

**TRUSTYOU**   
Culture Book  
2016 • SECOND EDITION





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Culture Book  
SECOND EDITION





## Welcome to the second edition of the TrustYou culture book!

Our company has come a long way, from a small idea making the travel experience better to a company with more than 120 employees. We have become the global leader for guest feedback insights within eight short years and we have big plans to grow it further.

2015 was an exceptionally exciting year for our company. We not only acquired Brand Karma assets and opened a new office in Japan to expand our presence in Asia, but achieved a major milestone: Google chose to display TrustYou's

TrustScores and Meta-Reviews within its search results and we now power a big part of the review experience on the world's largest search engine. Furthermore, we successfully rolled-out the TrustYou tool across one of the most important hotel chains, Accor Hotels, with more than 3,500 hotels. Also, 2015 marks the year where we have strengthened our important partnerships with important industry players, such as Kayak, Skyscanner, and Hotels.com by integrating Meta-Reviews. On the other end of the spectrum, we have seen tremendous success by winning many single and chain hotels as well as important destinations all across the world.

All of this would not have been possible without our extremely dedicated, motivated, and experienced team. Every day, each of our team members contributes to TrustYou's development, ensures that we offer sophisticated and high quality products, and gives full support and service to our clients. Without the individuals on our team coming together for one purpose, there would not be the success, growth, and culture that we are very

happy to experience. Our team is continuously expanding and with so much change taking place, having a good company culture is more important than ever.

Since culture evolves together with the people who create it, we asked our TrustYou family members what our culture means to them. The TrustYou Meta-Review – the summary of verified reviews – is the inspiration for our second edition of the Culture Book. Just like the Meta-Review, we asked our team to rate our company and apply a TrustScore, snippets, and a “Good to know” section to achieve a comprehensive overview, what our culture means to those who experience it every day. Furthermore, every employee was asked to contribute a visualization of our company culture from their perspective.

So, what does TrustYou culture mean to us? In our first edition of the Culture Book, we listed the 10 pillars contributing to the core of our culture. When we reflect about our culture today, we are proud to say that this foundation has not changed. We integrate these values

into all aspects of our working lives including our leadership principles.

**Our 10 pillars are:**

1. **Trust**
2. **Making customers happy**
3. **Pushing to the limit**
4. **Getting things done**
5. **Let’s test it and see what works**
6. **Make sure it scales**
7. **Team, Team, Team**
8. **Work Hard, Play hard**
9. **Family comes first always**
10. **You**

In summary, our culture is shaped by our employees and this book will show you exactly what working for TrustYou means to our team - our most important asset. Therefore, we invite you to take a peek into our team’s perception through snippets, pictures, scores, and personal experiences.

Enjoy reading!  
Ben & Jakob









# Employee Meta-Reviews



Cristian

employee since February 2013

90

Excellent

“work hard, play hard”

“yearly TrustYou family get-together at Oktoberfest”

“careful planning but difficulty in maintaining the scope”

### Good to know

TrustYou is a company that likes to have a friendly atmosphere at workplace while maintaining at the same time a high level of professionalism



Bilal

employee since November 2015



80

Very Good

“cool parties”

“fun activities”

“diverse interests”

### Good to know

Different people from different back grounds and interests with less communication barriers.

**DILBERT**

**BY SCOTT ADAMS**





**Bogdan**  
employee since July 2015

88

**Excellent**

"helpful and understanding colleagues"

"great team events and activities"

"fun parties"

### **Good to know**

Everyone is ready to give you a helping hand. Small team, big results.



# Steffen

employee since October 2008



90

Excellent

"Elite group of hackers, working hard to disrupt the travel industry"

"Proud to make products that are used by Google, Accor & many others"

"Great environment for motivated & talented people to develop and & themselves"

## Good to know

I love working with this team. Not a single person at TrustYou that I would mind getting stuck in an elevator with.

```
def run_trusty():
    """
    Make travel better by building nice products.
    (Also, always comment your code!)
    """
    try:
        # ok people, here we go:
        shit.get_done()
    except Failure:
        # oops. let's try again
        run_trusty()
    else:
        if datetime.today().weekday() != FRIDAY:
            # um, did we remember to send a newsletter?
            print("Announcing release") # Python 3 :)
            product.release()
        else:
            # program behavior undefined beyond this point:
            party()
```



**Michael**  
employee since January 2012

80 **Very Good**

"Funky and up market"

"Professional and cool"

"Help is everywhere"

**Good to know**

All team one! People help people for success in culture and business.



## Amira

employee since September 2015



90

Excellent

"Awesome team"

"Passion for travelling"

"Good vibes"

### Good to know

TrustYou team is like a big family, we are all based in so many different countries and cities. A really important thing is that we all might have different schedules, projects and working in different departments, but still everyone is always doing his best to communicate or make himself available for any request or question.







Azrina  
employee since August 2015



80



Very Good

"Vibrant and young"

"Work and beer"

"Helping one another in everything and anything"

### Good to know

The fact that you will never walk alone as everyone will help one another in anything and everything. TrustYou culture is full of energy, vibrant and young.





Kris

employee since November 2009

75

Good

"I love my team!"

"We help each other always!"

