

TrustLogic® KPI Driver Analysis Questionnaire and outputs

Free outputs

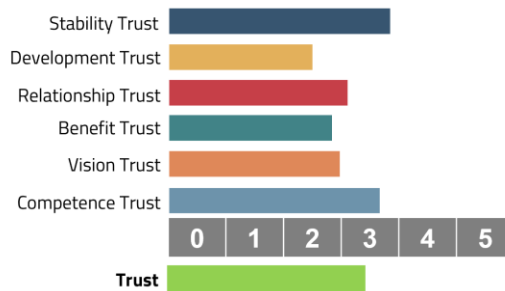
Do it yourself output

You can conduct some of the analysis yourself, or with your suppliers.

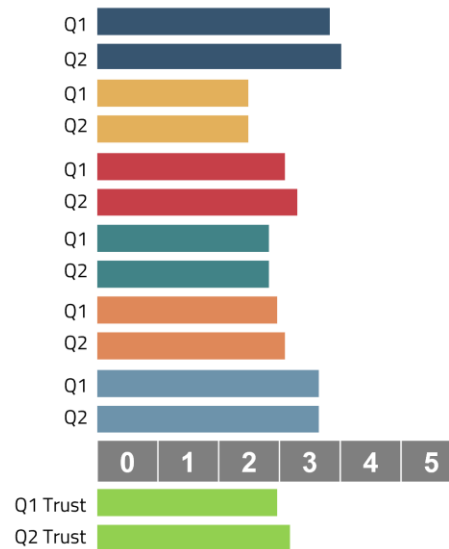
What your trust is made of

This analysis shows you how strongly you are trusted in each of the TrustLogic® Dimensions (buckets). You can cut the data by any of the socio/demographic statements and product usage statements you included. An interesting cut is always by NPS. Satisfaction and overall Trust level.

You can also track your performance over time. Some clients include just the TrustLogic® Dimensions that drive their KPIs highly in their continuous tracking. That way they get a shortened survey and still see how they improve.



The TrustLogic® Success Track



Free trial TrustLogic® Driver Analysis

Send us the trust-related data and we do your first, top-level- driver analysis free of charge.

See what kind of trust drives your NPS, Customer Satisfaction and Trust.

If you include a competitor or other benchmark brand, we also tell you their trust drivers to reveal your differentiation potential.

Get in touch and one of our team will support you all the way.

Your brand



Competitor



What else you can do with TrustLogic®

Use the TrustLogic® Driver recommendations with confidence

Implement the TrustLogic® Drivers with confidence. The driver analysis to tell you which TrustLogic® Dimensions are most important to building more trust was developed with as much rigour as the TrustLogic® understanding itself. Over a three-year period, we crunched data with statisticians and data scientists from previous and current projects and used different regression

methods and custom coding. In looking at the different results we implemented the driver analysis outputs with live clients to make sure that the TrustLogic® Driver Analysis results translate into action that improves the results as desired. This has led us to a specific algorithm in conjunction with other statistical analyses to give you the right guidance.

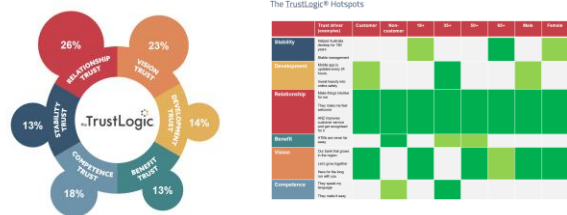
The analysis we do for you (at first)

The TrustLogic® Driver analysis uses custom algorithms. If you license TrustLogic® Driver Module to use in your surveys, we supply you with the algorithms to use them internally and with your partners – and, of course, onboard you in the analysis, interpretation and action recommendations.

If you use live dashboards, you can include the statements and algorithm to get live updates at a strategic and touchpoint level.

Which TrustLogic® Dimensions are most important to build more trust?

