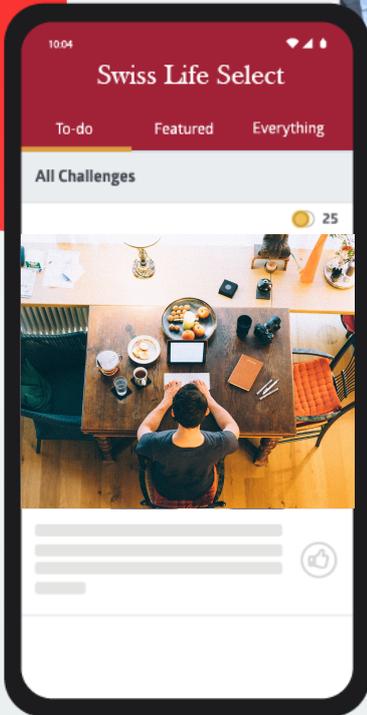


Swiss Life Select

Hi, Jane

To-do All Draft Spotlight Ideation Sustainability



SwissLife
customer story

How Swiss Life Germany provides its IFAs with a reliable and customized content hub



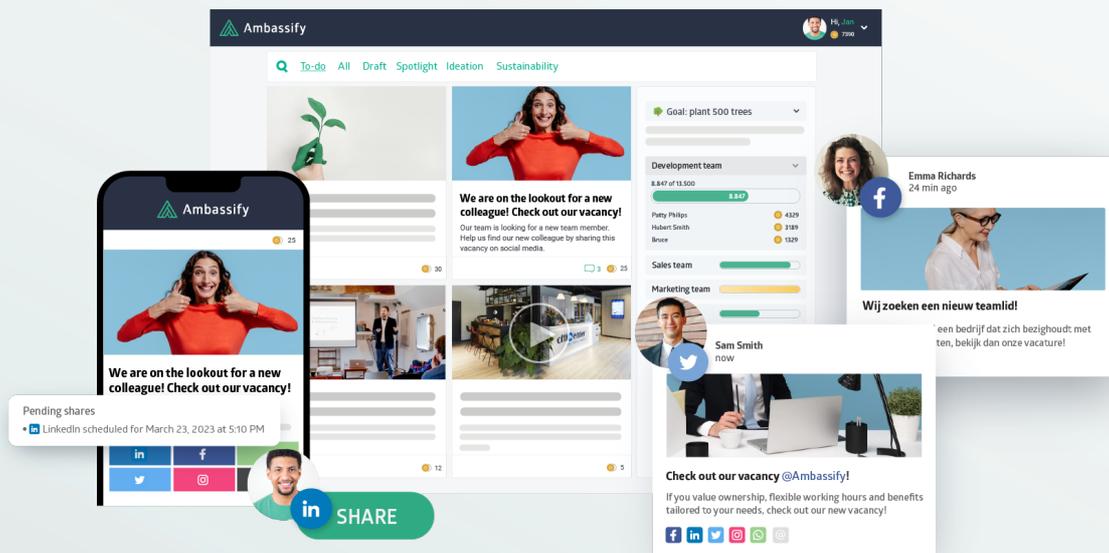
How it all began...

Prior to implementing Ambassify, the Swiss Life Group used to collaborate with another platform to activate their advocacy program and to promote purpose-centered content within its different divisions. That way, each division would publish web-based blog articles to the employees who, in turn, would share them within their respective networks.

The catch? There was no integrated support for rich media formats.

That became an increasingly challenging obstacle within the Swiss Life Germany division, that already produced social media content for all of its subsidiaries.

They needed a platform that would not only allow for social sharing across all formats and feature an easy way to provide downloadable media, but one that was also flexible enough to offer tailor-made customizations.



