



Great Place To Work®

Packages and investment

most popular

Packages

To make it as easy as possible, you can choose from three packages: Assess, Analyze and Accelerate.

The difference between the packages lies in the level of insight and guidance and the ability to use extras.

Each package is based on the Trust Index employee survey. With each package, you can get certified (as of 10 employees) and compete in the Best Workplaces (as of 20 employees).

Here's an [explanation](#) of the terms in the table.

Explanation of symbols

- ★ Recognition
- Results
- Guidance
- ▲ Extras

Part of the package	Assess	Analyze	Accelerate
★ Certification and Best Workplaces	✓	✓	✓
■ First impression	✓	✓	✓
■ 100% insight	-	✓	✓
■ Filter and compare results	-	✓	✓
■ Manager access	-	✓	✓
● Customer Success Manager	-	✓	✓
● Onboarding	-	✓	✓
● Navigation	-	✓	✓
▲ Add your own questions	-	✓	✓
▲ Pulse surveys	-	-	✓
▲ Invitation via QR-code or login page	-	-	✓
▲ International survey	-	-	✓
▲ Pre-specify organizational structure	-	-	✓

Investment

For each package, we work with a tiered price per number of employees. We ultimately determine the price based on the number of employees invited to the Trust Index employee survey.

If you want to participate in multiple countries, we will make a custom price proposal.

These annual prices are valid per year for a three-year contract. Every year the prices are adjusted on January 1st with an inflation correction from CBS. The prices you see in this table are valid for participating in 2024.

Would you prefer a one-year contract? Then 10% will be added to the annual price.

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Number of employees	Assess	Analyze	Accelerate
10 - 19	€ 2.135	€ 3.210	€ 4.013
20 - 49	€ 3.071	€ 4.869	€ 5.992
50 - 99	€ 4.290	€ 8.025	€ 9.630
100 - 149	€ 5.004	€ 9.509	€ 11.410
150 - 249	€ 5.261	€ 9.997	€ 11.984
250 - 499	€ 6.153	€ 13.855	€ 16.626
500 - 999	€ 6.955	€ 17.157	€ 20.589
1000 or more	custom	custom	custom

These are the next steps

1. Free consult

Schedule a free consultation with one of our experts.

2. Collaboration proposal

You receive a collaboration proposal based on the package that best fits your organization and goals.

3. Start date

After signing the proposal you schedule a start date for the employee survey.

4. Employee survey

The survey is open for two weeks.

5. Get started with the results

Based on the results, you start working on your culture. Your Customer Success Manager will help you with this.

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Need advice on which package suits your organization best?

The Trust Index™ is our employee survey that measures trust, pride and camaraderie in your organization. It provides reliable insights and practical tools to get started with your organizational culture.

Click on the red button below to schedule a free online consultation with one of our experts. After the call, you will receive a customized proposal.

- ✓ Personal advice
- ✓ Free and non-binding
- ✓ At your convenience

[Plan a free consult](#)



Got a question or comment? Give us a call or send an email:

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Investing in trust always pays off

A low culture of trust can have financial implications with regard to absenteeism, burnout, turnover and the recruitment of new employees:

- One day of absenteeism costs an average of €260 ([source](#))
- Per employee, absenteeism due to work stress costs €11,000 in salary costs ([source](#))
- Recruiting a new employee costs an average of €4,500 ([source](#))
- Replacing an employee costs 21% of that employee's gross annual salary ([source](#))

The average amount an organization spends on absenteeism costs per employee is 1.5 times the annual salary. This is the absence of the person himself, including the replacement costs (think of loss of production, registration and guidance).

In addition to the financial consequences, absenteeism especially has a great impact on the employee himself. As an organization, you have a responsibility to create a safe working environment and also to be there for your employees when things are not going well. Moreover, absenteeism not only impacts the life of the employee himself, but also the people around him or her.

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Calculation example

In this example, we assume an organization with 1,000 employees and an average annual salary of €38,000 in 2022 (CPB).

Absenteeism rate: 5.6%*
Absenteeism costs per year: €2,128,000

Organizations that are Great Place To Work-Certified have an average absenteeism rate of 3.9%. In this example, that results in the following numbers:

Absenteeism costs per year: €1,482,000
Cost savings per year: €646,000

Obviously, this is a big step. Suppose absenteeism decreases to 4.5%. That yields the following cost savings:

Cost savings per year: €418,000

*Average absenteeism rate in the Netherlands in 2022 (CBS).

This is what participation yields

01

Reliable insight into your employees' perceptions of the level of trust, pride and joy in your organization

02

Increased mutual trust and engagement among employees

03

Better mutual cooperation and vital employees

04

Engage with your employees about areas for improvement

05

Better results, including lower absence and higher productivity

06

Structure and tools for leadership and organizational development

07

A positive approach to improving your organizational culture

08

A stronger employer brand

+3.75x

Organizations that score high on trust have 3.75x greater revenue growth.*

+1.75x

Organizations that score high on trust attract 1.75x more applicants.*

-2.2x

Organizations that score high on trust have a 2.2x lower employee turnover rate.*

*Organizations with a Trust Index score between 70-80% versus 90-100%.

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"We have found in Great Place to Work a foothold that we had not yet been able to create on our own. Improvements surface more quickly now that more and more colleagues are participating and thinking along.

We also notice that new colleagues join immediately and experience hardly any barriers to express themselves. And thanks to Great Place to Work, we get feedback from colleagues that might otherwise remain simmering for longer. So we can pick up signals earlier, pay attention to them and do something with them.

More importantly, feedback that colleagues hear from each other is more easily discussed together. That openness is incredibly valuable for a company like Ciratum."



Martijn Ockers
CEO at Ciratum

"Participating in Great Place To Work makes our organization an attractive employer. It sets us apart from the rest. We show that we are certified: it is on our website, we mention it in our vacancies and during job interviews, it is visible in our office and we share it on social media.

It really is part of our employer branding. Especially in a tight job market, being Great Place To Work-Certified is extra valuable."



Mirella Lenters
Manager at HLB Blömer

★ **Certification**

With each package, you can get certified if you meet the certification requirements. Certification is 100% based on Trust Index results.

★ **Best Workplaces**

Certified organizations have a chance to win a spot on the Best Workplaces list. We announce this list of the best employers in the Netherlands every year.

■ **First impression**

You will discover how your organization scores on the 5 dimensions of the Trust Index. You will also gain insight into the 5 highest and 5 lowest scoring statements.

■ **100% insight**

You get full insight into all the results of the Trust Index. That means: the scores on the 60 statements and the answers to the 2 open-ended questions.

■ **Filter and compare results**

Filter the results by age, gender and position and compare your results with those of other organizations.

■ **Manager access**

Give managers access to the results of their own department or team.

● **Customer Success Manager**

A Customer Success Manager is your first point of contact and supports you before, during and after the survey for a successful process.

● **Onboarding**

During the onboarding, you will meet your Customer Success Manager. Things like support, goals and planning will be discussed.

● **Navigation**

During the online navigation, your Customer Success Manager will take you through the results of the survey.

▲ **Pulse surveys**

Pulse surveys are interim measurements. They allow you to measure your progress or research specific themes at the department or team level.

▲ **Invitation via QR-code or login page**

If your employees do not have a business email address, you can invite them via a QR code or general login page.

▲ **International survey**

Does your organization have offices outside the Netherlands? It is possible to conduct the Trust Index in multiple countries.

▲ **Pre-specify organizational structure**

Specify your organization's structure while preparing the Trust Index. This means employees don't have to do this themselves when completing the survey.

Contact

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