World Trust Index

Frequently Asked Questions

What is the World Trust Index? (WTX)

The World Trust Index is a comprehensive, global platform that verifies and unifies a company's public ethical policies and commitments into one clear, shareable mark of trust. It combines verified policies with a proprietary trust rating to help investors, customers, and employees quickly assess a company's integrity and commitment to ethical excellence.

What is the World Trust Rating? (WTR)

The World Trust Rating is a global benchmark that measures an organisation's trustworthiness based on organisational policies related to trust as well as the combined Promoter Scores from both customers (CPS) and employees (EPS). It provides a clear, transparent, and standardised way to evaluate and communicate trust across industries.

Who is eligible to participate in the WTX?

Any organisation, regardless of size or industry, can participate in the WTX. Eligibility is based on the ability to provide verifiable promoter score data from both customers and employees. Therefore, organisations must have at least 1 direct employee and 1 customer. The expected response and coverage rates of the promoter score data requirements are adjusted according to the size of the organisation. The term customer is used by the WTX but may be used interchangeably with clients, students or patrons or other such term depending on your industry.

How is the World Trust Rating calculated?

The WTR is calculated using an online evaluation. An organisation will complete the evaluation, answering questions related to organisational policies and procedures, input and certify Customer promoter score data, and input and certify Employee promoter score data.

The scores are then aggregated into a final rating, weighed against organisational policies and procedures that represents the organisation's overall culture of trust.

What information and materials do I need to prepare to complete the World Trust Index and World Trust Rating certification?

World Trust Index Certification:

Company Name

Annual Revenue

Number of Employees

Number of Customers

Structure

Operating Geographies

Industry/Sector

Company Mission

Company Values

Trust, Ethics & Compliance Policies as follows:

Code of Ethics/Code of Conduct

Supplier Code of Conduct Policy

Environmental, Social and Governance (ESG) / Corporate Social Responsibility (CSR) Policy

Diversity, Equity and Inclusion Policy

Anti-Bribery and Corruption Policy

Data Privacy Policy

Whistleblower Policy

Modern Slavery Statement / Policy

For The World Trust Rating:

1. Your Customer Promoter Score - cPS (Number)

2. Your Employee Promoter Score - ePS (Number)

3. Authority to sign an online declaration certifying the accuracy, integrity and validity of the promoter scores submitted.

4. Promoter Score Coverage and Response Rates.

5. ONE (1) of the following pieces of evidence:

Summary Report from Survey Tool:

- Upload an exported summary report of your promoter scores from your survey platform (e.g., SurveyMonkey, Qualtrics, Survey Sparrow etc.).

(OR) Third-Party Verification Certificate:

- If applicable, upload a certificate or letter from an external firm that conducted or verified your surveys.

All evidence should have all PII information removed.

What are the criteria to become a Certified Member?

In order to become a certified member of the World Trust Index an organisation must meet the following minimum criteria:

1. You must provide evidence you are a bonafide registered company.
2. You must have a company mission and values that are published and public.
3. You must have at least 1 (one) public policy in place and linked to your profile.

We are committed to transparency. The certification process allows organisations to select the following responses:

Do you have X policy in place?

1. Yes - PUBLIC - This policy is published and available to the public.

2. Yes - PRIVATE - This policy is private and for internal use only.

3. No - We plan to establish one over the next 12 months.

4. No - We do not currently have plans to establish one.

Do we need to have ALL of the policies mentioned in The World Trust Index member profile?

We are committed to transparency. The certification process allows organisations to select the following responses:

Do you have X policy in place?

a) Yes – PUBLIC - This policy is published and available to the public.
b) Yes – PRIVATE - This policy is private and for internal use only.
c) No – We plan to establish one over the next 12 months.
d) No – We do not currently have plans to establish this policy.

Our policies contain sensitive information and are not available to the public. Can we participate?

