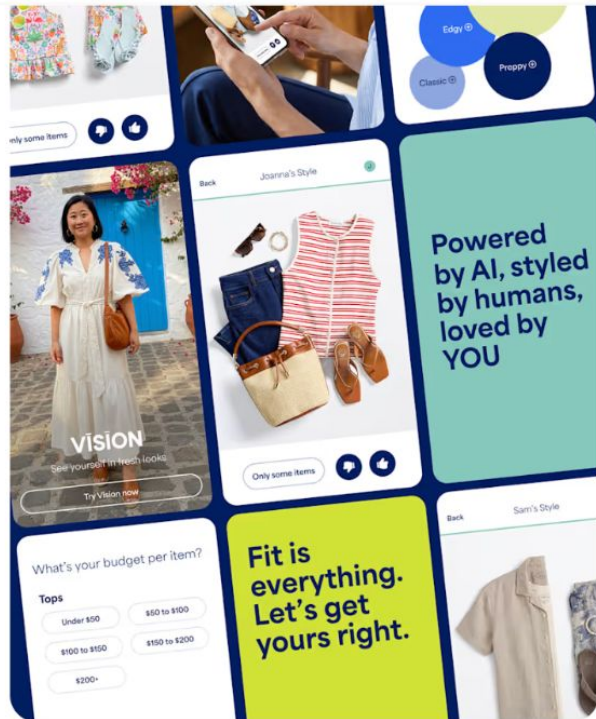
PayPal:

Security & Reliability



Stitch Fix: Benevolence & Connection





1. Take your style quiz

Tell us about your style, size + budget so your Stylist can find the perfect pieces



2. Match with your (human!) Stylist

They'll personalize and send your Fix box—always free shipping + returns



3. Get \$30 your first

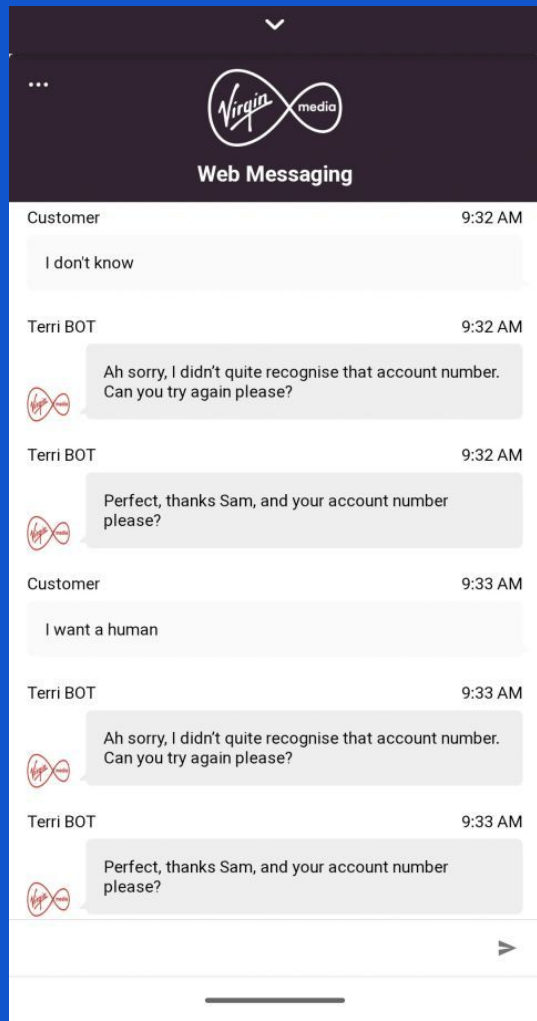
Plus, get a special when you keep 5

The Grey Sweater Problem



A woman with dark hair, wearing a headset, is shown in profile, looking at a computer monitor in a call center. In the background, other call center agents are visible, also wearing headsets. The scene is dimly lit, with a focus on the woman in the foreground.

What happens when
something goes wrong?



People who never
wanted AI are
stuck with it



Generational Trust

Thank you



Sam Bradley

Head of Consumer Product, PayPal

