

helan

Sarah Giebens

Content Marketeer



helan
customer story

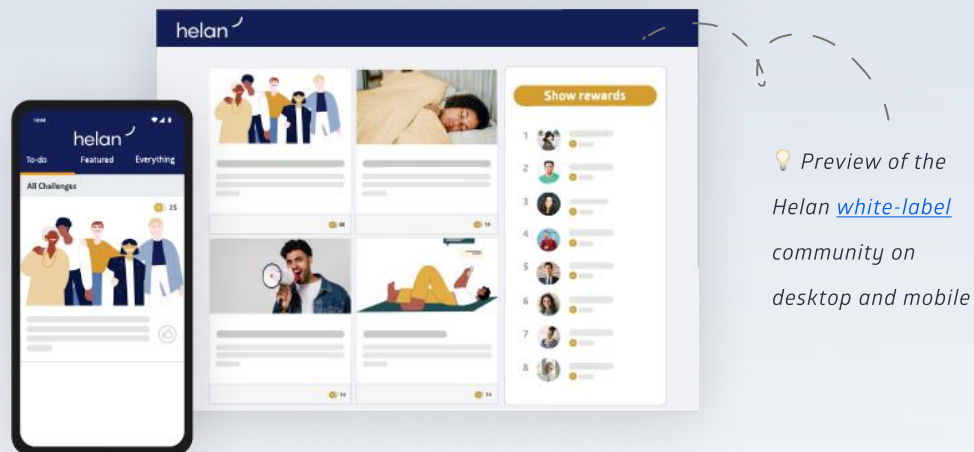
How Helan is cultivating loyalty and nurturing engagement among its ambassadors



Ambassify

Who is Helan

[Helan](#) is a Belgian health insurance provider. Helan was born when the two insurance providers, Partena Ziekenfonds and OZ Ziekenfonds, merged. They provide a smoothly running health insurance fund and affordable insurance, childcare, home care, household help, holiday camps, and a health shop.



💡 Preview of the Helan [white-label](#) community on desktop and mobile

Helan's ambassador journey

Cultivating loyalty and nurturing engagement is part of the ambassador journey Helan is building for its employee advocates. It starts with providing attractive user onboarding, moves into member education, and continues with ongoing engagement initiatives aimed at building a solid and collaborative relationship with every member of the ambassador community.

Providing an attractive user onboarding

1. Choosing a catchy name for the ambassador program and the community.

They chose "Helden van Helan" as the program name, which is Dutch for "Heroes of Helan". The name is catchy because of its alliteration and its meaning: who doesn't want to be a hero?

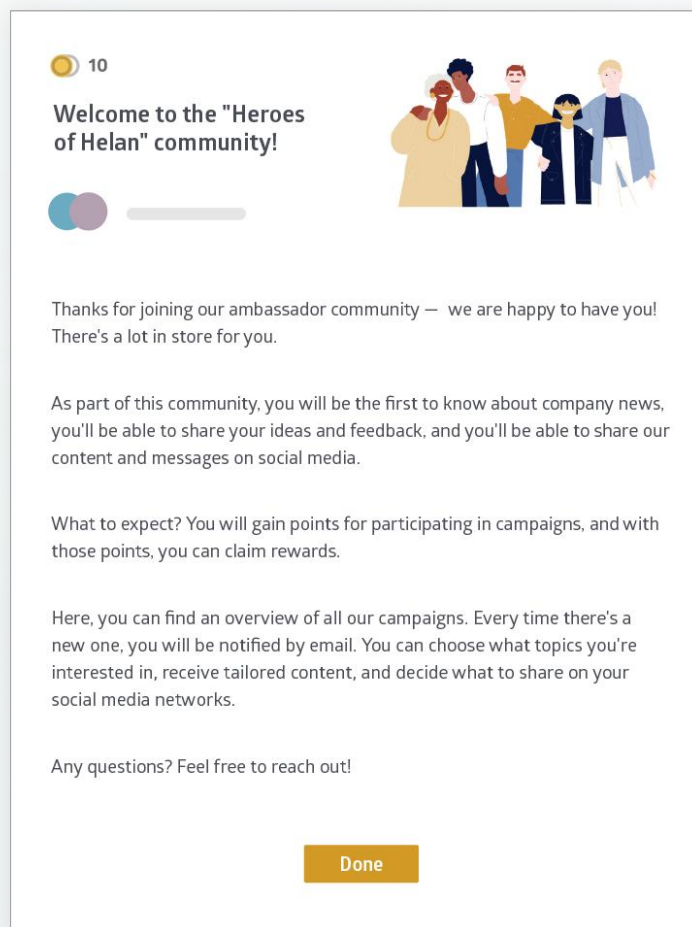
2. Welcoming ambassadors on the platform.

