

The Okta Digital Trust Index

Exploring the human edge of trust in retail

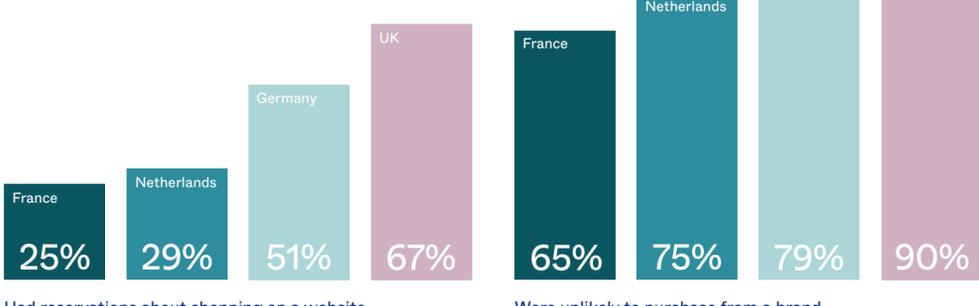
Trust came to the forefront for retailers in 2020, as they dealt with the tidal waves caused by the sudden shift to online. Shop-based staff faced uncertain times, with many retailers forced to reduce headcount. Supply chain disruption led to delays fulfilling orders. Contact centres were flooded with enquiries. Sellers had to rapidly scale up their digital capabilities and create secure experiences their customers could trust – or risk them going elsewhere.



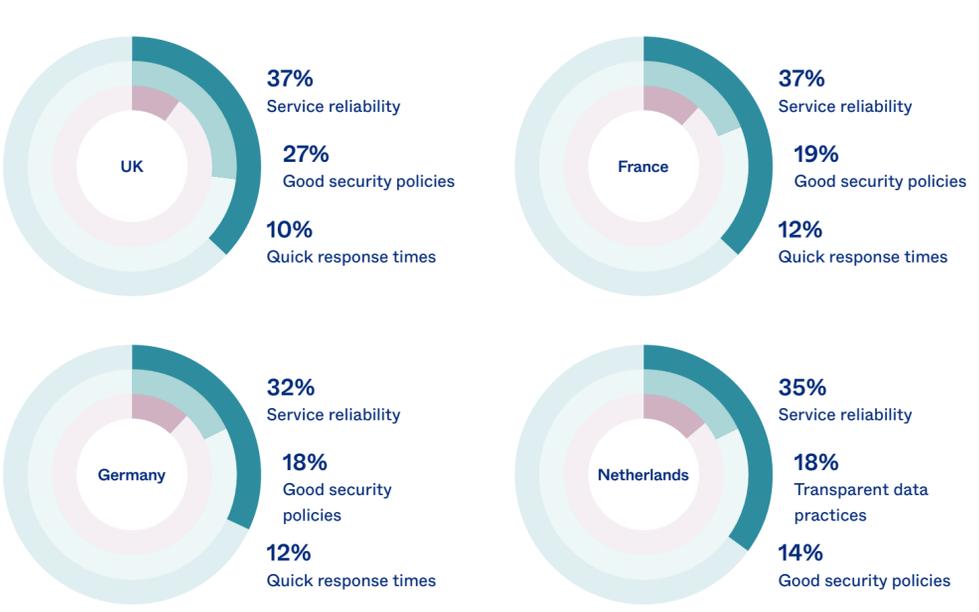
How customers and employees perceive trust

We spoke to thousands of office workers across the UK, France, Germany and the Netherlands to find out what makes people trust digital brands, what breaks that trust, and how retail workers have changed their online behaviour in a year when remote working became the norm. [See the full report here.](#)