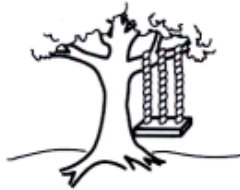
"We get things done!"

### Good to know

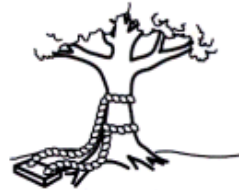
We learn from each other and grow!



AS PROPOSED BY THE PROJECT SPONSOR



AS SPECIFIED IN THE PROJECT REQUEST



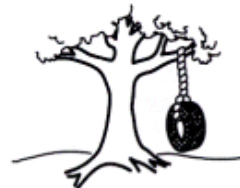
AS DESIGNED BY THE ENGINEER



AS PRODUCED BY MANUFACTURING



AS INSTALLED AT THE USER'S SITE



WHAT THE USER WANTED

**Evan**

employee since November 2015

**100****Excellent**

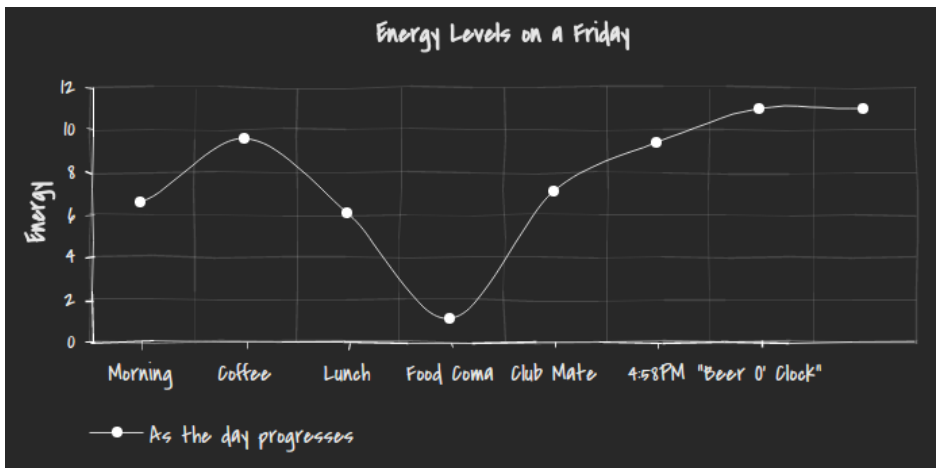
"always a friendly atmosphere"

"embraces open source tools"

"endless opportunities to learn and grow"

**Good to know**

Our workplace is quite a diverse environment with many people coming from all corners of the globe and I believe that, that is what makes TrustYou's culture so important and unique.





Philipp  
employee since August 2013

95 **Excellent**

“Work Hard Play Hard”

“TY Family”

“Love Team Events”

**Good to know**

Every new team member is welcomed warmly and feels welcome instantly.



**Mbolaji**  
employee since January 2012



92

**Excellent**

"Great work environment"

"Fun activities with colleagues"

"Impressive team diversity"

### Good to know

TrustYou's culture embodies a good work ethic in a fun and vibrant environment which is exemplified by the strength and diversity of the team.





Rob  
employee since June 2013

100 **Excellent**

“Changing the review game one Meta-Review at a time”

“Laughter is mandatory”

“Productivity increases with beer”

**Good to know**

The most important thing to know about TrustYou’s culture is that we all care about what we do and have a ton of fun doing it.



Karen  
employee since January 2016



100

Excellent

"TrustYou is my new German/International family!"

"Beer o'clock Fridays are amazing!"

"You learn something new everyday"

### Good to know

There's always something fun to do, you just never get bored! The work is challenging and exciting, and your co-workers are just the coolest.





Elisabeth

employee since September 2011

98

Excellent

“Work Hard - Play Hard”

“Working cross-departmental allows us to reach the stars”

“Colleagues at TrustYou are more than just people you work with”

### Good to know

Working at TrustYou means that you get to work with a bunch of enthusiastic, smart and fun people. Everybody has the chance to shape their day-to-day work and share their personal insights and background to bring the company to the next step. Social events and Friday Beer o'clock are the frosting on the cake that make working here a great experience.





Gaston  
employee since August 2015



95

Excellent

"Take responsibility. Work hard. Play fair. Have fun."

"Focus on the client. Stay close to him."

"Be yourself, but be also part of the team."

### Good to know

TrustYou offers a truly open-minded environment where you are empowered to bring up your own ideas and work at your pace, as long as you are passionate about what you do and take responsibility for your actions and results. There is hardly a better place to grow on a personal and professional level as well as to help others grow.





Kiran  
employee since August 2011



99

Excellent

"colleagues are very nice"

"company events are a lot of fun"

"very hands-on attitude and work ethic"

### Good to know

TrustYou is the hotel lobby where work and fun meet for a beer.





Christian  
employee since January 2016

90 **Excellent**

“familial atmosphere”  
“appreciation”  
“multinational company”

**Good to know**

You can insert your own ideas and realize them together with a great team.



Maurice  
employee since September 2016



90

  
Excellent

"love the TY parties"

"the vibe is brilliant"

"lovely people from all over the world"

### Good to know

After work you will often find the TY people socialising with each other and having lovely chats and conversation about interesting topics. We just love to spend time together and drinking beer and other alcoholic stuff...