We understand that some policies need to remain private. The WTX offers a way to show the public that you have a policy in place without having to display their contents with the public. You will need to share this policy with the WTX as part of your online certification. We will review and mark this policy as verified on your profile without sharing the policy itself.

As an example, your public member profile will show:

Code of Ethics / Code of Conduct

a) Verified - Private
b) Verified – Public (Includes a link to your policy)
c) Plans to establish policy over the next 12 months
d) No current policy in place

What is the 1 Billion Acts of Trust initiative?

We are living in a trust crisis. We don't know who or what we can trust right now. Every day, there are over 1 billion attacks around the world that attempt to mislead, steal or exploit our bank accounts or personal freedom. It's getting harder and harder to tell the good from the bad. The World Economic Forum estimates that it costs the world 1 billion dollars every hour. The World Trust Index has launched the 1 Billion Acts of Trust initiative to build and elevate honesty and trust on a global scale. We believe in the power of people. For every new member of the WTX we will add the total number of your employees with and the total number of your customers to our 1 Billion Acts of Trust initiative. By showing your commitment to upholding trust to each of and every one of your customers and employees, we hope to elevate honesty and trust on a global scale.

Can organisations participate in the WTR without submitting promoter score data?

Participation in the World Trust Rating requires submission of promoter score data for both customers and employees. This ensures that the trust rating is based on comprehensive, balanced feedback and may be benchmarked against peers and other organisations.

What benefits do organisations receive by participating in the WTX?

Participation in the WTX provides organisations with a globally recognised trust rating, enhancing their reputation and credibility with customers, employees, and stakeholders. It also allows organisations to benchmark their culture of trust against industry peers.

Can small businesses, startups, schools and universities participate in the WTX and WTR?

Yes, the WTX is designed to be inclusive of organisations of all types and sizes. Small businesses, start-ups, schools and universities can participate and benefit from becoming certified members of the World Trust Index.

What are the Promoter score survey question requirements?

Questions: Questions asked as part of the gathering of promoter score data should reflect the following typical language: "How likely are you to recommend our organisation on a scale from 0 to 10" "On a scale of 0 to 10, how likely are you to recommend our organisation/organisation name to a friend or colleague?" Small variations of this language may be considered. If you would like to check on the language your organisation uses for the purposes of the promoter score, please get in touch to discuss. Coverage/Response Rates: The World Trust Index understands that gathering promoter score data is complex. We encourage all organisations to survey as many customers and employees as possible. We expect that promoter score data provided by your organisation is in line with promoter response rate averages for the size of your organisation.

Why are companies able to submit their own data as part of the certification?

We understand and recognise that many organisations already undertake best practice in regularly gathering, reviewing, and responding to promoter score data. Many of these processes are embedded into complex CRM/HR systems and data. We verify user submitted data and in line with our values, extend trust to organisations that data submitted is of the highest integrity. For any rare occasion that organisations submit data that is of poor quality or attempts to deliberately mislead or falsely represent promoter data, an investigation will take place. Following the investigation, if the organisation has been found guilty of deliberately violating our values of trust and honesty, the organisation will no longer be eligible to undertake WTX or WTR and will be removed from the WTX indefinitely with any previous certifications or recognitions revoked.

How are annual certification dates managed?

Members complete the WTX online update and World Trust Rating and are assigned a rating on an annual basis. Members are assigned their rating for the year in which the certification takes place. Where certifications are completed part way through the year, the organisation will receive updated branding materials in December ready for use in the new year. For example: Organisation X received certification and their WTR in July 2025. The WTX will provide organisation X with 2025 Branding materials. In December, WTX will provide access to 2026 branding materials for Organisation X to use until annual recertification in July 2026.

What are the requirements for submitting our customer and employee promoter scores?

To ensure the integrity of the World Trust Rating, we require organisations to provide the following:

- **Complete the Online WTX Certification:**
    - Input your customer and employee promoter scores into our secure online platform.
- **Complete an online Signed Declaration:**
    - Sign an online declaration certifying the accuracy, integrity and validity of the all policy and data (including promoter scores) submitted.
- **Submit Additional Evidence (Choose One):**

Summary Report from Survey Tool:

Upload an exported summary report of your promoter scores from your survey platform (e.g., SurveyMonkey, Qualtrics, Survey Sparrow etc.).

