



Great Place To Work®

Packages and investment



Packages

You can choose from three packages: Assess, Analyze and Accelerate. Each package is based on the Trust Index employee survey.

The difference between the packages lies in:

- The level of insight into the results
- The guidance during the process
- The ability to make use of extras

With each package you can get certified (as of 10 employees) and have a chance of winning a spot on the Best Workplaces list (as of 20 employees).

→ **Explanation of the terms in the table**

| 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 | - | ✓ | ✓ |
| Results review | - | ✓ | ✓ |
| 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 2025.

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

| Number of employees | Assess | Analyze | Accelerate |
|---------------------|---------|----------|------------|
| 10 - 19 | € 2.240 | € 3.367 | € 4.210 |
| 20 - 49 | € 3.221 | € 5.108 | € 6.286 |
| 50 - 99 | € 4.500 | € 8.418 | € 10.102 |
| 100 - 149 | € 5.249 | € 9.975 | € 11.969 |
| 150 - 249 | € 5.519 | € 10.487 | € 12.517 |
| 250 - 499 | € 6.454 | € 14.534 | € 17.441 |
| 500 - 999 | € 7.296 | € 17.998 | € 21.598 |
| 1000 or more | custom | custom | custom |



Want to know which package is best for your organization?

Schedule an introductory meeting with one of our experts. During an online introduction, it's all about your organization and your needs. That way, together we can find out how we can help your organization. Our experts will then take you through our approach and come up with tailored advice.

What to expect:

- An introduction takes 30 minutes
- Completely free of obligations: no strings attached
- Get tailor-made advice and ask all your questions

[Plan a meeting](#)

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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%.



"Participating in Great Place To Work makes our organization an attractive employer. It sets us apart from the rest. Especially in a tight job market, being Great Place To Work-Certified is extra valuable."

■ **Mirella Lenters**
Manager bij HLB Blömer

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 € 300 ([source](#))
- In 2022, absenteeism due to work stress costs € 14,000 per employee ([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.

Calculation example

In this example, we assume an organization with 1,000 employees and an average annual salary of € 46,900 (2023, CBS).

| | |
|------------------------------------|-------------|
| Absenteeism rate: | 5.3%* |
| Absenteeism costs per year: | € 3,728,550 |

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: | € 2,743,650 |
| Compared to average Netherlands: | -€ 984,900 |

Obviously, this is a big step. Suppose absenteeism decreases with 10% to 4.8%. That yields the following cost savings:

| | |
|-------------------------------|-----------|
| Cost savings per year: | € 351,750 |
|-------------------------------|-----------|

*Average absenteeism rate in the Netherlands in 2023 (CBS).

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.

Results review

During the online results review, 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.

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