Once people sign up, the first thing they see in the community is a **welcome campaign**. Here, the community manager explains what the purpose of the program is, how the community works, and what is expected of each member.



Sarah Giebens, Content Marketeer: *"When we launched the program, I actually held mini road-shows. I prepared sessions for the ambassadors in the two headquarters, and I started giving classes to those who were interested in the program to explain how it all works."*

At the same time, they also encourage people to use the comment section below each campaign to start conversations: they really want to focus on creating a community vibe with and among the ambassadors.

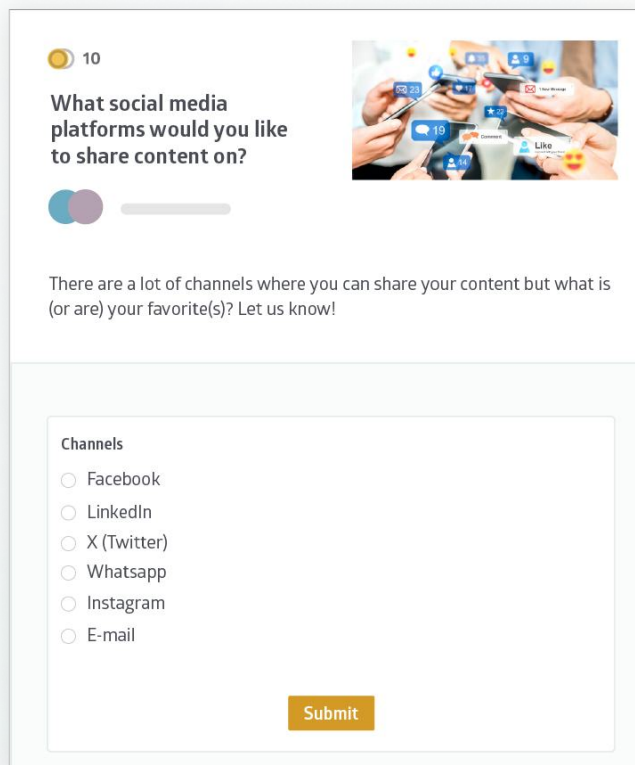


3. Creating user groups based on social media preferences.

The next step for new members is choosing what channels they would like to share content on. The campaign included a very simple form where they could **select the social media channels that they prefer to be active on.**

In the backend, people are then **divided into user groups based on their preferences** (Facebook, LinkedIn, X, etc.).

On the one hand, this allows Helan to **target its content** based on the social media channels that people are interested in. On the other, it also gives Helan a better understanding of the social media usage of its ambassadors.



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What social media platforms would you like to share content on?

There are a lot of channels where you can share your content but what is (or are) your favorite(s)? Let us know!

Channels

- ☐ Facebook
- ☐ LinkedIn
- ☐ X (Twitter)
- ☐ Whatsapp
- ☐ Instagram
- ☐ E-mail

Submit




Sarah Giebens, Content Marketeer: *“The platform was initially received very positively when the program was first launched – the community was very tight and enthusiastic about the tool, with an authentic community feeling.”*


Offering an **optimal user experience**


1. Valuing personal interests and content preferences.

With another campaign, Helan also asks its ambassadors what type of content they would like to share via the platform. They provide a list of content topics — vacancies, news-related items, ebooks, social media posts, etc. — and **ambassadors can pick what they are most interested in.**

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What content are you interested in the most?





