



Quinten David Soetens **OMP.**
OMP Ambassador



OMP. *Lore Kurrels*
Social Media Lead

OMP.

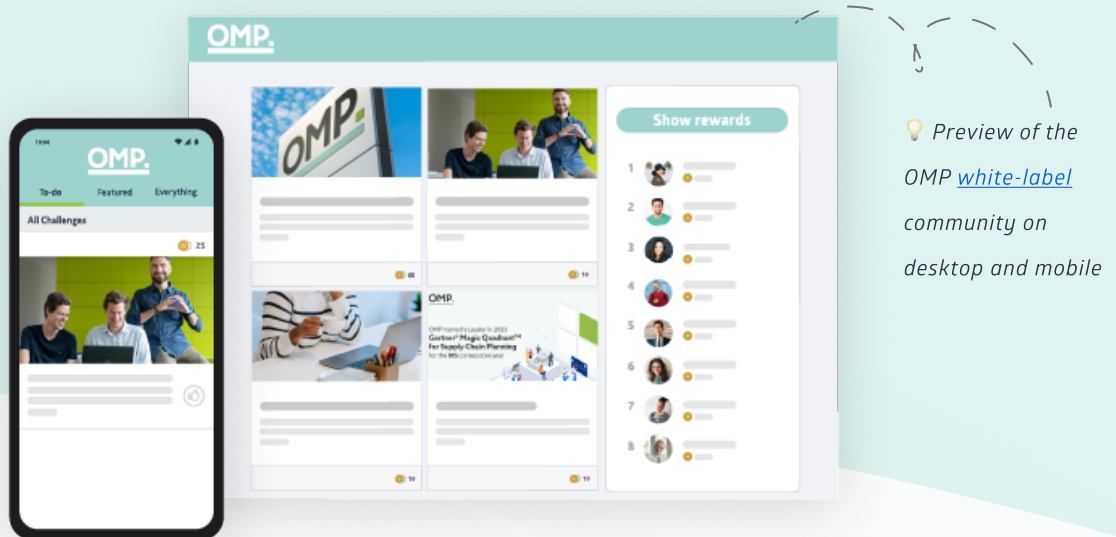
customer story

How OMP engages ambassadors & leverages company pride with a tailored solution

Who is OMP

[OMP](#) is a software and consulting company delivering advanced supply chain planning solutions specifically tailored to individual industries worldwide. Their aim is to optimize their customers' supply chain by employing their innovative planning software.

With a workforce numbering more than 1,000 in offices around the world, they have become a prominent player in the supply chain planning space, and they serve their customers from their head office in Belgium and regional offices in Brazil, China, France, Germany, India, the Netherlands, Spain, Ukraine, and the US.



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

Responding to a real, **internal need to engage ambassadors**

For OMP, the need for advocacy originated from their **desire to automate already existing processes** and a widespread **interest in keeping up with the company news**.



On a practical level, OMP would often send out emails to their commercial representatives and recruiters, asking them to share specific posts about events, conferences, or career fairs they were going to attend. The idea was that they would share a personal post on social media or reshare the company page's own posts, and with time they noticed the need to have a simple and automated way for them to do that.



Additionally, various [employees would often ask to be updated](#) on different matters like the social media content calendar, news, and events and be informed in real-time of new stories and happenings in the company.

That's why launching an advocacy program actually came to mind as the solution to both of these situations: **they would be able to prepare content for employees to be up to date, keep up with the company content, and also easily share the content on social media.**

Choosing Ambassify: switching to a more complete and forward-thinking platform

OMP had already started using a sharing solution in 2019: they had about 300 ambassadors, but only 10% of them were actively participating in the initiatives they were proposing. That's why the social media team started to look for alternative options out there that would provide a better kind of support.

The social media team stumbled upon an Ambassify ad and started looking into it and comparing it to their current solution. With further investigation, they became really convinced of Ambassify as a tool because [it offers more than what they had in their previous solution](#). Namely, the chance to **engage the ambassadors on the community**, have different types of content to share with them and **ask for their input and feedback**.

Internally, a lot of people were asking for a way to be able to schedule posts from the sharing platform instead of having to publish them right away, to avoid cluttering social media feeds with the same kind of content over and over again. And, on top of that, the gamification aspect became another decisive factor because of its effectiveness in keeping the employees engaged.

Platform onboarding: ensuring widespread adoption

To onboard Ambassify, they launched a company-wide campaign communicating the decision to adopt a new platform and launch a new advocacy program. In parallel, they also presented the program at the global OMP company meeting to make sure that everyone in the company knew about it.

One of the initiatives they set up to spread the word included putting up posters on the back of the stall doors in the office restrooms.