Dilki  
employee since August 2015

95  Excellent

“Love the Team Spirit”

“Fun overall”

“Beer o’clock is never to be missed if in Munich”

**Good to know**

How the whole company stands together as one.



Michi  
employee since May 2012



94



Excellent

"Where colleagues become friends"

"Resident DJ Youtube Playlist"

"Home of snakes and Anton shots"

### Good to know

At TrustYou, a great team of positive and up-beat people is always ready to work hard, play hard and party hard.





**Alina**  
employee since February 2015

95

Excellent

“work is challenging and interesting”

“view from the window is great”

“nice and friendly colleagues”

### Good to know

The greatest thing about TrustYou’s culture is that it can accommodate so many different people who then work together in a very efficient way.



*There is no point in describing this, I can only say,  
that everything is OK.*



Philip  
employee since October 2015



91

Excellent

"work with friends"

"pizza time"

"fritz"

### Good to know

Today is a good day to dance.





**Katharina**  
employee since October 2015

93 **Excellent**

“Super nice colleagues from all over the world”

“Fun parties and after work events”

“Free snacks that ruin your figure”

### Good to know

Everybody at TrustYou is open-minded, fun and easy going. The well-being of employees is rated very high and there are nice goodies such as massages and fresh fruit. Regular fun events build and maintain a great community, which also creates a relaxed working environment. And there is free beer.



Charline  
employee since June 2015



95

Excellent

"Great international company"

"Friendly and hard-working atmosphere"

"Great Kicker games"

### Good to know

TrustYou is a dynamic and growing company where you can expand your skill set and where initiatives are encouraged.

**Kicker**  
**BeerO'clock** **Passion**  
**Parties** **Canteen**  
**Cooking** **Fun** **FIFA** **Organization**  
**International**  
**Oktoberfest** **Jokes** **Vision** **Communication**  
**Events** **Innovation**  
**Results**



Alex

employee since September 2015

95

Excellent

"Work hard, play hard."

"Amazing colleagues."

"Inspirational leadership."

### Good to know

TrustYou's culture is supportive, hard-working, hard-playing, and incredibly rewarding to each and every person involved.



liz

employee since September 2015



86



Excellent

"work hard play hard"

"always be closing"

"sky is the limit"

### Good to know

The best thing to know about TrustYou is that there is a ton of opportunity across the board, with chances to travel and explore.





MeeRee

employee since February 2013

85

Very Good

“Great people”

“Friendly, open, and creative environment”

“Driven”

### Good to know

The first thing which came to my mind is that TrustYou cares about their people and that makes a major difference. People like to come to work and do their best because they feel valued and cared about. Moreover, TrustYou is always looking for improvements (internal & external). There is no standstill!



Travis  
employee since August 2015



99



Excellent

"Best co-workers ever"

"Culture of learning and innovation"

"Raging happy hours"

### Good to know

TrustYou has a dynamic culture of work hard and play harder.





Vincent

employee since January 2016

90 **Excellent**

"The sun is shining with TrustYou"

"Sunny Shiny company"

"People love sunny days @ TrustYou"

**Good to know**

A company that has a great vision and embarks people on a real voyage.





Timea  
employee since April 2015



80

Very Good

"Very international team"

"Love beer o'clock"

"Open environment"

### Good to know

A friendly and effective team that gets things done.









Tirta

employee since January 2012

99

Excellent

“fun and professional environment”

“friendly and caring colleagues”

“love the sweets and events”

### Good to know

Bhinneka Tunggal Ika (Unity in Diversity), we have different hobbies, personalities, ways of thinking, but we have one thing in common, TrustYou.



Daniel  
employee since June 2014



95



Excellent

"we're a team"

"work well together"

"party hard"

### Good to know

People here are actually friendly, not just polite - we care about each other, and everyone contributes.

**PRACTICE KICKER AT LUNCH TIME FOR 2 MONTHS**

**SHOW MODERATE IMPROVEMENT**





Siddhant

employee since September 2015

95

Excellent

"Kicker is fun"

"Cultural melting pot"

"Love the stocked up fridge"

### Good to know

TrustYou is in the sweet spot between being small enough that you know everyone else, and not being so big that you feel lost. This, in addition to the fact that there are so many different people from different countries, makes it a very cool place to work at.



Katelyn  
employee since February 2015



75

Good

"drive and work ethic"

"working as a team"

"work hard play hard"

### Good to know

As we have a startup mentality every single person plays a key part to the success of our company.

Art without  
engineering is  
dreaming.  
Engineering  
without art is  
calculating.

- Steven Roberts



Laura

employee since September 2015

80

Very Good

"The team is great"

"Fun Christmas party"

"Love the multicultural environment"

### Good to know

TrustYou is a fun and productive company, which gives you the change to work in a great multicultural team.





Toni

employee since November 2015



85



Very Good

"very friendly colleagues"

"team events are great"

"love the workspace"

### Good to know

I believe that TrustYou is an organization that offers its employees the chance to develop professionally, based on their own ideas and initiative.

# TRUSTYOU



**Alex**

employee since September 2015

**88****Excellent**

"Hotels are love. Hotels are life."

"Pretty much an extended family"

"Snippet 3 pending. Need more immersion into TY culture. Can't wait."