Last year we published a lot of content on a lot of different topics. To do things better this year and make sure that everyone is having a personalized experience in the community, we would like to ask you what type of content you're most interested in and would like to receive and share.

You can choose one or multiple options, and if you'd like to suggest another topic, feel free to drop it in the comments below!

What would you like to share?

- ☐ Vacancies
- ☐ Fun social media posts
- ☐ Interesting articles about Helan
- ☐ Industry-related news
- ☐ Product info about the Helan
- ☐ Ecosystem
- ☐ Industry-related research
- ☐ Ebooks
- ☐ Checklists
- ☐ Internal events
- ☐ Webinars

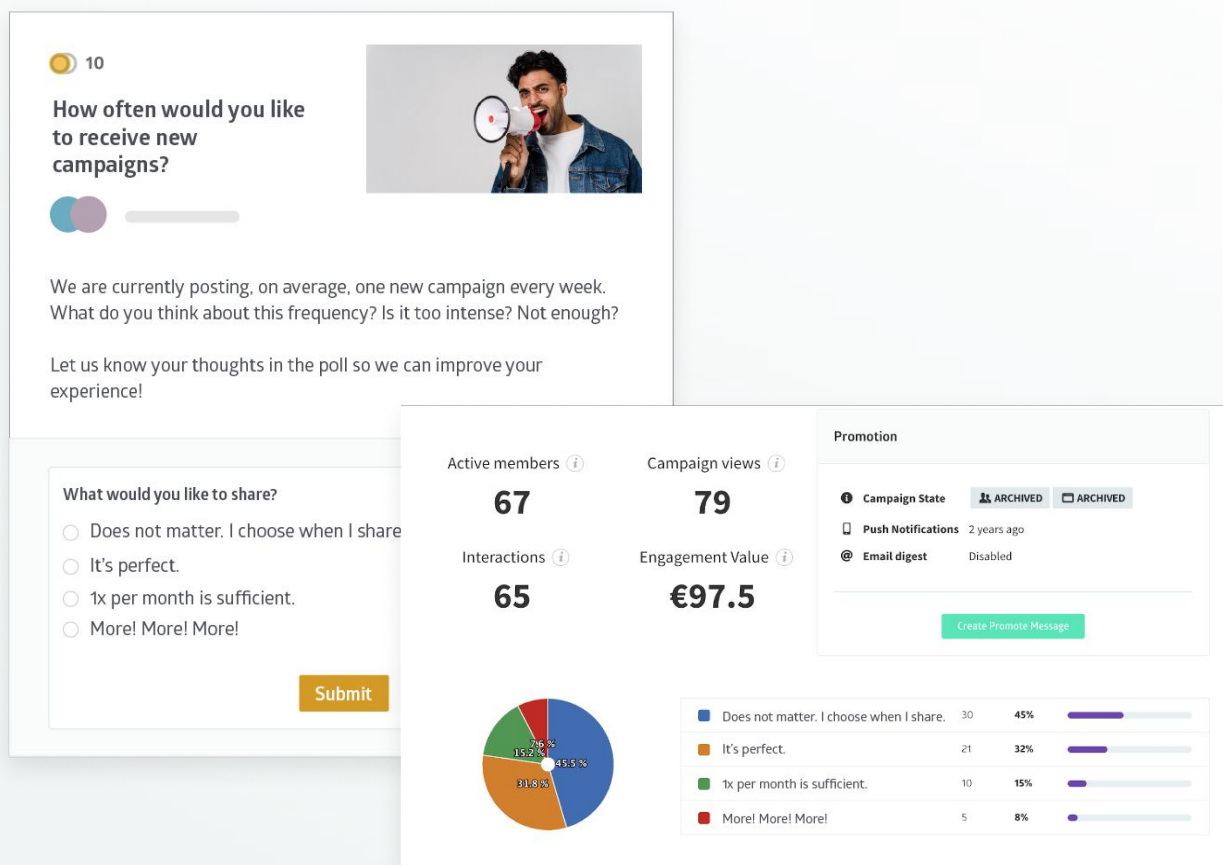
Submit

Thanks to this campaign, Helan ambassadors can customize their dashboard: based on their choices, members are assigned to specific user groups, after which **they will only receive content related to their specific preferences.**

On top of that, employees are also asked to use the comment section to suggest additional topics they might be interested in that are not included in the original list.

