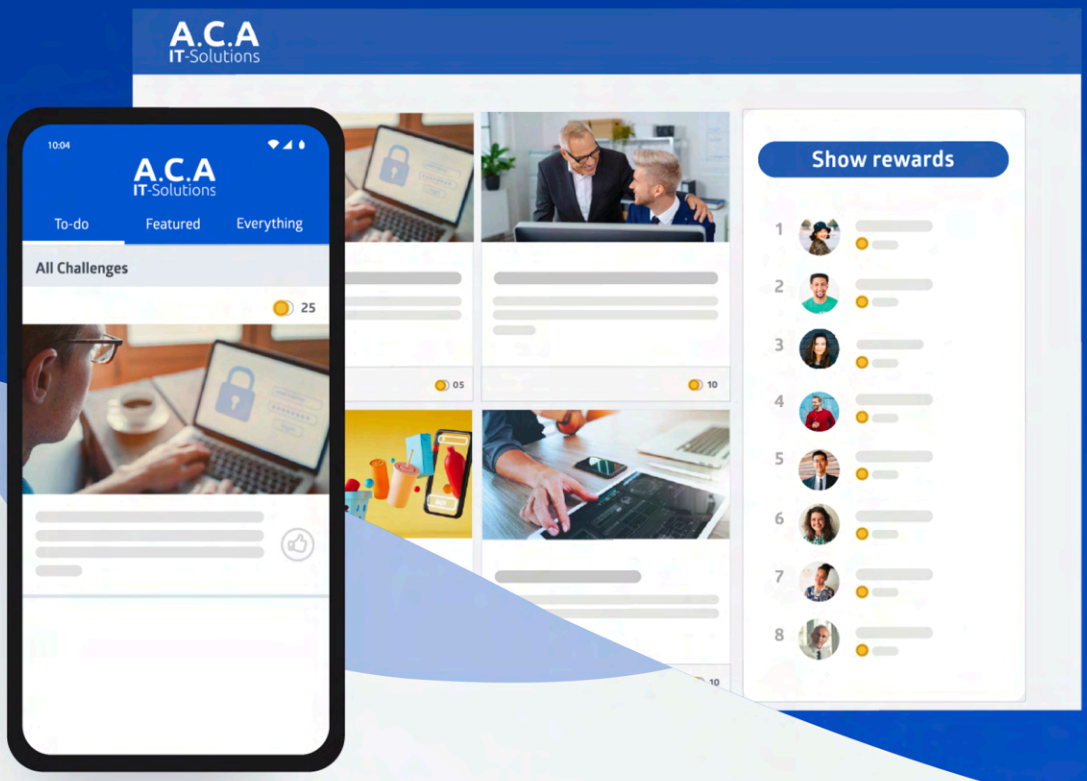


A.C.A.
Group

customer story

How ACA Group created a sense of belonging for their employees

Ambassify

Ambassify

Initially founded in 1989 and focusing on Java consultancy, ACA Group has grown steadily into **a leading provider of a broad array of IT-based project solutions and consultancy**.

In 2015 the company shifted to a "podular" structure, offering expertise in eight different IT solutions domains, including AI and ACA Mobile. The company has offices in Olen, Ghent, and Hasselt.

A.C.A. Group

164
Active members of the community

2133
Total interactions on campaigns

93%
Conversion Rate

47K
Engagement Value

What was the situation before implementing Ambassify?

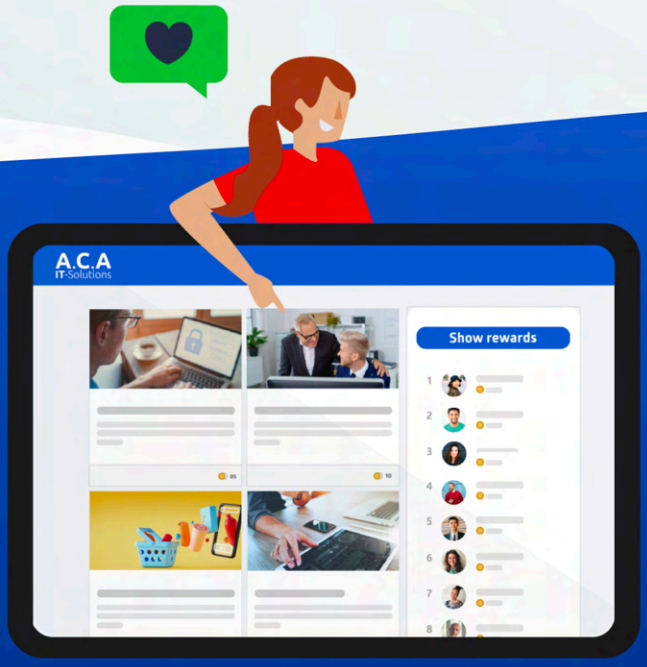
Before starting out with Ambassify, **ACA Group did not have any Advocacy solutions in place**.