### Good to know

It brings people from various domains into achieving the same goals, in an innovating field, while keeping a warm climate and friendly atmosphere.

To continue, please type the characters below:

#### About this page

Our systems have detected unusual traffic from your computer network. This page checks to see if it's really you sending the requests, and not a robot. [Why did this happen?](#)

IP address: 5.2.193.75  
Time: 2016-02-11T07:19:24Z  
URL: <http://www.google.com/search?q=cAT%C2%A0site%3Atwitter.com>



Alex Sebastian  
employee since December 2014

97

Excellent

“Love my work and colleagues”

“Like the professional work”

“Like the professional colleagues”

### Good to know

In my opinion there is a good vibe between us and that makes the work easier.



Dragos  
employee since September 2015



97

  
**Excellent**

"more than just colleagues"

"fun kicker games"

"good atmosphere"

### Good to know

We got to a level where we are not colleagues , but friends.





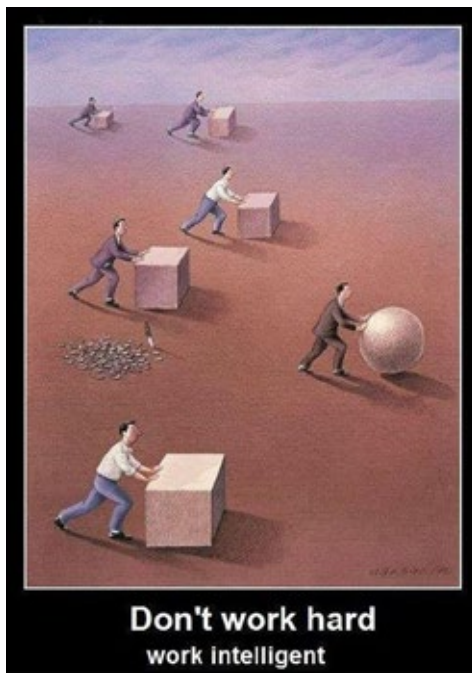
**Cristiana**  
employee since July 2014

98 **Excellent**

“Work is passion”  
“Colleagues means friends”  
“Love to help”

**Good to know**

TrustYou culture means working in team and increase our customer reputation.



Miruna  
employee since September 2015



80



Very Good

"great vibes"

"beautiful colleagues"

"fun activities"

### Good to know

We are a great bundle of joy! Hard working people who know that having fun is also part of our job.





Paul

employee since November 2014

97

Excellent

"new challenge every day"

"great atmosphere"

"colleagues are awesome"

### Good to know

Trust You is focused on providing the best conditions for travelers and this is the most important thing that we are working for.





Sebastian

employee since December 2014



90



Excellent

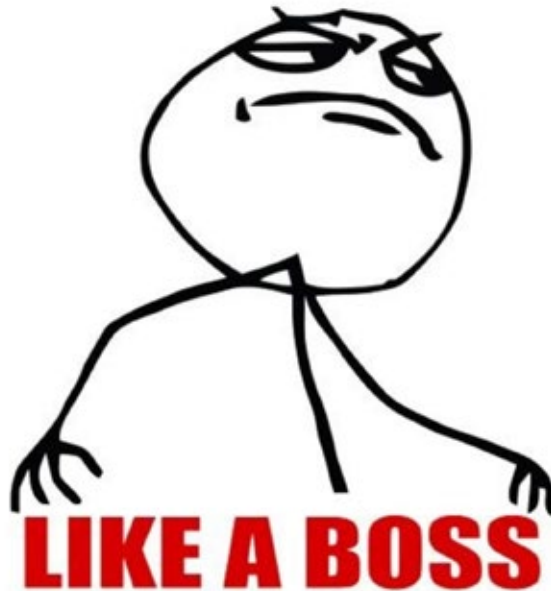
"There's always room for improvement"

"Learning is fun"

"We are friends, not colleagues"

### Good to know

TrustYou is all about openness, improvement and innovation





Mihai  
employee since June 2014

100 **Excellent**

“Best fun at Oktoberfest”

“Stellar colleagues”

“Wonderful atmosphere”

### Good to know

The people here want more out of everything, thus working hard but also having a blast while doing it together.



**Robert**

employee since December 2012

**83****Very Good**

"everyone helps each other"

"great kicker games with members from different departments"

"wait until the last minute to write about TY's Culture"

**Good to know**

If you join us, you shouldn't expect TY to be the typical (boring) company. We obviously work hard and do everything possible to have things done, but we also have fun at work, make fun of our colleagues, play games with them, drink together and try to be as politically incorrect as possible. That's what makes TY different.





Madalina

employee since December 2014

90

Excellent

"Helping each other"

"Laughter always included"

"Birthday pranks"

### Good to know

We are a bunch of cool people, we have fun and we make a great job.

**work hard.**

↳ **have fun.**

↓  
**make a difference.**

**Bogdan**  
employee since September 2015



90



**Excellent**

"Awesome colleagues."

"Check, hotel. Repeat."

"Keep calm and wait for quality check."

### **Good to know**

The fact that when you have a problem everybody is willing to help you.





Petra-Lin  
employee since September 2015

94 **Excellent**

“Nothing will work unless you do”

“Love the work atmosphere.”