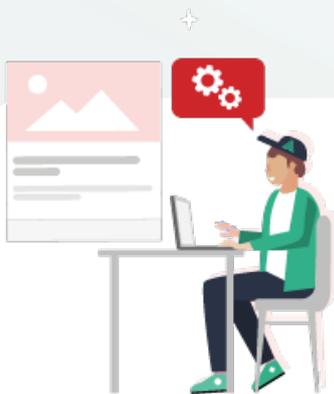
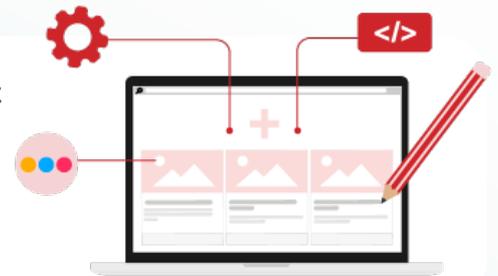
Lennart Crossley, currently Social Media Governance Manager at Swiss Life Germany, started looking into alternative platforms and tools. While he deemed the overall landscape to be rather scarce, Ambassify quickly and confidently asserted its position during cross-divisional in-depth testing.



Why Ambassify?

Switching to a new tool is always a daunting task. Here are three main decision drivers that made the [decision process](#) fairly easy:

Ambassify works out of the box and also offers flexibility when it comes to customizations to both design and function. Given the multitude of brands and the individual users' needs, this characteristic was one of three main decision drivers.



Being in close touch with the development team proved very helpful throughout the entire onboarding process and beyond: **the Ambassify Development team customized features based on Swiss Life's feedback** and thus was able to shorten otherwise extensive periods of feature rollouts to several weeks.

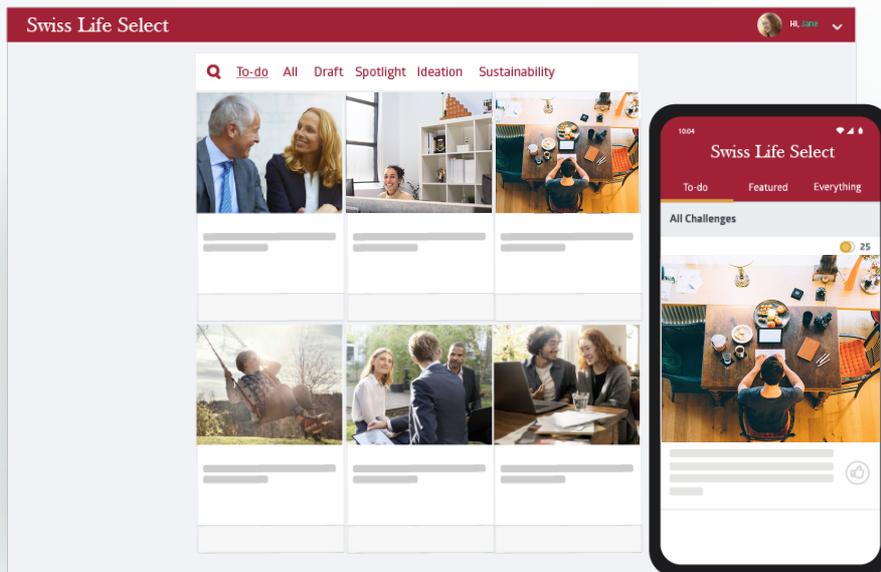
Ambassify provided a standalone solution as opposed to many competitors, tying their employee advocacy product into their existing ecosystem. This made it possible for Swiss Life Germany to have Ambassify expand their existing structures without breaking them.



The result: **Ambassify became the new employee advocacy platform across all Swiss Life Germany entities,** with the international Swiss Life group starting soon after.

Brandvocate – A Customized Experience

In order to provide Swiss Life's users with a unique experience, we built a customized version of our app, called 'Brandvocate'. It became the official name of the white labeled mobile and web platform and has already been adopted throughout all divisions.



To test the usage before finalizing the app, **Swiss Life Germany rolled out a testing phase with the IFAs to gauge their response and gather valuable feedback.** This would then be passed over to the Ambassify Customer Success and Development team, who would customize the platform accordingly. **That way Brandvocate provides a compelling gateway to content, while being in full compliance with local GDPR and respecting the corporate identity of each respective brand.**

The initial set-up of Swiss Life Germany addresses two principal groups of ambassadors.



Swiss Life employees

feel comfortable sharing purpose-related brand content and brand experience



Independent Financial Advisors (IFA)

focus on purpose-infused product content that support brand promotion and social selling

One Content Hub for Each Subsidiary

Ever since the initial set-up, **Swiss Life Germany's biggest focus has been content distribution.** And while catering to five different brands (Swiss Life Deutschland, Swiss Life Select, tecis, HORBACH and ProVentus) would normally require a lot of effort from multiple people, having a tool such as Ambassify to connect, streamline, and amplify content has proven to be a game changer.

