



*Domien Claeys*  
*Brand Manager*



customer story

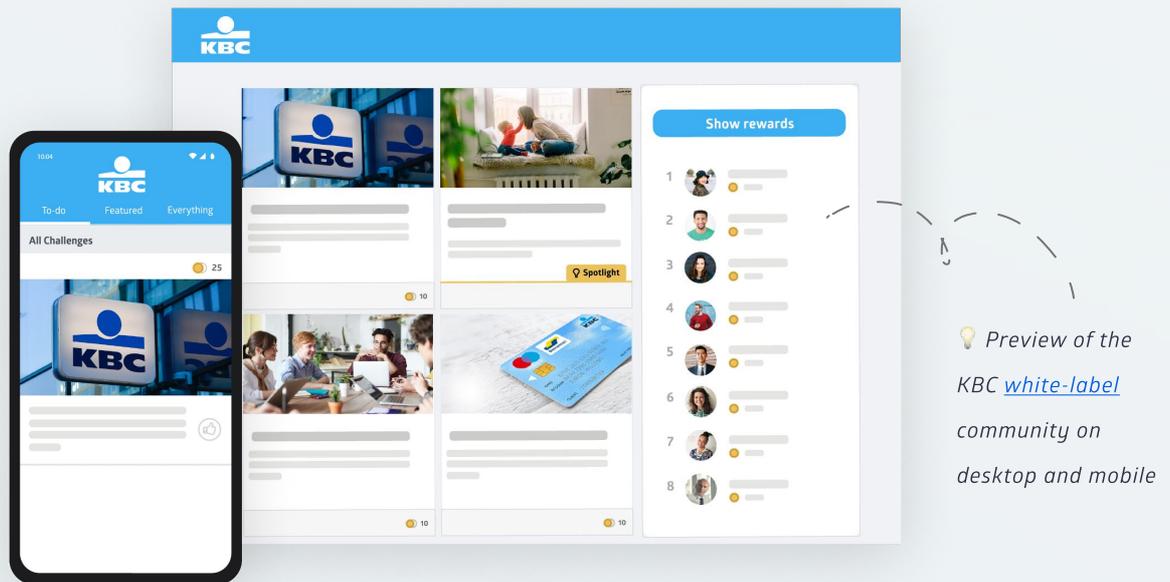
# How KBC increased internal engagement



## Who is KBC?

[KBC](#) Group N.V. is a universal Belgian multi-channel bank-insurer, focusing on private clients and small and medium-sized enterprises in Belgium, Ireland, Central Europe, and Southeast Asia.

Employing over 42,000 people worldwide and with over 11 million customers, KBC is a major financial institution in Central and Eastern Europe and the 18th largest bank in Europe by market capitalization.



## The need for employee advocacy

**Before using Ambassify, the team had used a platform to share content on social media, but they wished to strengthen their relationship with potential advocates.**

With the previous implementation, KBC was forced to rely solely on Social Sharing campaigns without having the chance to really engage with the employees and ambassadors and ask for their input, feedback, and collaboration.

Domien Claeys, KBC's Brand Manager, was the primary contact point between KBC and Ambassify. He was the one who first got in touch and started to investigate Ambassify as a more suitable solution for KBC's needs.



**Domien Claeys, Brand Manager:** “At KBC, we started an Advocate Marketing program because we think it's important to engage our employees to build a stronger brand together.”

## Choosing Ambassify:

Several features contributed to making Ambassify the best fit for what KBC was after:



**A vast campaign library.** Ambassify offers dozens of campaigns and interaction types to choose from, not limited to social sharing.



**The advocate identification process.** Together with a customer success manager, Ambassify guides you to find, recognize and invest in power users.



**The mobile app.** This provides a familiar and, above all, secure space to communicate with advocates makes it easier for them to be active on the platform and share content.

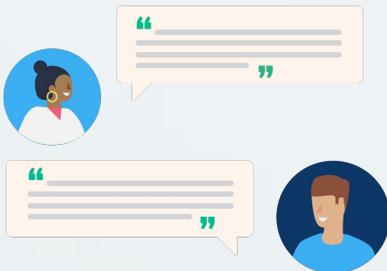
## Setting goals for the program

Three were the primary goals of KBC in implementing Ambassify as an advocacy platform:



**Making advocates more involved in the company.** Internally, the company realized that keeping employees more and more engaged with the company would yield significant benefits.

**Building a stronger employer brand.** Engaging with employees and entering into dialogue with them while encouraging them to spread the word online would solidify and enhance their positive employer branding efforts.



**Boosting social reach and engagement.** This would give them a greater opportunity to collect actionable feedback from the community and, consequently, build a stronger brand.

## Results after one year

The early results were very promising:



ONBOARDED ADVOCATES

**1 600**



ROI

**X 10**



GENERATED CLICKS IN ONE CAMPAIGN

**23 596**

## Creating internal enthusiasm: onboarding ambassadors

KBC approached the onboarding process in two main ways:



**They offered conspicuous incentives to early joiners.** For instance, they created bonus point bundles for initial joiners to motivate employees to participate in different initiatives.