2. Continuously asking ambassadors for feedback.

Besides choosing what type of content they would like to receive, ambassadors are also asked for feedback on a number of topics regarding the management of the community. For example, they were asked their **opinion about the frequency at which content is shared in the community.**

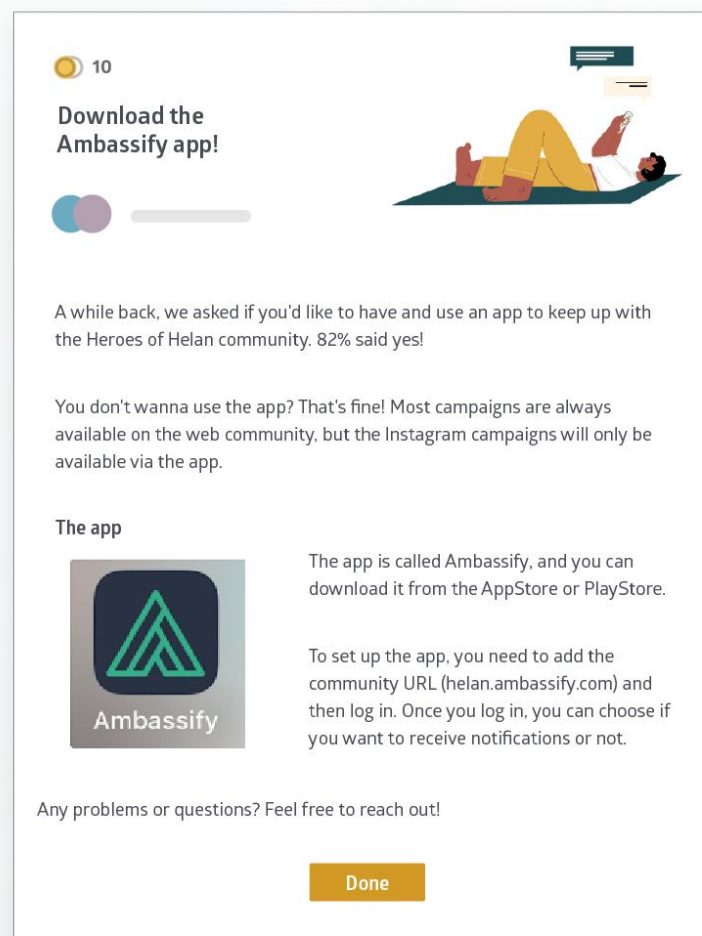


The results show that members are generally happy with the number of campaigns that get posted, which is a precious insight for Helan and its community managers.

Actively promoting the **mobile app**

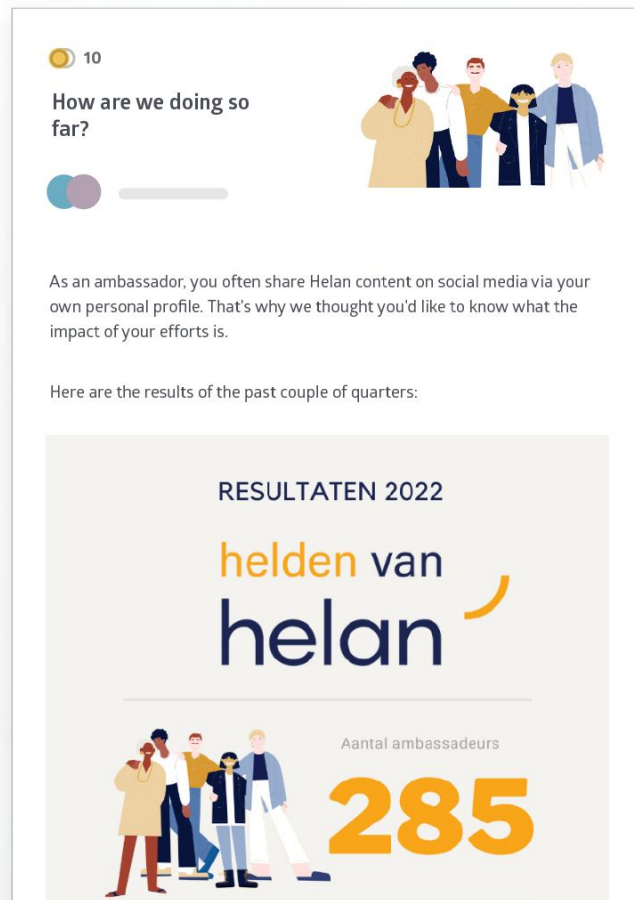
To engage their employee ambassadors, Helan has also been **actively promoting the mobile app**.