“Great team and people.”

**Good to know**

I am working in an enthusiastic and positive work environment.



**Vlad**

employee since November 2014

**100****Excellent**

"Best colleagues ever"

"TrustYou swag"

"Work hard, play hard"

**Good to know**

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover. If your dream is a big dream, and if you want your life to work on the high level that you say you do, there's no way around doing the work it takes to get you there.



**HEY GIRL, IS YOUR NAME  
GOOGLE?**



**Diana**  
employee since April 2013

100 **Excellent**

- "our friendships"
- "learning from my colleagues"
- "cozy environment"

**Good to know**

Opportunity to learn new things, helping each other and work like a real team.





Constantin  
employee since November 2014



90



Excellent

"Strength through discipline."

"A team can build a mountain, or tear it apart."

"I have mixed drinks about feelings."

### Good to know

There is no true challenge when you are working with great people.



Not all  
*who*  
WANDER  
*are*  
LOST

A graphic with a dark blue background featuring a silhouette of a mountain range. The text "Not all who wander are lost" is written in a white, stylized font. The word "who" is in a cursive script and is placed above "WANDER". The word "are" is also in a cursive script and is placed above "LOST". A white compass rose is integrated into the letter "O" of "LOST".



Radu

employee since February 2014

87

Excellent

“Easy-going office”

“Great international team”

“Work hard, party harder!”

### Good to know

Excellent environment for innovation, self organizing and team work however the daily workflows still need improving and having established processes.



Christian  
employee since May 2015



95



Excellent

"Work hard & party hard"

"Always looking for the best solution possible"

"Non stop learning"

### Good to know

TrustYou is a melting pot of skills & experiences coming from the whole world. This is why TrustYou has a product suitable to the whole world





Iulian

employee since February 2015

90  Excellent

“Coolest people ever”

“Excellent growth environment”

“Colleagues are open-minded and have a great sense of humor”

### Good to know

Great community of people that are passionate about what they're doing. That's what makes TrustYou a great workplace and an even greater place to encounter amazing individuals.



# Fanny

employee since December 2015



90

Excellent

"Warm and friendly"

"Colleagues are supportive"

"Fun never falls short"

## Good to know

In TrustYou you can be yourself and colleagues accept you as you are, also if you have weird hobbies, a special kind of humor or a different style. People are hard working and keen on delivering quality results, but also enjoy hanging out together and get to know each other as friends.





**Thomas**  
employee since June 2008

99 **Excellent**

“colleagues are like family”

“nice office atmosphere”

“great Friday evenings”

**Good to know**

TrustYou's band is currently being revived!



Marius

employee since December 2014



80

Very Good

"Nice Oktoberfest event"

"Great multicultural team"

"Love beer o'clock"

### Good to know

The greatest thing about TrustYou is the people who are part of it.





Oana

employee since February 2014

95

  
**Excellent**

"unity in diversity"

"energy, friendship and communication"

"great minds think alike"

### Good to know

In my opinion, the most important thing is the fact that the company is constantly growing and all the new members are easily integrated and accepted in our big team. We are more than colleagues, we are friends working together to reach our goals.

**WORK**  
*hard*  
**PLAY**  
*hard*



Cécile

employee since February 2016



77

Good

"Home sweet home"

"Team spirit"

"Coffee, sweets and sushi"

### Good to know

Happiness is a place between too little and too much; TrustYou makes us find the right place.





Adina  
employee since June 2015

85

Very Good

“cool office space”

“surrounded by high performers”

“flexibility and responsibility”

### Good to know

The dynamic environment encourages employees to solve everyday challenges by improving and learning continuously.



Nicholas  
employee since August 2015



95

Excellent

"Marketing is awesome"

"Collaborative atmosphere"

"We're a cultural melting pot"

### Good to know

TrustYou accepts you for who you are today and encourages you to be a better you tomorrow!





Larisa  
employee since May 2011

95 **Excellent**

- “Team oriented community”
- “Approachable management”
- “Relaxed and friendly atmosphere”

**Good to know**

The TrustYou Culture is about not being afraid to ask and always having someone willing to reply.

TRENDSETTING YET?

Susana  
employee since August 2015



100

  
Excellent

"Great vibe, contagious friendliness, fun, high energy and happiness"

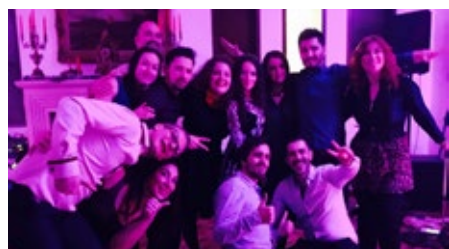
"Dynamic team of extremely talented and motivated people you can learn from every day"

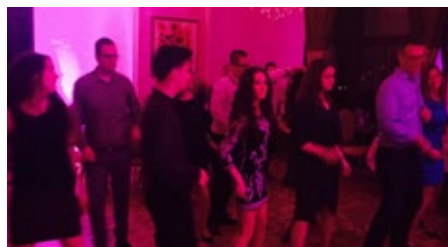
"Unforgettable team events!"

### Good to know

People at TrustYou is what really makes it the great company it is. We are more than a team, we are friends that care for each other, motivate each other and are passionate about working every day to deliver an extraordinary product and service to our clients and achieve our company's goals.