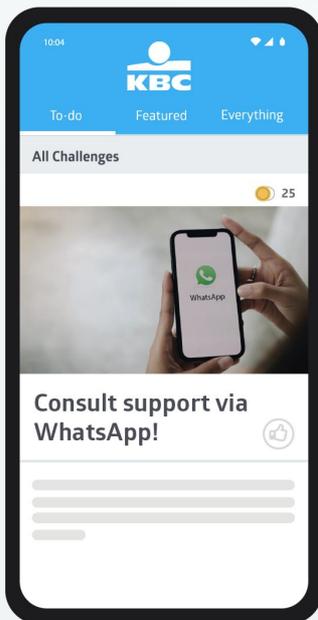
**They shared an engaging story to involve employees.** They focused on transparency and, with smart storytelling, encouraged employees to participate in their advocacy program.



**Domien Claeys, Brand Manager:** *“We motivated our advocates by doing an internal campaign where we would repeatedly show the benefits of Advocate Marketing, such as showing the results of the program, explaining why it’s important for us, etc. And then we have them voluntarily register. To this day, they share campaigns without any incentive.”*

## Inspirational campaigns

1. **The first campaign** ever launched by KBC after the implementation of Ambassify involved the **promotion of a unique support feature** in Belgium where customers could consult support via WhatsApp:



- KBC leveraged its new community of advocates to create buzz on social media
- The focus was on spreading awareness;
- The campaign’s goal was to increase clicks to an article detailing the new feature and reduce advertising spend to generate those clicks.



SUPPORT ARTICLE CLICKS

**23 596**

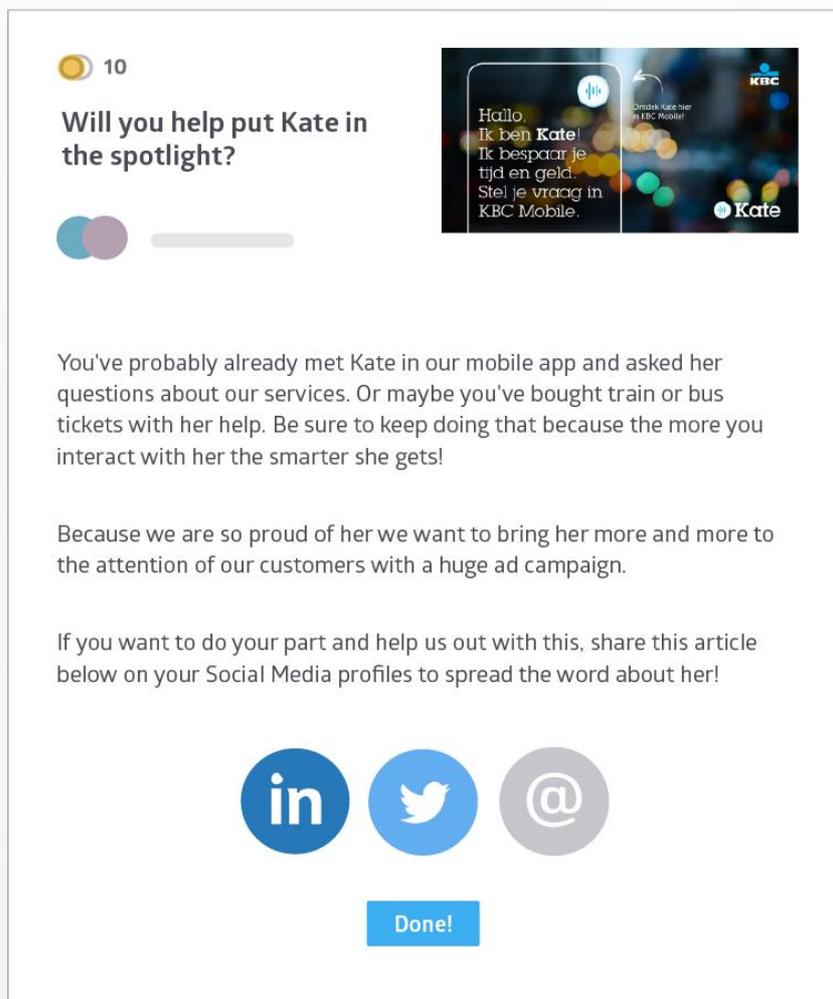


WEBSITE CLICKS

**25 000**

**2. Another successful and inspiring example** is another Social Share campaign created as part of a massive advertising campaign to promote the launch of Kate, KBC's digital assistant that would be able to help clients at all times:

- They created a **Social Share campaign** to ask ambassadors to share KBC's article announcing the launch of Kate.
- They provided a short text for the ambassadors to use as their caption when sharing the post.
- The campaign's goal was again to generate buzz and drive more attention to the new digital assistant.



**Find out why Ambassify is the leading employee advocacy solution, and learn what makes us different from other platforms.**

[Read more](#)



**Domien Claeys, Brand Manager:** "Thanks to Ambassify, KBC employees can share content that adheres to our corporate identity. We offer them branded content to share and help them with approved messages and captions they can use on social media."



CAMPAIGN INTERACTIONS

600



ENGAGEMENT VALUE

€3 000



POTENTIAL REACH

250 916



CLICKS

2 000



### Watch how Helan transitioned to Ambassify

and how their implementation managed to leverage their creativity and in-house talent to strengthen their employer branding and personalize the Ambassadors' experience.

[Read more](#)

Customers who are growing their brands with Ambassify



V O L V O