They started looking into different options after the company carried out several studies and analysis over the course of two years to identify pain points and areas in need of significant improvement.

pain point 1 Maintaining and strengthening the connected company culture.

pain point 2 Focusing on engagement more than ever.

pain point 3 Reversing the declining employee satisfaction.



How did they choose Ambassify?

The decision to join forces with Ambassify resulted from a process started by Ambassify's own Sales team, who personally reached out to Dorien first.

ACA Group Marketing Manager Dorien, together with **CEO Ronny Ruyters**, **were the decision-makers at ACA Group** — the ones who decided to take on the project of launching an employee advocacy program.

Dorien Jorissen

ACA Group Marketing Manager

Rik Lagey

Ambassify's Word-Of-Mouth Enabler

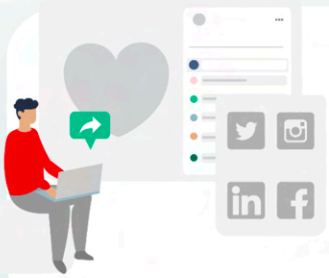
Ronny Ruyters

ACA Group's CEO

What are the main goals they want to achieve with Ambassify?

In early January 2020, ACA IT rolled out its **"ACA Ambassador Community"** via the Ambassify platform, utilizing the desktop platform and the mobile application.

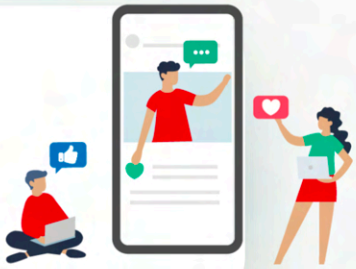
Increase Engagement



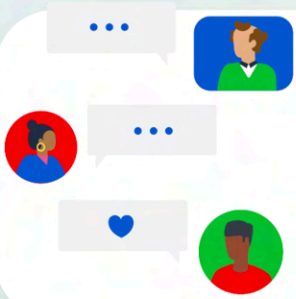
After realizing that there was a low level of employee happiness and engagement within the company, **ACA Group wanted to upend the situation and make engagement its priority.**

Feeling of Ambassadorship

They wanted to generate a feeling of ambassadorship among their employees, a feeling of belonging, and overall satisfaction and happiness.



Gather Feedback



ACA Group wanted to collect internal feedback regularly and in an efficient manner to then **structure this feedback coherently.**

Increase Social Sharing

Another main priority was to increase Social Sharing and **creating coherent and consistent messaging throughout the company** to send out to external stakeholders.

What are some early results?

ACA Group launched its Ambassador program in 2020 — that is, at the dawn of the Covid-19 pandemic. Partly due to the harsh life and work conditions that resulted from it, **ACA Group could see the tangible improvements made possible by the Ambassify platform.**

> They discovered the true power of Ambassify when **they realized how easy it was to involve the people behind the scenes in everyday and sometimes organizational decisions.**
>
> This can be considered an awe-inspiring achievement, especially if one thinks that engagement was more crucial than ever for them.

> *"For us, the connection and engagement is the most important thing.* ***We didn't expect using Ambassify to have such a big impact on it."***

How was Ambassify received by the end-users?

A large part of the team immediately got on board with the program. To make sure that everyone felt comfortable with the tasks that were being asked via the Ambassify platform, ACA Group turned to frequent feedback sessions:

before — They'd ask each other's opinions as much as possible and held a lot of internal meetings via Zoom.

before — They asked Ambassadors if the campaigns through Ambassify were clear.

outcome — **They offered to make the results of the campaigns public so people could see the actual impact they were creating.**

A.C.A. Group

Did you know?

*The ACA Ambassador community has **164 active members** and 47k euros of total engagement value.*

Inspirational campaigns

Poll Campaign

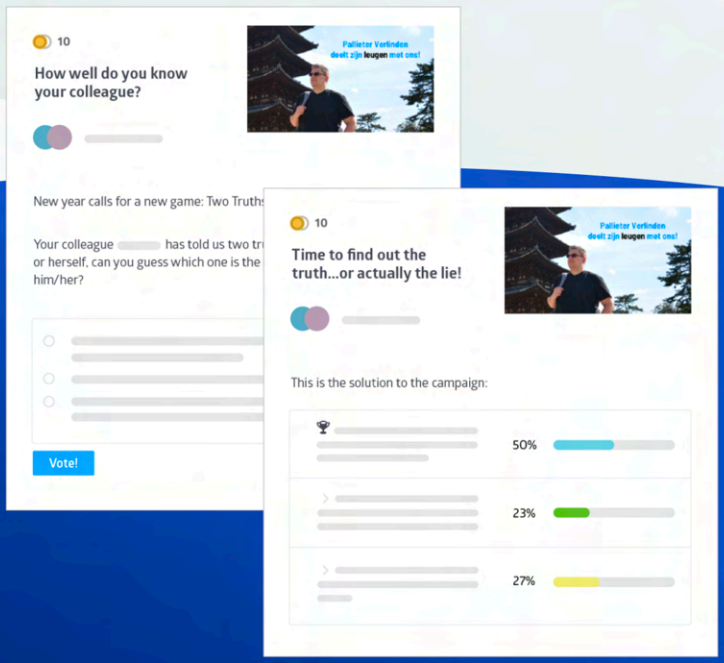
One of ACA Group's most famous campaigns is called **"Two Truths, One Lie"** — a campaign they create for employees who join the team, or in general, to put employees in the spotlight.