The TrustLogic® Hotspot Analysis shows you all your relevant audience (segment, use) similarities and differences

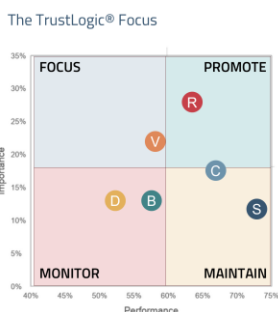


We show you which TrustLogic® Dimensions drive your trust and other KPIs most

The TrustLogic® KPIs

	Trust	NPS
Stability		
Development		
Relationship	26%	29%
Benefit		20%
Vision	23%	18%
Competence	18%	

We recommend what action to take with each of the TrustLogic® Dimensions



‘As a tool, the TrustLogic® has a sound scientific basis, yet the delivery and communication of the model is very easy to understand and engage with. Where there have been questions, the team has patiently taken the time to work through explanations, keen to ensure that we derive maximum value and clarity through the process. Through our interactions, we have been pleased to validate various hypotheses around reasons for trust and identify important opportunities for further exploration through an iterative partnership of working together.’
 Matt Pryce, Senior Advisor Research & Insights, Salvation Army

What else you can do with TrustLogic®

We show you which Trust Proof Points/messages are most effective in filling your priority TrustLogic® Dimensions (buckets) and guide you on how to implement them. We also provide you with a predictive score.

The TrustLogic® Predictor

	High-Scoring Trust Proof Points	Opportunity
Relationship trust	26% <ul style="list-style-type: none"> Engage with the community and address its concerns and needs that they may need. Ask the members of an organization to use TrustLogic®. Clubs and Char. Organizations to use TrustLogic®. Use community and government from the local level to the global future. 	Predicted Trust increases: +12% Predicted NPS increases: +11%
Vision trust	23% <ul style="list-style-type: none"> Get the most valuable citizens to the most critical and dangerous places with the opportunity of a leader to. 	
Competence Trust	18% <ul style="list-style-type: none"> Provide the path the right tools to achieve what I want to achieve doing. Have all the experts address priority systematically. Partner with other NGOs and Governments. 	
Development Trust	14% <ul style="list-style-type: none"> Facilitate ability to identify an individual's ability and power with the other organizations and events and their implementation. Have development training initiatives to support self-help. Have the government and NGOs who are in a position to work together and work on the same way for the future. 	
Benefit Trust	13% <ul style="list-style-type: none"> Enable children and their communities to experience more successful steps. Form life-saving interventions to standing on their own feet. 	
Stability Trust	13% <ul style="list-style-type: none"> Over 100 years Over 100 countries Over 20,000 staff and 100,000 volunteers 	

Your opportunities for differentiation become clear. Even in categories where there is supposedly little differentiation, we typically find that brand trust is driven quite differently.

The TrustLogic® Comp



You will know how your and your competitors' TrustLogic® Drivers shift.

What drives your trust will shift based on your activity, competitive activity, and regulatory and economic environment. The regular update makes sure you capture the trends and stay ahead and relevant.

The TrustLogic® Trends



TrustLogic® Module

Use the TrustLogic® with confidence

Developed with supervision from psychology professor Wilhelm Salber, the father of the most modern psychology, the TrustLogic® is scientifically correct. In modelling the quantitative measurement with worked with statisticians and data scientists. We modelled different numbers of statements per TrustLogic® dimension (trust bucket) and different wordings. Possibly because the psychology is so correct, we found that one statement per TrustLogic® dimension captures that respective trust and the six statements together capture trust in totality. For languages other than English, please contact us. We have calibrated the statements for many other languages.

The text marked in green is for programming direction only.

We can tell quite well why we trust another person. It's the same with brands and organisations.

Please read the following statements and tell us your level of agreement.

[These statements should be randomised. Repeat for each brand you want to check. Please note that the wording is different for reputation, people and charities.]

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Agree strongly
[Brand] has built a strong foundation					
[Brand] will develop well in the future					
[Brand} relates well to people like me					
[Brand] is valuable to me in my life					
[Brand} has a vision and values I find appealing					
[Brand] has what it takes to succeed					

Feel free to try the six statements of the TrustLogic® in one of your surveys for free and we give you a free topline driver analysis. The TrustLogic® statements are the result of 20 years of research and are protected by copyright. By using all, some or parts of the six statements, you acknowledge that the six statements, in any combination and wording choices, of the TrustLogic® are © Stefan Grafe. If you use them with other parties, you will provide them with this page to ensure they also acknowledge the copyright. When included in presentations, you agree to accompany the results with the Trustlogic® logo and www.trustlogic.info

Key Performance Indicators

Most likely you already have your KPI statements. If you do, but don't have TRUST included, please add trust as a variable.