(OR) Third-Party Verification Certificate:

If applicable, upload a certificate or letter from an external firm that conducted or verified your surveys.

Please ensure that ALL evidence submitted does not contain personally identifiable information (PII). Please take your time to review and ensure that all PII is removed.

Is there a minimum participation threshold or sample size required for our surveys?

Yes, to ensure the validity and reliability of your promoter scores, we require all organisations to achieve a **95% confidence level with a 5% margin of error** for both employee and customer surveys. This standard is essential for maintaining the credibility and accuracy of the World Trust Index and aligns with industry best practice.

Understanding the Calculations

- **Confidence Level (95%)**: This means you can be 95% certain that the sample accurately reflects the attitudes of your entire population.

- **Margin of Error (5%)**: This indicates that the true value of the promoter score is within ±5% of the observed value in the sample.

- **Population Size (N)**: Total number of individuals in the group (employees or customers).

- **Sample Size (n)**: Number of survey responses needed to meet the statistical requirements.

The sample sizes are calculated using the **finite population correction** formula for sample size determination.

Sample Size Breakdown

Population Size (N)	Required Sample Size (n)
50	44
75	63
100	80
150	108
200	132
250	154
300	174
400	196
500	218
750	254
1,000	278
1,500	306

2,000	323
2,500	333
5,000	357
10,000	370
20,000	377
50,000	381
100,000	383
1,000,000	384
10,000,000	384

Using a Sample Size Calculator

To determine the exact required sample size for your specific population:

Identify Your Population Size (NNN):

- Total number of employees or customers.

Input Values into a Calculator:

- Use an online sample size calculator like:

    o [SurveyMonkey Sample Size Calculator](#)

    o [Qualtrics Sample Size Calculator](#)

Enter:

    o **Confidence Level**: 95%

    o **Margin of Error**: 5%

    o **Population Size**: Your total number of employees or customers

    o **Proportion**: 50% (use 0.5 if unsure)

Obtain the Required Sample Size:

- The calculator will provide the minimum number of responses needed.

Why High Response Rates Are Required for Small Populations

Greater Proportion Needed: In smaller populations, each individual represents a larger percentage of the whole, so more responses are needed to accurately reflect the population.

- **Example**:

    o With 50 employees, each employee represents 2% of the population.

    o To achieve statistical significance, you need a higher percentage of responses compared to larger populations.

Example 1: Population Size of 50

- **Organisation**: A small company with 50 employees.

- **Required Sample Size**: 44 employees need to respond to the survey.

- **Implication**: You need responses from approximately 88% of your employees to meet the statistical requirement.

Example 2: Population Size of 100

- **Organisation**: A company with 100 customers.

- **Required Sample Size**: 80 customers need to respond.

- **Implication**: You need responses from 80% of your customers.

Example 3: Population Size of 200

- **Organisation**: An organization with 200 employees.

- **Required Sample Size**: 132 employees need to respond.

- **Implication**: You need responses from 66% of your employees.

Example 4: Population Size of 1,000

- **Organisation**: A medium-sized company with 1,000 customers.

- **Required Sample Size**: 278 customers need to respond.

- **Implication**: You need responses from approximately 28% of your customers.

Example 5: Population Size of 10,000

- **Organisation**: A large corporation with 10,000 employees.

- **Required Sample Size**: 370 employees need to respond.

- **Implication**: You need responses from about 3.7% of your employees.

What should the summary report from our survey tool include?

Your summary report should provide an overview of your survey results, including:

- **Total Number of Respondents:**

- o The number of individuals who completed the survey.

- **Calculated Promoter Scores:**

  - o Include the Promoter Score (PS) or equivalent metrics.

- **Survey Period Dates:**

  - o Indicate when the survey was conducted.