Anca

employee since January 2013

99

Excellent

“Challenges and new opportunities”

“Multicultural and competitive”

“Sharing ideas and opinions”

### Good to know

TrustYou culture is working with friends to improve our customers experience and satisfaction.





Petronela  
employee since December 2014



90

  
**Excellent**

“more than just colleagues”

“innovative, tenacious and passionate employees”

“constantly changing and evolving”

### Good to know

The most important thing to know about TY is open communication, self-organization and excellent results.





**Paula**  
employee since May 2015

95

Excellent

“friendly and cooperative team”

“cool team events”

“fun kicker games”

### Good to know

The multicultural environment and how well people get along with each other are special “features” we have at TrustYou. Having an open minded and helpful team contributes a lot for doing a great work.



Ioana  
employee since May 2014



95



Excellent

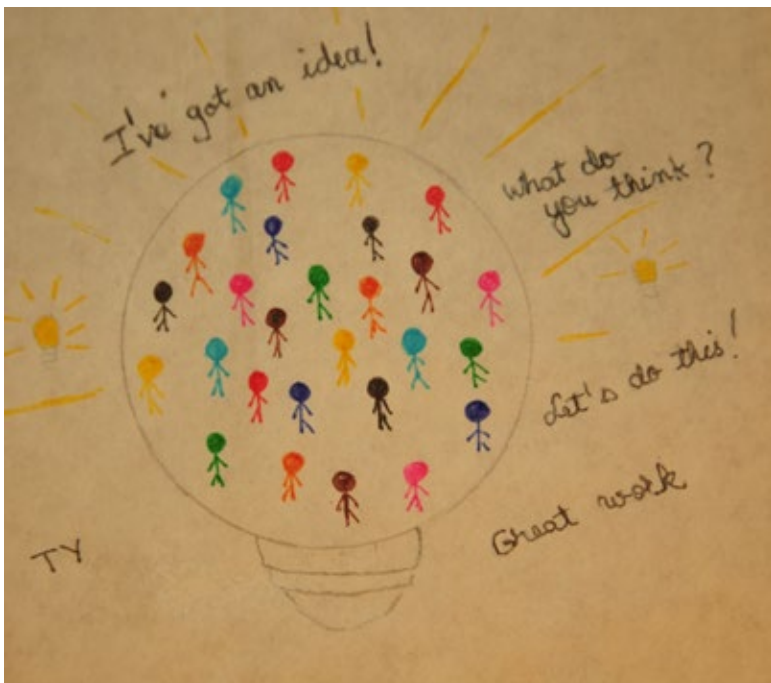
"Awesome friends"

"Innovative ideas"

"Outgoing colleagues"

### Good to know

Working with people from all around the world will lead to great things.





Menzel

employee since February 2008

91

Excellent

"Sell like hell."

"Stay hungry. Stay foolish"

"Panta rhei - πάντα ρεῖ."

### Good to know

Real people, real values!



Kaz  
employee since October 2015



99

Excellent

"Family business"

"Game changer"

"Innovation"

### Good to know

We believe that our product will help travellers find the best hotel which matches their needs.





**Elke**  
employee since May 2008

**96** **Excellent**

“wonderful team”  
“love the new office equipment”  
“team events are always fun”

**Good to know**

Enjoying work in a highly motivated international team.



Liviu

employee since December 2015



91

Excellent

"making beautiful memories"

"great teamwork"

"our work is our advertising"

### Good to know

It's all about doing the right things for the right people with respect and love for your work





Maria

employee since January 2013

85

Very Good

“Second family”

“I learn new things”

“Part of something important”

### Good to know

The most important thing about TrustYou’s culture : its not something imposed by the managers of the company, but a culture that was born from all employees.





Johannes  
employee since April 2014



83

  
**Very Good**

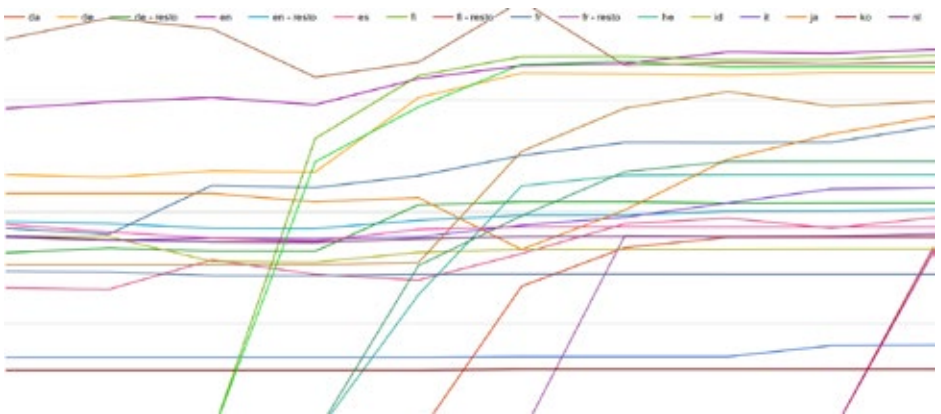
“getting things done together”

“celebrating together once the things are done”

“believing in creating a cool, useful product”

### Good to know

What I like most about TrustYou’s culture is the team-spirit that develops especially when tackling difficult projects - and the amazing results it produces, like showing our data in the Google search!