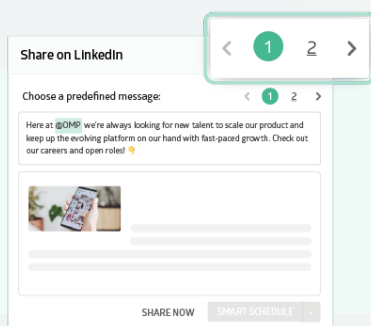
Lore Kurrels, Social Media Lead at OMP: *“We did a bathroom guerilla, actually, so we put up posters on the back side of the door where people were already on their phones in the bathroom, and we asked them to join Ambassify. You’re already on the phone you might as well get rewarded for it!”*

Every month, they also nominate an “ambassador of the month.” To put them in the spotlight, they send out an internal email and show their picture on their office TV screens, and also highlight the winner in their internal newsletter, OMP Insider. **Seeing people getting nominated for their efforts in sharing the message about OMP makes other employees curious about the program and entices them to join.**

In the US division, the first onboarding day of new hires also includes an explanation about Ambassify and the ambassador program. That way, new employees get to know the tool early on, and they can engage them as ambassadors from day one. As a follow-up, they also sent them emails to highlight the benefits of the program for them, why it’s important for us, etc.

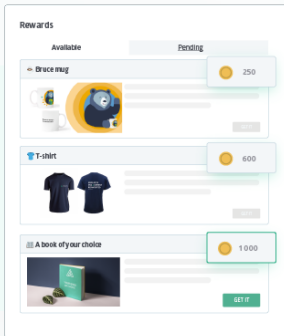
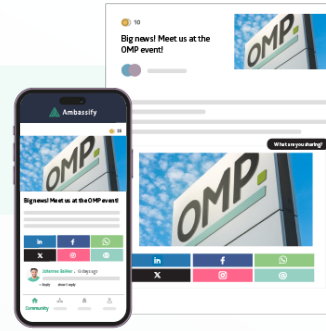
Showing internal pride: how OMP’s ambassadors experience the program

Whenever someone within the Communication team wants to announce something and have employees re-share their content and engage with it, they create a campaign in Ambassify:



With Ambassify, they can now provide a series of **suggested captions** for every post they want employees to share, and they can choose among those the one that resonates with them the most.

In a **couple of clicks** (or taps on the mobile app), the post is shared on any of the main social media platforms.



There is an added layer of fun in their community because the **gamified environment** allows employees to gain points by completing campaigns that they can then exchange for rewards.



Quinten David Soetens, OMP Ambassador: *“We get a notification on the app of Ambassify [every time] there is something that you can share, and we're always proud to share the achievements of OMP, so we can easily do that [with] the app.”*

In the first 10 to 12 months, the OMP ambassadors were able to generate a **potential reach of over 1M** across all social media channels. On top of that, they were able to measure an **ROI of almost €20K in their first year** and engage the ambassadors for a **total value of about €18K**.



POTENTIAL REACH ON SOCIAL MEDIA

1 M



ROI

€20K

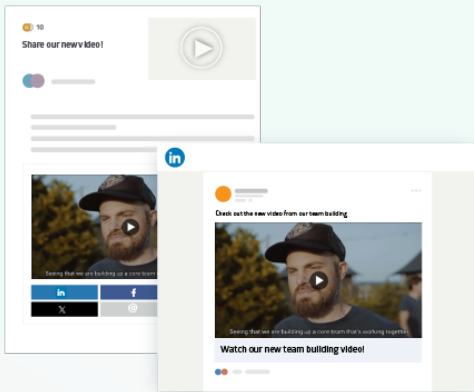


AMBASSADORS ENGAGEMENT VALUE

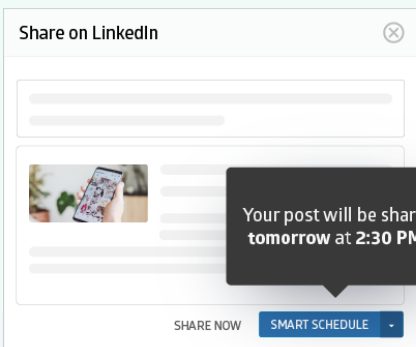
€18K

Favorite features: native video sharing, smart scheduling, and LinkedIn tagging

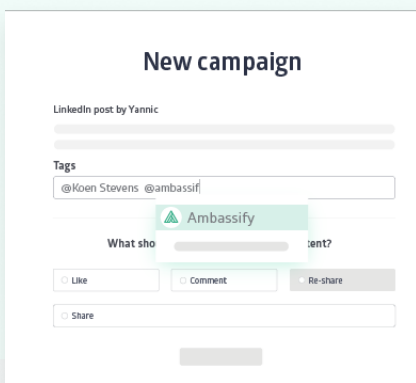
There are two main features that really become fundamentals for the OMP community managers:



The native video-sharing campaigns. Embedding videos in campaigns allows employees to share them natively on their LinkedIn profiles without having to always link to their own website and create a separate URL. **The LinkedIn algorithm really favors this move, increasing its reach.**



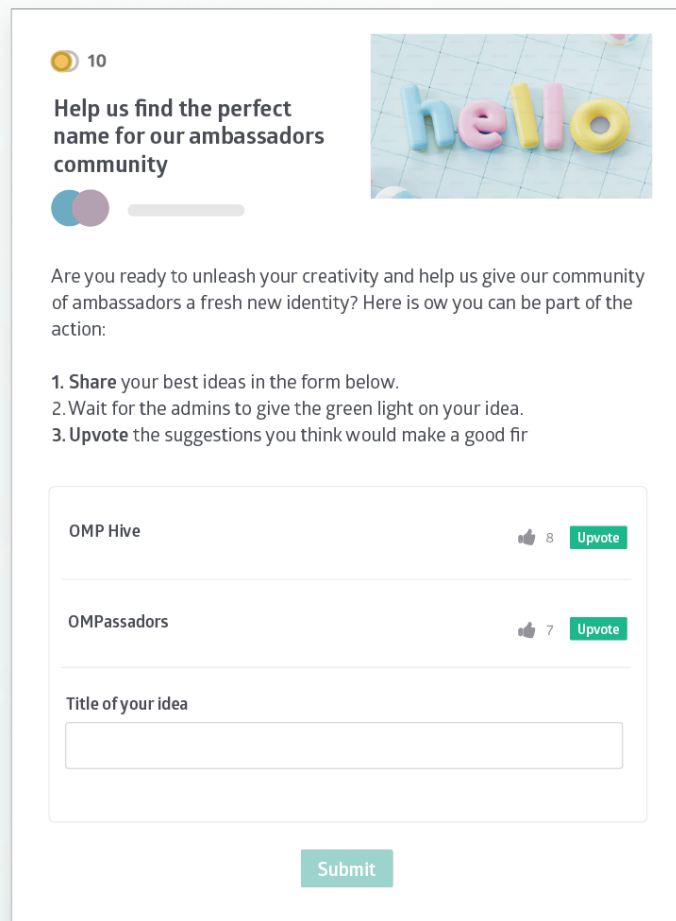
Smart scheduling of posts. This was a feature that a lot of ambassadors were looking for, and **they love it because they don't have to think about what time they should share a certain post:** the system will automatically select the optimal time for their social media channels.



LinkedIn tagging. Another useful and handy feature for OMP is being able to tag people and companies upfront. **Now, they can prepare some messages for a social sharing campaign and tag the relevant parties before the employees share the post.** Before having this feature, they'd often still see a lot of posts appearing where the @s were still visible in the caption.

Campaign examples: crowdsourcing community names and showcasing pride

Once they switched to Ambassify, they decided it was time to give the OMP ambassador community a new name. So, **they launched an ideation campaign to crowdsource the name among the ambassadors themselves.** This proved a very successful initiative as a lot of employees participated in the campaign, suggesting new names and upvoting their colleagues' favorite suggestions. In the end, the ambassadors chose the name **OMP Hive** as a community name.




Another successful campaign OMP launched was a social share campaign. Every year, Gartner, a thought leader in their industry, releases a Magic Quadrant where all supply chain planning providers are listed according to their capabilities and the solutions they provide: OMP launched a campaign to have its ambassadors share the Magic Quadrant report. **Employees always show great internal pride in sharing it with their networks, making this one of their most successful campaigns.**




Lore Kurrels, Social Media Lead at OMP: "Every year, Gartner releases a Magic Quadrant where all supply chain planning providers are listed [...], and it's really nice to see that a lot of our employees are really proud of our position in this quadrant and they share this campaign a lot!"

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OMP named a Leader in 2023
**Gartner® Magic Quadrant™
for Supply Chain Planning**
for the 8th consecutive year




Big news! OMP again a Leader in the Gartner Magic Quadrant for Supply Chain Planning Solutions


The 2023 Gartner Magic Quadrant for Supply Chain Planning Solutions has been published this week and we're happy to see we're again named a Leader! This marks the 8th consecutive time that OMP has received this recognition.

Click below to share this great achievement with the world!

What are you sharing



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OMP a Leader in 2023 Gartner Magic Quadrant for Supply chain Planning Solutions

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Discover more unique Customer Stories and how Ambassify is helping them tap into the trusted network of their employees and leverage their authentic voice to amplify their efforts.

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