

The CX Audit Cheat Sheet

Your 5-Minute Trust Booster for Customer Loyalty



The 4 Pillars of Customer Trust:

Pillar	What It Means	Real-World Example
Competence	Do we deliver on our promise every time?	A bakery always has fresh bread on time.
Reliability	Do we show up consistently, communicate clearly?	A plumber who texts before arrival and shows up early.
Integrity	Are we honest, transparent, and ethical?	A business that owns its mistakes publicly.
Empathy	Do customers feel heard, understood, and valued?	A stylist who remembers preferences and follows up.

Spot Trust Leaks Across the 5 Customer Journey Stages:

Stage	Questions to Ask Yourself
1. Awareness	Is your messaging consistent across ads, socials, and website?
2. Consideration	Is it easy to understand your pricing, policies, and offerings?
3. Purchase	Do buyers feel supported, not rushed or confused during checkout?
4. Delivery/Service	Is the experience smooth, clear, and emotionally positive?
5. Post-Purchase	Do you follow up? Ask for feedback? Say thank you?

Top 3 Trust-Breaking Mistakes:

1 - Inconsistent Communication

- Customers get different answers depending on who they talk to.

2 - Delayed or No Follow-Up

- They hear silence after buying—or only get robotic messages.

3 - Overpromising and Under-Delivering

- Saying “we do it all” and then failing to deliver with excellence.
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5-Minute Action ChecklistBoost Trust This Week:

Action	Why It Works
Send 1 “thank you” message (not automated).	Personal touch = loyalty boost.
Choose 1 place to clarify expectations (FAQ, policy, checkout page).	Removes uncertainty = builds trust.
Check your last 5 support interactions—was empathy shown?	Trust grows when people feel understood.
Create a “here’s what happens next” message for buyers.	Removes doubt = boosts reliability.
Ask a past customer: “What’s one thing we could improve?”	Feedback = trust builder + roadmap.

Want help applying this to your business?

Follow @ElringtonExperience on IG for more trust-building strategies.

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