Clara

employee since February 2013

90

Excellent

"Work hard, play hard."

"Team oriented culture."

"We're a team of go-getters!"

### Good to know

A unique positive environment that is exciting every day.



Tayler  
employee since July 2015



90

Excellent

"TrustYou makes working fun!"

"OKTOBERFEST!"

"Awesome coworkers!"

### Good to know

Not only do TrustYou employees work harder than anyone in the industry, we play harder too!





Zhe  
employee since March 2013

99 **Excellent**

"many lunch options"

"weird (funny) talks between colleagues"

"honest and transparent"

### Good to know

Everyone can keep his/her own working tempo, and meanwhile also have a common goal (noisy harmony)



Frederick  
employee since May 2014



79

Good

"OktoberFest!"

"OktoberFest!"

"OktoberFest!"

### Good to know

TrustYou is filled with YOUTH, VIBRANCE, INTELLIGENCE, ENERGY and LAUGHTER! (Of course \$\$\$\$\$\$!)





Mari

employee since December 2015

80 **Very Good**

"Multi-Culture"

"Beer Lover"

"Hard Worker"

**Good to know**

I think TrustYou members are friendly and cooperative. They are not hesitating to give their hand to help. I really appreciate the culture.



Olavo  
employee since February 2016



100



Excellent

"TrustYou is pure awesomeness"

"Cool and smooth is our traits"

"The best product out there"

### Good to know

We are an global team working closely together to give ourselves and our clients the best experience.





Marc-Rhys  
employee since October 2013

85 **Very Good**

- "Hips don't lie"
- "Beer"
- "Cultural diversity"

**Good to know**

We have a wide variety of nationalities working at TrustYou making for a very interesting, culturally diverse workplace.





Margaret  
employee since April 2012



87

  
**Excellent**

"International team"

"Push it to the limit"

"Prost!"

### Good to know

TrustYou is a young, innovative, passionate company with employees that work incredibly hard, deliver excellent results, then celebrate wins with a beer (or two or three...).





Jacek

employee since February 2011

75

Good

“too many culture discussions”

“fun kicker games”

“love beer o'clock”

### Good to know

We love to talk about our culture. TrustYou is a group of open minded people working hard and partying hard. Just, from my perspective, the balance is not always right.



Adela  
employee since August 2012



95  Excellent

"Customer Value Delivered"

"Be Passionate, Creative, and Open-Minded"

"Our standard is Excellence"

### Good to know

The TrustYou dynamic and international team works passionately in a positive atmosphere, being committed in delivering excellence.





**Alin**  
employee since August 2008

80 **Very Good**

“Love beer o’clock”

“Love beer o’clock”

“Love beer o’clock”

**Good to know**

I think that the most important thing about TrustYou’s culture is that we don’t talk about it.



Marcian  
employee since February 2013



93



Excellent

"Lovely team atmosphere"

"Inspiring leadership"

"Reality is suspended"

### Good to know

TrustYou feels like the right place to be, a place where you can find lifetime friends with a taste of the best beer in the world.





Franziska  
employee since May 2015

92

Excellent

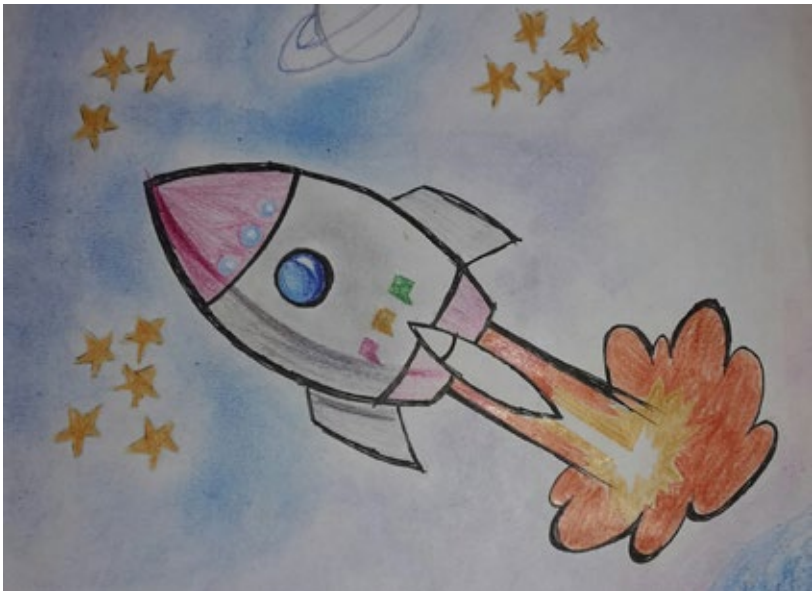
“Team Spirit”

“Push it to the limit”

“Enthusiasm everywhere”

### Good to know

What makes you successful at TrustYou? Act like an entrepreneur within the company, get your things done and never forget we are all on the same mission: to improve the travel experience, from finding the right hotel to having the perfect stay.



Miguel Fernando  
employee since June 2014



75

Good

"I like when the office becomes a small town's pub"

"Love the fifa room!"

