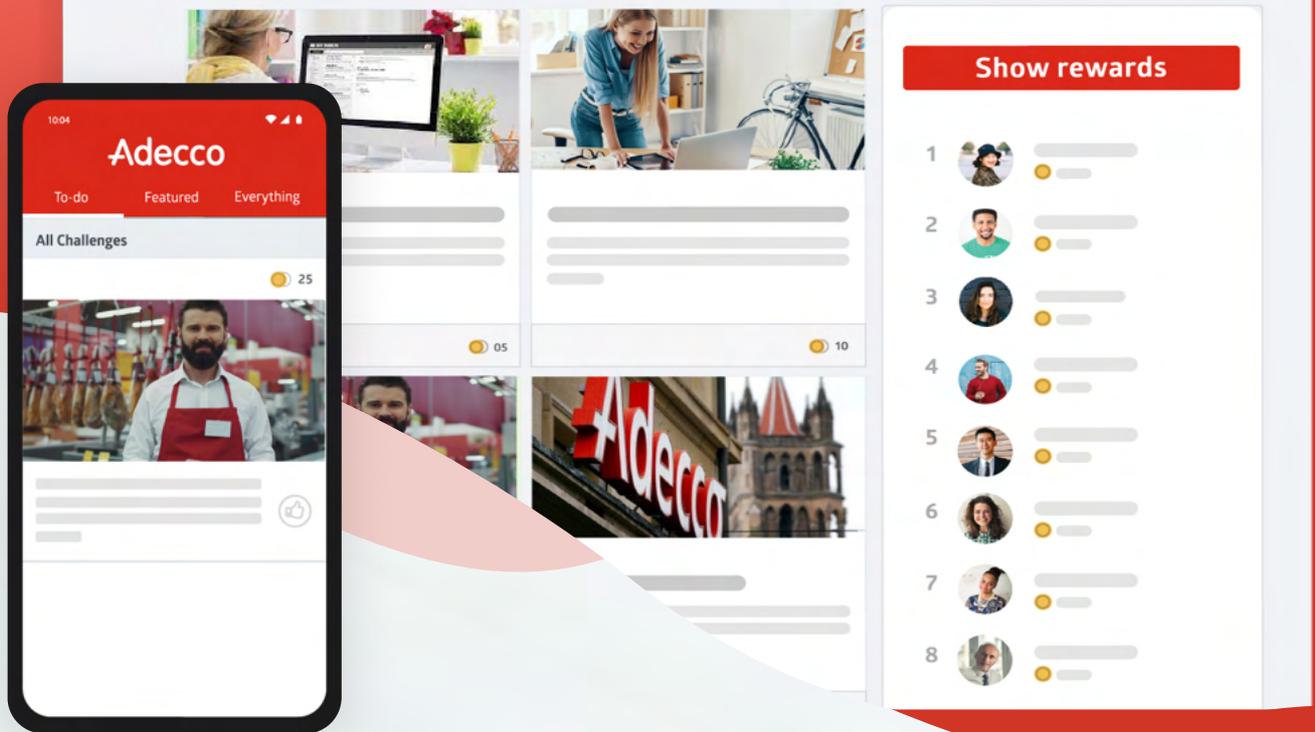


Adecco



# Adecco

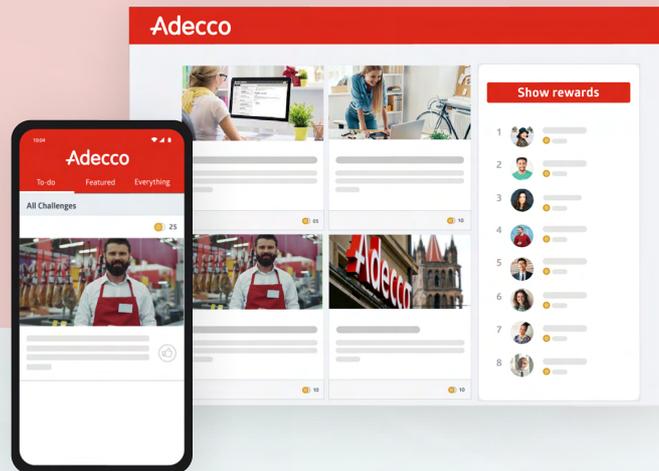
customer story

## How Adecco Enhances Its Recruitment and Branding Efforts through Its Ambassadors



## Who is Adecco?

[Adecco](#) is part of the Adecco Group, a Swiss-French company headquartered in different countries, including Belgium and Luxemburg. Adecco is the world's second-largest Human Resources provider and temporary staffing firm. As the most widely-known brand in the Adecco Group, Adecco is one of the most prominent players in the sector of HR services.