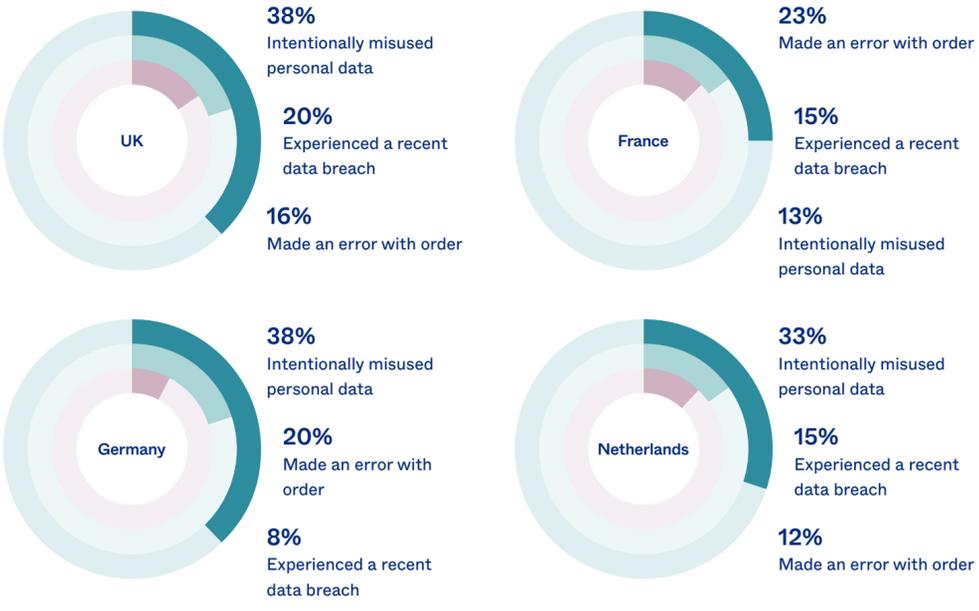
Trust is crucial to succeed in today's landscape



What makes customers trust a brand?



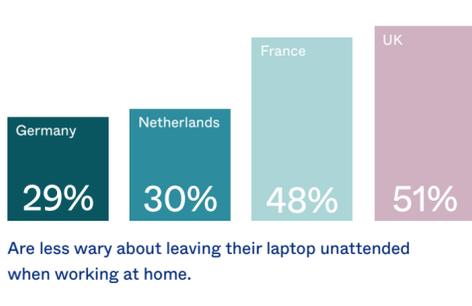
What breaks our trust in brands?



Retail employees working from home are facing new security threats

10% Have been the victim of a cyberattack during the pandemic

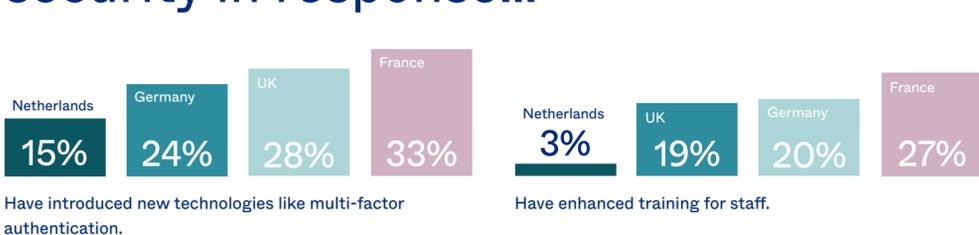
Some are letting down their guard at home



But digital security threats are on their mind



Retailers are stepping up security in response...



...but many staff remain unaware of their efforts



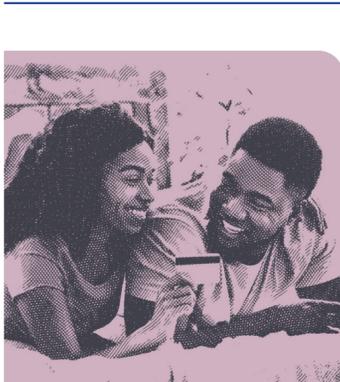
Just Eat: delivering the right apps to the right workers



Online food delivery firm Just Eat faced a challenge: how to keep growing in an agile and secure way without overloading its team of developers.

It chose Okta to deliver a specialised identity management solution for its 14,000 employees worldwide. Via the Okta Identity Cloud, it could easily manage identities and entitlements to give workers fast access to the apps and services they needed. Next, the company plans to bring thousands of delivery drivers on board.

[Read the full story](#)



Building a future of trust with Okta

Identity is the foundation to build trust-based, secure organisations. With the Okta Identity Cloud, you can confidently create the best digital experiences for your employees and customers, wherever they are.

Secure your employees – wherever they are – with Okta's [workforce identity solutions](#). Get the tools to secure and automate work journeys, with full support for hybrid environments along the way.

Use Okta's [customer identity solutions](#) to build secure, seamless customer experiences that your developers and users will love.