First, they asked their users if they would be interested in using the mobile app: not wanting to force people to download an extra app on their phones, they first wanted to gauge their interest. **After the majority of them (82%) responded affirmatively, they launched a second campaign explaining how to download it and how it works.** They also made it a featured item at the top of their community dashboard.



Sharing results with the employees

On a regular basis, Helan releases to the employees a report **informing them of the results and progress of their advocacy program**. The idea is to keep the employees engaged by showing them how much their efforts are actually contributing to the overall performance of the program, their progress, and the impact they are making.



For example, here they are reporting on the current number of ambassadors, the number of campaigns they have launched in that period of time, and the potential reach and ad value.

Then, they reported on the most popular sharing channels in the community and the 5 favorite and most successful campaigns published so far.

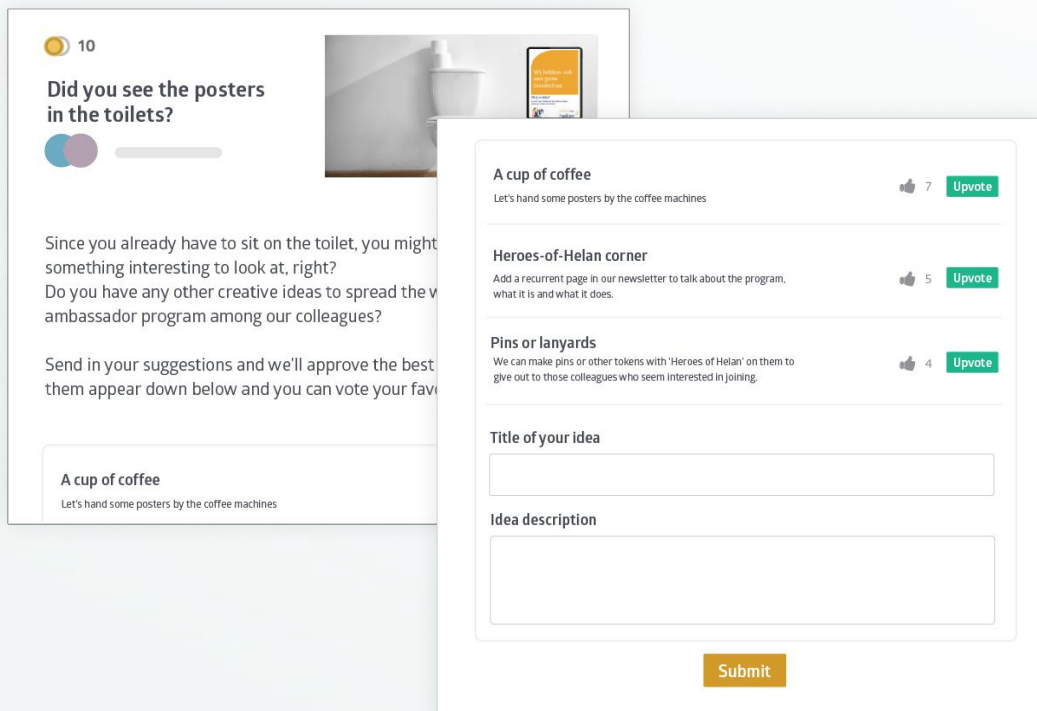
Offering a **wide variety of campaigns**

Engagement, of course, is something that you build regularly and with time, day after day. To do that, Helan keeps it interesting for its ambassadors, by offering a wide variety of campaign types:



Ideation campaign. When they first launched the program, Helan spread the word around the offices by hanging posters in the toilets, which was a creative way to let people know about the program and invite them to join in.