"Hips don't lie"

### Good to know

I love from TY culture the flat hierarchy that allows fluid communication among peers. There are leaders and managers, but they take the role of facilitators rather than the role of bosses.





**Christoph**  
employee since February 2015

95 **Excellent**

- “great place to work”
- “truly international team”
- “you can make the difference”

**Good to know**

At TrustYou we are a really international team driving to build an global business. Teamwork, honesty and integrity are an essential part of our culture as well as the desire to win.





Lindsey  
employee since April 2015



89

**Excellent**

"good work/life balance"

"amazing team events"

"creative and inspiring people"

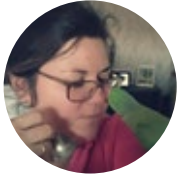
### Good to know

The TrustYou culture is an always evolving thing as we add new team members from all over the world. It's amazing working in such an international environment with open-minded, supportive people who also enjoy sharing their own personal culture with the team.



Taking time  
to live life  
will only  
inspire  
your  
work





Sara

employee since September 2014

91

Excellent

“Discover your inner rock star”

“Best Friday evening disco”

“Monday’s could be a lot worse!”

### Good to know

The smartest, coolest and most dedicated people are all working together in a creative and self-organised environment which makes you want to give more and work harder everyday. Where else do you get dozens of new friends overnight.







# Client & Reseller Meta-Reviews



## Jens Möhle

Corporate Manager Operational Projects & Development

CLIENT: Lindner Hotels

94

 **Excellent**

### Good to know

TrustYou has evolved to a very important operational tool for our hotels, a mirror of our service. We save a lot of time as all reviews from sources worldwide are consolidated and analysed in various aspects. These results can be discussed with the team in a timely manner - and most notably can be transparently presented to our clients via our website - being a "uncensored bedtime story". Hence we always get the chance to improve! We like to work together with the TrustYou team a lot, they always work on innovative ideas, they listen to us and support our wishes and thoughts! Summarised a win-win situation!

# Diana Hernández , Sonia Aceituno & Edurne Vázquez

CLIENT: Petite Palace

## Good to know

The feeling that TrustYou gives us is that it is formed by a young and dynamic team that has an excellent customer service system. This is largely due to its internal communication system that gives them the ability to solve customer issues from anywhere in the world within a few hours. We do not remember a case in which our questions have gone unanswered. Moreover, the team is constantly monitoring and following up on the issues when the client, for whatever reason, does not answer to confirm that his/her question has been solved.



# Gil Vardi

RESELLER: Carmelon



“There is a great atmosphere on TrustYou – Looking forward to our next ‘Happy hour’ at TrustYou’s office :)”

“TrustYou teammates have an awesome young and fresh spirit”

## Good to know

Always thinking ‘out of the box’. User friendly team (and interface). Great atmosphere (and great beers) on Happy hours.





## Thembi Kunene

RESELLER: PLP Tourism

100



Excellent

"My first email contact with TY was with Ben himself. ...I was so shocked that he responded to my email within an hour!!! I never thought he would respond personally to an email from some unknown chick from Africa. I was immediately sold on the down-to-

earth, efficient and no-nonsense behaviour. I knew that this was an organisation I wanted to be identified with. Swift professionalism which is results oriented."

"My next engagement was with Michael Menzel. We spent a lot of hours discussing and negotiating my contract via Skype! Again, very impressive man, very gentle, well informed, decisive but patient with me and the million questions I had. ..but more critically, I found Michael to be extremely charming - I now know why he is in charge of strategic relationships for TY- he has his own gentle and diplomatic way of getting a person to just agree to everything and would make us even sign a blank contract. He certainly made me fall in love with TY...even before I'd been to their offices."

"My next critical engagement was with Kris Roemer...I have yet to meet a more helpful and patient man who gently shows me the ropes and guides me how best to sell to hotels. The help desk team, a more professional, humble and patient team...I could never have asked for."

### Good to know

I've been working for the South African government for the last 8 yrs. Being part of a dynamic, futuristic company such as TY, which is on track to change the Tourism landscape forever, is so meaningful for me personally!!



# Tomek Janczak

RESELLER



“Knowing TY almost from the beginning of its history, I am glad to see how it disrupted hotel industry, underlining the importance of brand reputation and providing the tools to manage it.”

“Educational approach combined with great commercial attitude effect in Pole Position among brand reputation technology providers.”

“Having the experience of working with TY both as Customer and Partner, really have the feeling that Customer Success is the top priority.”

## Good to know

...that in fact TY didn't invent the wheel. Guest satisfaction was always ( or should be) top priority for hoteliers. Bringing to the table the importance of brand reputation, TY reminded the industry about the basics, without which you can't build profitable business.

## Andrei Malyshev & Anton Matveev

RESELLER: Big Tree Russia

100



Excellent

"TrustScore is the excellent sign for credibility and transparency of TY culture."

"The guest is never wrong, told Cesar Ritz, and this is the core idea of TrustYou culture."

"The company unites people keen on the idea that guest reviews give the objective view on every hotel and help to drive the development of tourism industry."

### Good to know

Russia is in the top-10 of smiling people in service industries across the world - as Russian office we contribute smiles to the culture.



# Tom Tarmann

RESELLER: TAC IT Nordic Oy

88 **Excellent**





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