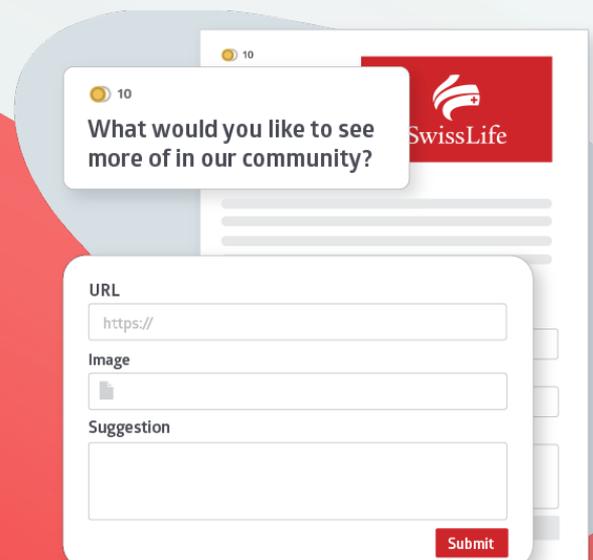


*"Our users are mostly independent financial advisors whose nature of liaison is a lot looser than that of a regular employee. **We also do not use Brandvocate as a community in its actual sense but rather as a content distribution platform.** It is what the IFAs (independent financial advisors) expect it to be."*

They introduced Brandvocate to the IFAs to provide them with an easy way to get content and give feedback. **On Brandvocate, they can easily [find any content they need](#) and either download it to their device or share it via one of the proposed platforms.** As much as this approach differs from traditional employee advocacy, building Brandvocate to become a central content hub for IFAs to get all the approved rich media they need proved to be spot on.

At the heart of their [content hub](#), there are several content managers who create, publish and update content regularly. That way IFAs have constant access to a stream of legally approved, up-to-date, and ready-to-share content. Filtered by campaign, sorted by topic, grouped by type.

On top of that, **members cannot only provide immediate feedback or questions via Suggest Campaigns, but also find quick tips regarding hashtags and soon-to-be related topics.** It provides context and meaning to content which is often lost in today's content-only approach.



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What would you like to see more of in our community?

SwissLife

URL

https://

Image

Suggestion

Submit

Going Live – Onboarding and Launching

With everything set up and ready to launch, how do you even go about [implementing a tool](#) like this?

Right from the start, Swiss Life communicated the nature and purpose of the platform: helping both employees and IFAs to find and use cleared, branded content on their social media profiles.

While each subsidiary needed a tailored approach, Swiss Life Germany focused on a number of intertwined activities to ensure maximal visibility within the respective target groups:

Brandvocate was tightly integrated into yearly sales summits, featuring promotional videos, on-stage keynotes and in-depth workshops. To make registration easy and compliant, attendees were able to register via QR codes or via in-app registration.

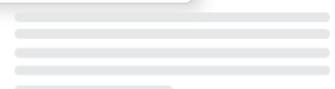


Additionally, **they offered one-on-one email and phone support to help IFAs familiarize themselves with the platform** and promptly solve any issues. That way Swiss Life Germany showed an exceptional commitment to both the user and its experience.

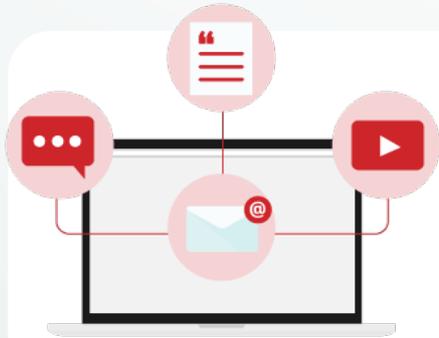
This also extends to their app, with a Multiple link, download or file campaign 'How to get started with Brandvocate' where members can **find links to YouTube tutorials on how to navigate the platform** and a Suggest Campaign to report issues and provide direct feedback.

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How to get started with the Brandvocate program?