If you don't have your KPI statements included, you can use those below.

We found that it is quite interesting to check Trust and your KPI at the same time. For example, we see small shifts between the drivers of trust and NPS. Typically, the same two or three key Trust Buckets are the same, but sometimes in a different priority. In qualitative testing we found that this is due to respondents thinking of tangible aspects they could say when scoring 'likelihood to recommend'. Asked about trust though, they didn't feel they had to rationalise and verbalise.

Net Promoter Score/Advocacy and Loyalty/Consideration

To be able to analyse which TrustLogic® Dimensions (buckets) drive your KPIs most, please include the following statements and include your KPIs.

Please tell us your level of agreement to the following statements.

[These statements should be randomised.]

	Not at all likely	Not likely	Neither likely, nor unlikely	Likely	Very likely
How likely are you to recommend [Brand] to family and friends (Net Promoter Score®)					
How likely are you to buy the products/service of [Brand] in the next 12 months? (consideration or loyalty)					

Trust and Customer Satisfaction

Please tell us your level of agreement with the following statements.

[These statements should be randomised. with]

	Totally disagree	Disagree	Neither disagree, nor agree	Agree	Agree strongly
[Brand] is a brand/organisation I trust (Trust. This is a critical statement for the driver analysis)					
I am satisfied with the products/services of [Brand] (Satisfaction)					

Additional considerations

Trust Proofpoints

These are the attributes, features and facts that will make you more trustworthy to your customers and prospects.

At the start you can use your current brand and attribute statements and refine them based on efficacy over time. When you think about the statements you use, go by intuition and make sure you feel you include statements that deliver on each of the TrustLogic® Dimensions (buckets).

If you do the TrustLogic® Driver Analysis first, it helps you to narrow down the statement batteries.

We can tell quite precisely which aspects of a person or brand are more or less important to us. Please read the following statements and tell us how important each aspect is to you with regard to [Brand].

Table with statements and scale

- Not important at all
- Not important
- Neither important nor unimportant
- Important
- Very important

Product/Service usage

How frequently do you use the following brands?
(table with brands and scale 'never', 'sometimes' 'regularly', 'often', 'very often'. Randomise the brands)

Which of the following products of [Brand] do you use?
(radio button)

- Product/service
- Product/Service

How much do you estimate you spend with the brand you use?
(Table with brands and spending brackets)

Do you intend to spend more or less with [Brand] over the next 12 months?

- (radio button)
- Much less
 - Less
 - The same
 - More
 - Much more

Socio-demographics

These are typical inclusions, and you can amend them. If you already have segments, include your segment identifiers.

Please tell us a little bit about yourself. All your data stays anonymous, and it will help us to improve our products and services.

What age bracket do you fall into?

(radio button)

- Under 18
- 18-34 years
- 35-44 years
- 55-64 years
- 65-75 years
- Over 75 years
- Prefer not to say

What is your gender?

(radio button)

- Female
- Male
- Transgender
- Prefer not to say

What is your annual approximate household income?

(radio button, add the right currency)

- Under 50,000
- 50,000 – 99,999
- 100,000- 149,999
- 150,000- 200,000
- Over 200,000

What is the highest educational level you achieved?

(radio button, add the right currency)

- High school
- College
- University degree
- Post graduate degree

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Let us help you to grow with vision,
precision and certainty®

Our story has been unfolding for 20 years
on the land where the Wurundjeri people
have shared their stories for millennia. We
honour their legacy and pay our respects to
their elders, both past and present.

132 Cremorne Street
Cremorne (Melbourne)
3121 Victoria,
Australia

Say hello

intouch@mextconsulting.com
03 91919954honour

the **TrustLogic**.