They wanted to carry out a similarly creative campaign and **they asked current ambassadors to suggest creative ways to reach more employees.** After ideas started to come in, their community manager, Sarah, would approve the suggestions and other ambassadors could vote for their favorites in the campaign itself.



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Did you see the posters in the toilets?

Since you already have to sit on the toilet, you might find something interesting to look at, right? Do you have any other creative ideas to spread the word about the ambassador program among our colleagues?

Send in your suggestions and we'll approve the best ones. They'll appear down below and you can vote your favorite.

A cup of coffee
Let's hand some posters by the coffee machines

Heroes-of-Helan corner
Add a recurrent page in our newsletter to talk about the program, what it is and what it does.

Pins or lanyards
We can make pins or other tokens with 'Heroes of Helan' on them to give out to those colleagues who seem interested in joining.

Title of your idea

Idea description

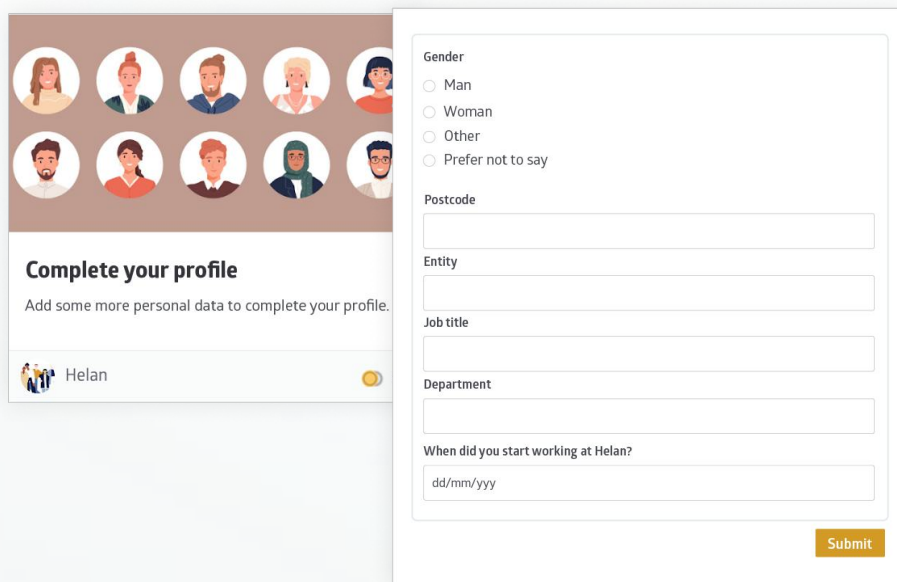
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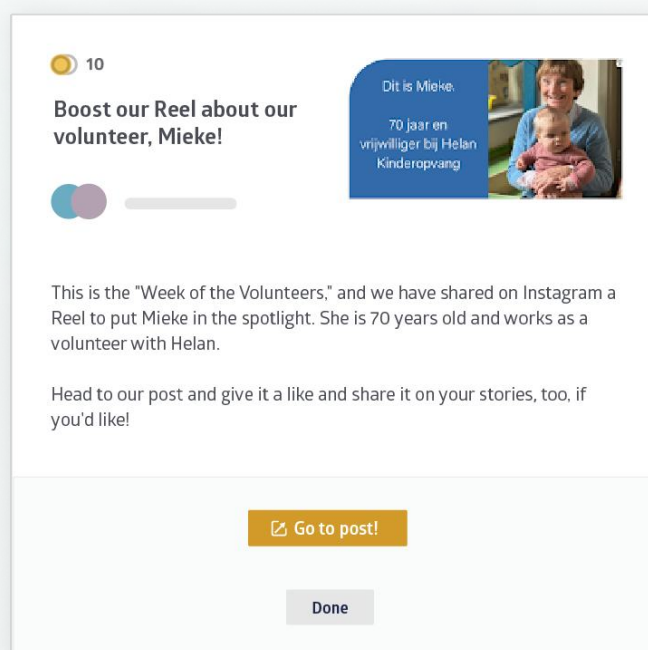
Sarah Giebens, Content Marketeer: *"The community manager invests a lot of time making everyone feel like they find themselves in a stimulating environment with relevant and authentic storytelling."*