Going Live – Onboarding and Launching



Also, **they organized dedicated web conferences and included references to it within their digital learning platform.** They integrated communication in newsletters, and articles within their magazines, ran short ads as loops at their live events, created several promotional videos, thus using different channels to spread it efficiently and quickly throughout the organization.

Many people registered from the get-go and were curious about it. Thanks to this initial enthusiasm and the willingness to provide feedback Swiss Life Germany managed to learn a lot from the IFAs.

To this day, **they collect continuous feedback to learn how the IFAs use the app, what they expect from it, and how to better meet their diverse needs.** This is where the customized reports come in handy that illustrate platform usage across topics, campaigns and member groups.

And while IFAs don't operate within an usual advocacy approach, Ambassify and Swiss Life Germany have been able to leverage Brandvocate as a content-first tool and continued to work closely with everyone involved to make it future proof.

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Share your thoughts about Brandvocate

Have you ever thought about the Brandvocates?

Share your ideas and thoughts with us, and see them come to life.
Submit your greatest ideas here below!

Let's hear it!

Name

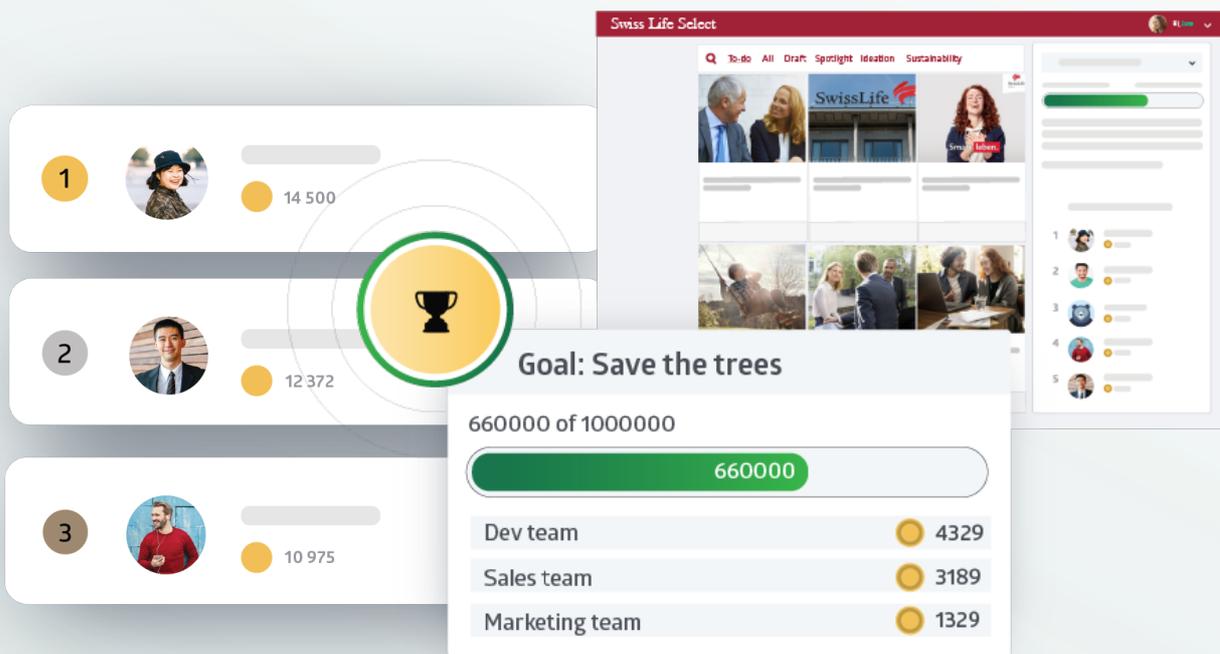
Feedback

Share

What is next?

While content distribution will always remain at the heart of Swiss Life Germany's approach, they are looking to also leverage a range of community-focused features as well as to add AI-powered capabilities in the future.

With each new campaign, the content hub grows both in size and depth. To highlight specific content and provide a sense of competition, Swiss Life looks into features as community goals, rewards and an AI-powered approach to content-distribution.



“ChatGPT is currently changing the way we look at content across all industries. But even apart from specific models, we believe that providing users specific choices, for instance, based on their past activity, on their location or on current headlines will become an essential part of driving activity, both within the platform and outside of it.”