Ensure the report:

Is Exported Directly from Your Survey Platform:

  - o Use built-in reporting features for authenticity.

- **Excludes Sensitive Information:**

  - o Do not include any personal or confidential data.

  - o Please convert the report to pdf ready to submit.

What is a third-party verification certificate, and how do we obtain one?

A third-party verification certificate is a document provided by an external firm that conducted or audited your surveys. It should:

- **Confirm the Validity of Your Promoter Scores:**

  - o Attest that the data is accurate and collected ethically.

- **Be Issued on the Firm's Official Letterhead:**

  - o Includes the firm's logo and contact information.

- **Include Contact Details for Verification:**

  - o So we can reach out if needed.

To obtain one:

- **Engage a Reputable Third-Party Firm:**

  - o Use established survey or auditing services.

- **Request a Verification Letter or Certificate:**

  - o Upon completion of their services.

Do we need to submit World Trust Index and World Trust Rating information annually?

Yes, to maintain up-to-date certification and reflect current promoter scores, we require annual submissions following the same process.

How long does the review process take?

Our team aims to review submissions within **7 business days**. If additional information is needed, we will contact you promptly.

How does The WTX handle data discrepancies or concerns about data integrity?

Initial Review:

- Our team carefully reviews all submissions for completeness and consistency.

Follow-Up:

- If discrepancies are identified, we will reach out to you for clarification or additional information.

Commitment to Integrity:

- Maintaining trust in the certification process is paramount. Organisations found to have intentionally misrepresented data may face consequences, including revocation of certification and inability to participate in the WTX and WTR indefinitely.

What is the World's Most Trusted Companies (WMTC) honour list?

The World's Most Trusted Companies (WMTC) is an annual recognition by the World Trust Index that highlights and celebrates the top companies globally that demonstrate the highest levels of trust and integrity as demonstrated by their World Trust Rating. This prestigious list is a testament to the companies that consistently commit to building and maintaining trust with their employees, customers, and the community.

Who is eligible for the WMTC list?

Any organisation, regardless of size or industry, is eligible to be honoured in the annual WMTC list. Eligibility is based on the completion of a World Trust Index certification and the assignment of a World Trust Rating. This certification reviews the organisation's trust policies, and customer and employee trust scores.

How can our organisation apply for the WMTC list?

To apply, your organisation must first become a certified member of the WTX and receive your World Trust Rating. Taking part in this process provides the World Trust index with the necessary information to evaluate companies for the WMTC honour list. Wherever necessary WTX reserves the right to request additional documentation and evidence before publishing the honour list.

What benefits do companies receive by being listed on the WMTC?

Companies listed on the WMTC receive significant recognition and credibility, enhancing their reputation with customers, partners, and employees. They also gain the opportunity to access additional promotional materials including the WMTC brand package.

Is there a fee associated with applying for the WMTC list?

There is no application fee for the WMTC list. Any companies that are published on the honour list and would like to utilise the WMTC branding materials provided by WTX, including the year specific logo, may purchase a perpetual license and follow the brand guidelines to do so. Companies recognised on this list are of course free to communicate this honour without the WMTC branding or logo.

Will the WMTC list include all types of organisations?

The WMTC list is open to organisations of all sizes through participation in the WTX and WTF. The World Trust Index will categorise the recognition into similar size or types of organisations to help highlight and differentiate honourees. The WTX reserves the right adjust and recategorize the recognition at any time.

Is the WMTC certification based only on the highest WTR?

In the evaluation process for the World's Most Trusted Company (WMTC) list, an organisation's WTR is assessed in relation to its peers, considering factors such as industry, size, and operational context. Given that organisations operate in diverse industries with varying standards and averages, the trust score is contextualised to ensure fair comparison among similar entities. This approach recognises outstanding trustworthiness while allowing for differences in industry standards and practices.

How is the WMTC list published and promoted?

The WMTC list is published annually on the WMTC's official website and through various media channels.