Trust Scores > Pass/Fail Checks
Continuous verification beats one-time attention gates

A team had "high pass rates" but low confidence in outcomes.

The Situation

Study Context

Study: Multi-wave brand + message testing (always-on).

Goal: Stable segments + repeatable lift across waves.

Old System: 2 attention checks + speed threshold + manual review.

⚠ The Problem

Data "passed" all checks, yet results didn't replicate in the real world.

What They Observed

Red Flags (Despite High Pass Rates)

⏱
Completion times clustered too tightly.

🖌
Open-ends sounded polished and templated.

🔀
Wave-to-wave segments shifted unpredictably.

📊
Low natural variance in rating grids.

Key Realization: Pass/fail checks catch obvious mistakes—not optimized fraud.

Root Cause: Why Gates Failed

- **Bots** trained to pass attention checks.

- **Professional Respondents** recognize trap patterns.

- **AI-Assisted Answers** pass "human smell tests".
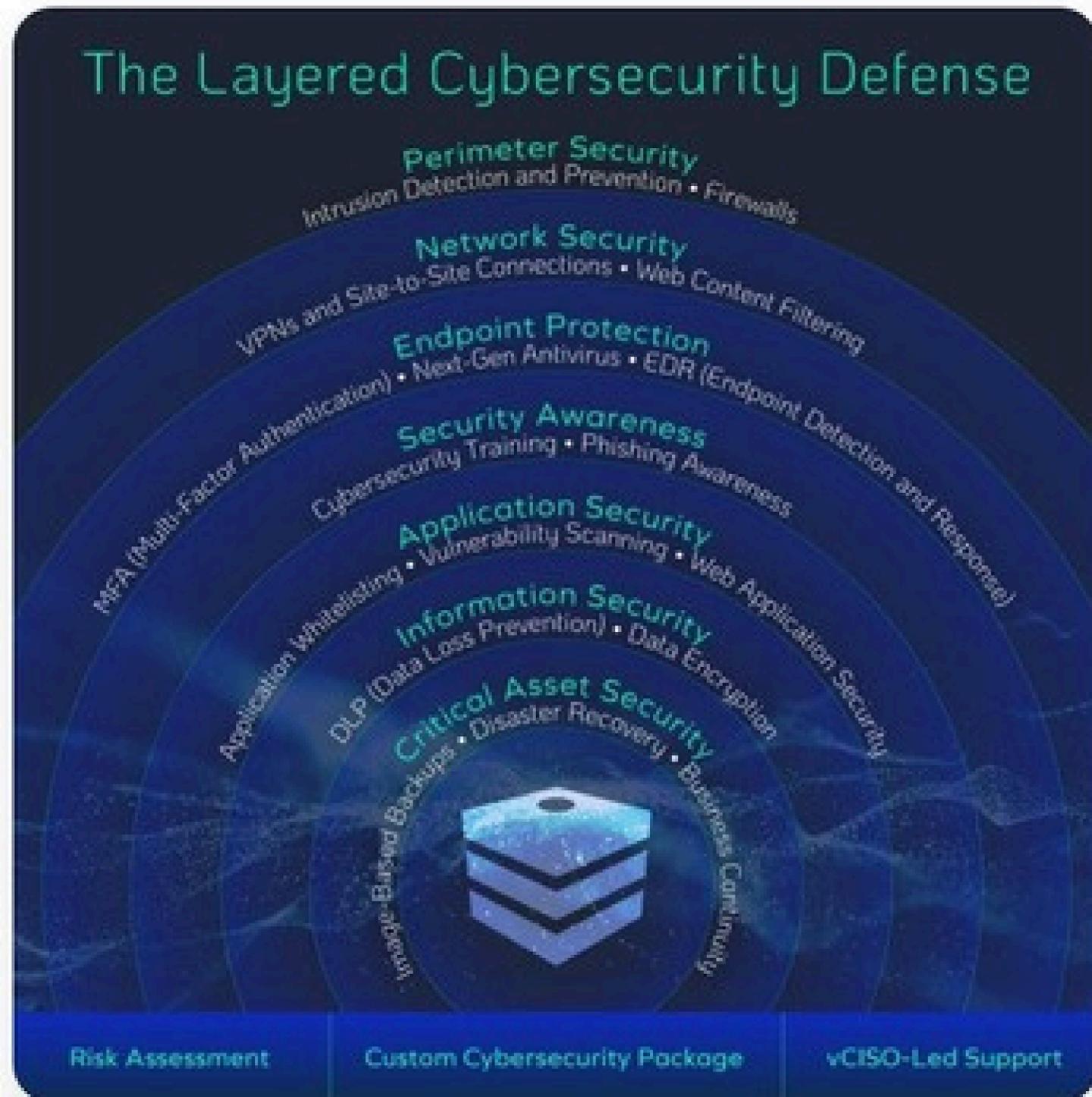
- **Rotation** across panels creates "new" identities.

Quality isn't a gate—it's a signal.

The New Approach: Trust Scores

The Layered Cybersecurity Defense

Perimeter Security
Intrusion Detection and Prevention • Firewalls

Network Security
VPNs and Site-to-Site Connections • Web Content Filtering

Endpoint Protection
• Next-Gen Antivirus • EDR (Endpoint Detection and Response)

Security Awareness
Cybersecurity Training • Phishing Awareness

MFA (Multi-Factor Authentication)

Application Security
• Vulnerability Scanning • Web Application Security

Application Whitelisting

Information Security
DLP (Data Loss Prevention) • Data Encryption

Critical Asset Security
• Disaster Recovery • Business Continuity

Image-Based Backups

Risk Assessment   Custom Cybersecurity Package   vCISO-Led Support

Replaced pass/fail with a **Trust Score (0-100)** computed throughout the survey.

Identity — Repeat device, session patterns, duplication.

Timing — Micro-timing irregularities, section-level pace.

Behavior — Straight-lining signatures, grid anomalies.

Content — Templating, AI-like structure in open-ends.

Consistency — Contradictions across related questions.

100

Operational Rules

Fieldwork Logic

<40	Auto-reject immediately.
40-60	Hold for review / de-prioritize.
60-80	Accept with monitoring.
80+	High-confidence sample.

🔔 Live Alerts Triggered When:

- Low-score rate spikes above threshold.

- Supplier's average trust drops suddenly.

- Segment composition changes due to low-trust influx.

Business executive looking at real time alerts on tablet

Outcome & Takeaways

Impact

- Segment stability improved across waves.
- Fewer "perfect" but non-replicating responses.
- Better alignment between insights & campaign.
- Faster stakeholder sign-off.

Blanc Research

Core Takeaways

Pass/fail checks are necessary, not sufficient.

Continuous verification beats late-stage cleaning.

Trust Scores make quality measurable and operational.