## Why did you decide to implement an ambassador program?

Adecco is an organization where pride is very important and where people are proud to work, which is naturally reflected in the feeling of belonging and company pride. They initially thought about installing and launching an ambassador program to **find a way for employees to express that pride and share it with their network** on social media.

A common challenge when using internal messaging to claim visibility on the outside is that it's not always easy for people who are already busy with their own jobs and work to determine what information to share in the first place. Let alone deciding which channels to use, what wording to choose, and all that comes with it.

That’s where the idea of an ambassador program comes into play and fits into the overall picture: they wanted to actually make the employees’ lives easier by offering a platform and a solution to share with them pre-approved content with clear messaging they could freely share with their networks.



At the same time, an employee advocacy platform would also allow them to choose, among what’s being offered, what they want to share and where, what not to share, and even add a personal message.

## What is the value of having an advocacy program within Adecco?

On the one hand, the ambassador program has given people something to talk about, whether with candidates or clients. As mentioned, this is a way to [showcase company pride](#) and **commitment to the outside world**, including spreading that kind of messaging in all interactions. This, of course, has a **huge impact when it comes to talking to candidates, clients, or prospects** because it comes across as a very genuine interest and commitment to the company that has a positive effect on these relationships and interactions.

On the other hand, it also allows people to always be up to date about what is going on internally and what is taking place within Adecco, which helps everyone to be as engaged as they wish to be and share the news with colleagues and people around them, which again creates involvement.



**Katleen, Head of Talent Belux Area:** *“I think that externally, what’s really nice to see is that this is a new way for us to show ourselves as a company in a different light. We can show our DNA as a company and the impact we have on society, for example, and that creates a different image of Adecco than the one you typically see in the media.”*

## How did you introduce Ambassify to your employees?

Maud, Digital Marketeer and responsible for the management of the ambassador program, initially launched the program internally by sending out an email to all employees.

**The goal of this initial reach-out was to explain in detail what the Adeccofluencer program was and meant for all employees, as well as its advantages for both ambassadors and the company.**



This email was sent out to the entire Adecco employee base so everyone could immediately sign up for the program and the community via the registration link.

Next to that, they also created a series of video material to explain to the users how the platform works and how to find their way around it, but also **why it's relevant on a company level and on a personal level** – namely, what the benefits for the company and the employees are.

At the initial launch in December 2022 Adeccofluencer had about 50 advocates in the community. **The program has been going through a steady growth and doubled its number of ambassadors** in March 2023, reaching about 100. The program currently counts about 120 advocates

## How was it received?

The platform was very well received – they wanted to make their employees' lives a little bit easier, and people are actually sharing the content every time they post a new campaign in the community.

They quickly noticed that it was a bit contagious, too. When people see their colleagues' posts, they immediately get curious, and when they find out that it's all because of the ambassador program, they also want to become ambassadors. On top of that, **people like to engage with their colleagues' posts, which makes Adecco get more reach on social media.**



**Maud, Digital Marketeer:** *"I knew it was something that was going to work because, personally, when I see friends or colleagues share content about their company on LinkedIn, I think it looks very professional. I told myself that people here love working for Adecco. And they will be happy to receive content about Adecco in a very simple way and then be able to share it easily, too."*

## What are the goals of the program?

Ultimately, Adecco's goal is to generate more traffic on its website. However, the main focus of the ambassador program is their employer branding strategy:



To potential candidates looking for a permanent job, they want to **show that Adecco can be an interesting employer** for them and that there may be a match with their profile.



To the agency workers, they want to tell a similar story and **prove how Adecco can be a solid and reliable partner** to help them along this process.



To the clients, they want to **demonstrate a high level of in-house expertise** to trigger them to work with them.

## What makes Ambassify a good fit for Adecco?

What was important for Adecco was to find a partner who would think along with them and **guide them in the development and planning of the ambassador program** to find the best way for them to make it a success.

The reason [why Adecco chose Ambassify as their partner](#) is that they felt that there was the will to support them in aligning this journey, not in a pushy way but constructively. **They felt that, with Ambassify, they could really work toward an actual partnership.**

On a more practical level, **the user experience was another decisive factor that moved the needle in Ambassify's favor.** They were looking for a platform that was easy to use to facilitate and encourage usage among its users, and in this regard, the fact that you can use Ambassify on your smartphone with an app was a huge plus point.

## Can you give an example of a successful campaign?

As mentioned before, members are very active on the platform on a continuous basis, which makes it so that all the campaigns are heavily shared and collect a good number of interactions.

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Our Simon De Schaetzen has been shortlisted for the CEO41Month award!



We are so happy to announce that our colleague Simon has reached the top 10 shortlist for CEO41Month!

Share this news on social media!

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Pride month is approaching!



June 1 marks the beginning of pride month, and here's a post for you to share for the occasion!

Share this news on social media!

What are you sharing



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