Form campaign. In this example, they asked members to complete some more profile data, such as, for example, their department, their job title, etc. **Based on this information, they would then be able to create other campaigns,** such as work anniversaries, for example.

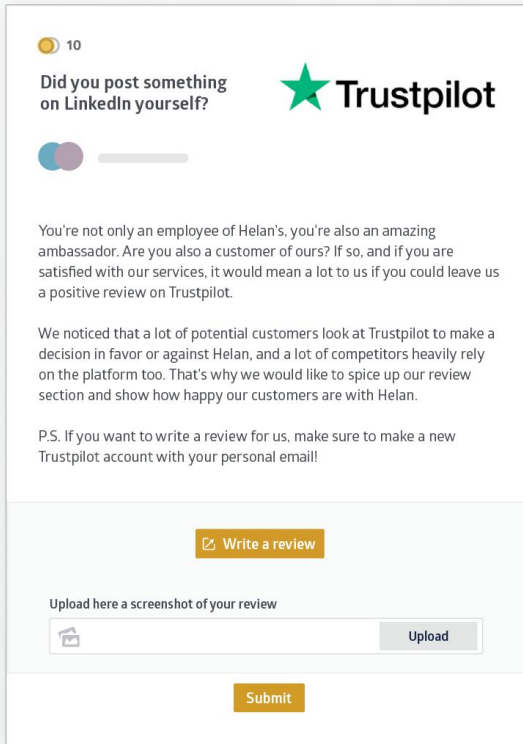



Like and comment campaigns. Another focus of their advocacy program is getting more engagement on the corporate channels. This is an example of how they are **asking employee ambassadors to interact with some existing content.**






Review campaign. Trustpilot is a very important platform for Helan, and they know that many employees are also customers of Helan. So they called out to all the ambassadors, **asking whether they would like to leave a review for Helan as customers.** Thanks to this campaign, they were able to get a lot of new reviews on Trustpilot and improve their score.



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Did you post something on LinkedIn yourself?




You're not only an employee of Helan's, you're also an amazing ambassador. Are you also a customer of ours? If so, and if you are satisfied with our services, it would mean a lot to us if you could leave us a positive review on Trustpilot.

We noticed that a lot of potential customers look at Trustpilot to make a decision in favor or against Helan, and a lot of competitors heavily rely on the platform too. That's why we would like to spice up our review section and show how happy our customers are with Helan.

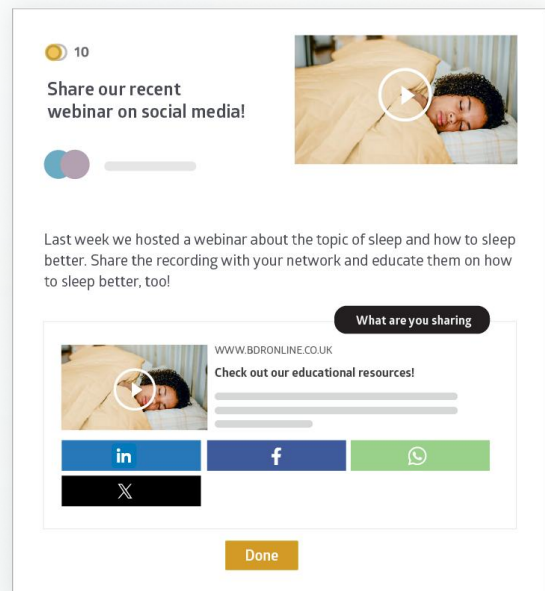
P.S. If you want to write a review for us, make sure to make a new Trustpilot account with your personal email!

