



Trust is the root cause of your success – and now you can build and manage it reliably.

Think about your own decisions. When you truly trust someone, the choice becomes effortless. The deliberation stops. You recommend them without hesitation. You choose them instinctively. You stay, even when alternatives emerge.

And when you trust one option most? There's no decision left to make.

This isn't just intuition. It's how everyone decides.

Trust is the invisible architecture beneath every choice your clients make. The more they trust you, the easier you make their world. The more certain their decisions become.

The data confirms what you already know.

In our clients' data, trust is always the number one or two driver. It accounts for around 80% of your Key Performance Indicators—NPS, consideration, loyalty, reputation. Those metrics you track? They're not measuring trust. They're measuring trust's outcomes.



Trust—and TrustLogic®—drives the vast majority of your Key Performance Indicators. If you want to improve, more trust is the key.

The greater your trust advantage, the greater your competitive edge. The higher the value you create for those who matter most. That's why understanding what drives your trust—and managing it strategically—changes everything.

It's how you break free from category-average performance. How you transform trust from something you hope for into something you build, measure, and multiply.

You've always known trust matters. Now you can make it work.

Customers, donors, community, people, investors, regulators. Whatever role we play, our behaviors shift in predictable ways as trust grows.



The robust analytics to understand your trust and drivers of your success. Integrated with your systems and our TrustAI to action instantly and at scale.

Know what drives your trust and KPIs and where to focus.

Example: Focusing on future success aspects and competencies in communication drives 57% of your trust and 48% of your NPS

Get clear recommendations and ideas.

Know how effective TrustLogic® is in improving your KPIs (e.g. NPS, Reputation, Retention, Consideration, People Engagement)

Know your level of trust.

Align with your KPI performance (choose up to four).



Track your progress.
See your competitive trust advantage grow.

Know what your trust is composed of and how it develops.

Scientifically and practically proven method to measurably grow your KPIs and increase your trust advantage

Benefits:
Simple. Integrated. Affordable. Instant.

- Monthly tracking pulse. Quarterly personal review.
- Change alerts and recommendations.
- AI Trust Expert to execute in all functions.
- Integration into your dashboards.
- TrustAccelerator Journey to achieve results fast.
- Highly rated by teams for clarity and value add.

- **Unlimited** TrustLogic® use in your/partner surveys.
- **Unlimited** TrustLogic® Analysis.
- **Dedicated** Account Management.

Full-service study + Action Journey & TrustAI + Tracker:

US\$ 16,000 € 16,000 A\$ 24,000 £ 13,000 per year

Prices subject to change. Typical subscription. Extra charges may apply (e.g. dashboard integration, external sample).

Easily integrates into any survey.