question They ask members to tell them two truths and one lie about themselves.

answers With a Poll campaign, they ask Ambassadors to guess which one was the lie.

outcome With a Content Item campaign, they reveal the truth and the game's final results!

This campaign is perfect for **generating playful engagement**, and it makes employees think about other employees.



Inspirational campaigns

Additionally, there are some types of campaigns that ACA Group regularly creates for its Ambassadors, aimed at generating and **strengthening connections with and among the Ambassadors:**

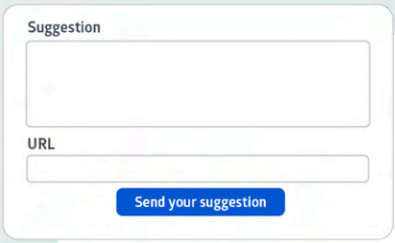
Feedback Campaigns

For different teams and people in various roles and seniority levels — **how can we improve communication within the company?**

Employee satisfaction surveys

They do this survey every two years — how do you feel about your work, **what would you like to be more involved in?**

Suggest Campaigns



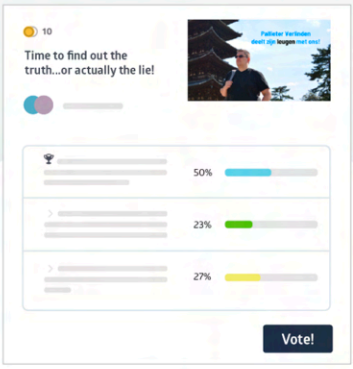
To know how people fared during lockdown — **what do you need to feel comfortable working from home? New office furniture, for example?**

Ambassify

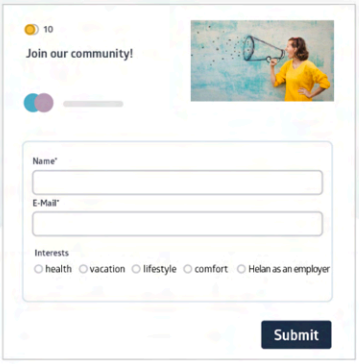
A.C.A. Group

What makes Ambassify the best fit for the ACA Group?

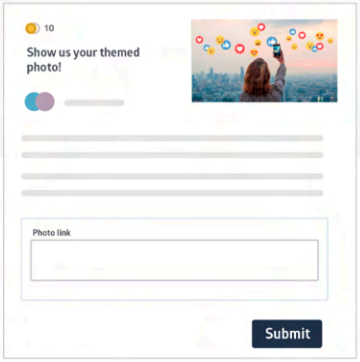
Ambassify offers a large variety of campaign types that allow for many different kinds of interaction.



Polls



Forms

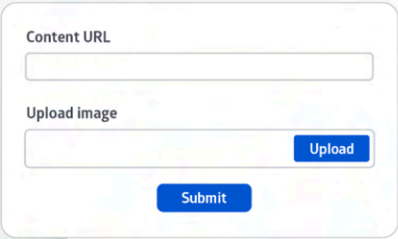


Content Creation

"We know that it is difficult to make people feel that they have an impact on the organization. *This was almost impossible, but thanks to Ambassify, we could strengthen this feeling."*

Most used campaigns

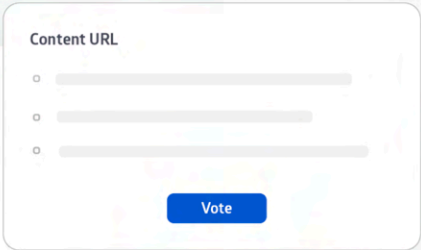
Content Creation Campaigns



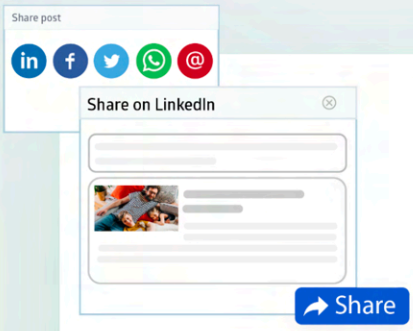
For example, by involving employees in creating the new video of the ACA team in all offices.

Voting Campaigns

For example, picking between two different website headers or asking for input on when to host their internal meeting.



Share Campaigns



These are important to read and review important ACA content, generate new content to distribute via different channels, and **provide input on handling organizational and social media communication.**