[Write a review](#)

Upload here a screenshot of your review


 [Upload](#)

[Submit](#)




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Share our recent webinar on social media!



Last week we hosted a webinar about the topic of sleep and how to sleep better. Share the recording with your network and educate them on how to sleep better, too!

[What are you sharing](#)

 WWW.BDRONLINE.CO.UK
Check out our educational resources!

[in](#) [f](#) [WhatsApp](#)

[Done](#)



Share campaigns. Sharing content still remains one of the biggest and most important parts Helan's ambassador program. Even here, they are **providing a lot of variety in the types of content that can be shared**, from employer branding videos to vacancies and webinars.



Discover how other companies built trust with Ambassify

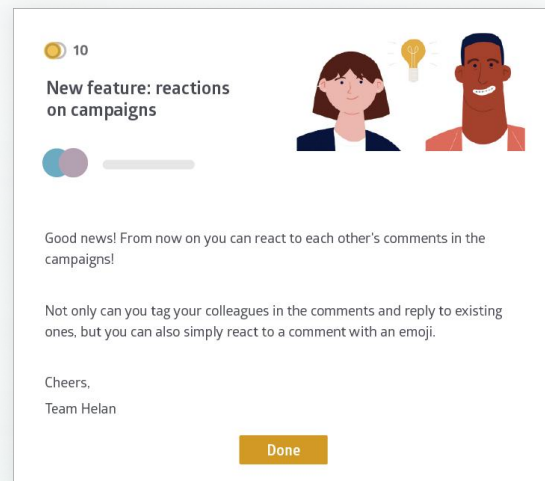
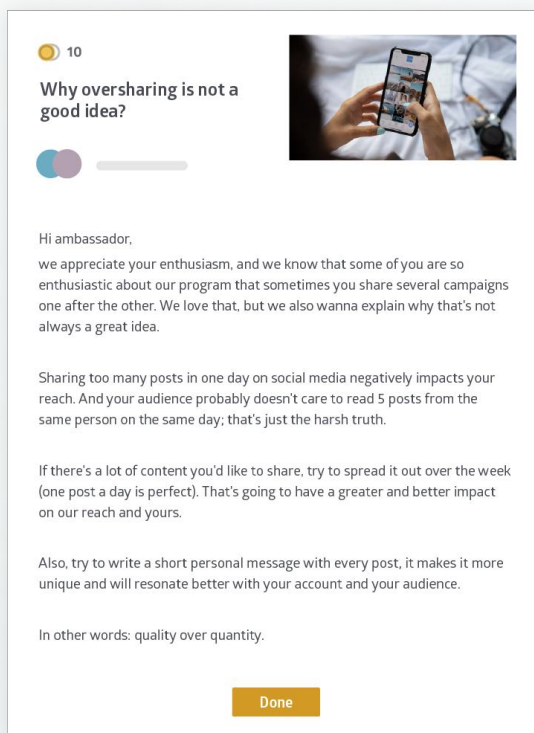
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Educating ambassadors to ensure future success

Something that characterizes Helan is the awareness of the diversity of their ambassador group: members range from younger people on their first job to older professionals, people who are less social media savvy, and people who are very comfortable on social media.

What it comes down to for them is **quality over quantity**, which means that they don't want to have ambassadors share everything regardless of the topic or content but to really know what to share based on their interests and how each piece of content contributes to shaping a very specific personal brand.

In this campaign, for example, Helan is explaining why oversharing on social media is not a good idea and how to strategically share relevant content instead.



On top of that, they also take the time to inform members about new, important features that come out on the platform and that might be interesting for them to try out. In this campaign, Helan talks about the new reaction features in Ambassify, explaining how members can now react to each other's comments on the campaigns. On top of that, they also take the time to inform members about new, important features that come out on the platform and that might be interesting for them to try out. In this campaign, Helan talks about the new reaction features in Ambassify, explaining how members can now react to each other's comments on the campaigns, again stimulating the community-building aspect of the program!