

PLUTUS

customer story

# How Plutus engages its advocates through gamified promotion



Ambassify

## Who is Plutus?

Founded in 2015, **Plutus is a finance app** that offers customers a current account and a non-custodial wallet to manage different assets in one finance app.

They also provide the **possibility to exchange currency and a debit card that gives customers a 3% back in crypto reward** every time they use it for purchases.

**Plutus's mission is to simplify the processes so even novice users can integrate cryptocurrencies into their daily lives** and quickly get accustomed to the new digital coins.



PLUTUS

Plutus's implementation of Ambassify aims at **leveraging the power of customer trust and fidelity and transforming it into customer advocacy**. Customers help Plutus get more visibility on social media and reach out to other potential customers by spreading the word about the Plutus product.

Plutus's **goal is to improve its relationship with the existing customers** and Ambassadors. To do so, they engage with them via feedback campaigns to gather their input, ideas, creations, and opinions they can then use to improve their product.



## What was the situation before implementing Ambassify?

Before implementing Ambassify as an advocacy software solution, Plutus had an ambassador program already in place. This was very much a manual process, consisting of a series of Excel spreadsheets.

before

They would identify ambassadors and invite them to their Discord community.



before

They'd keep track of their records in spreadsheets they'd create manually.



outcome

They'd give employees tasks to perform via their Discord community (this included content creation tasks such as taking a photo with their Plutus card).

The problem with this previous process is that it wasn't scalable. It was very time-consuming; **it required someone to keep track of all the Ambassadors and manually update the spreadsheets.**

Plus, **there were no reports on how well the ambassadors were performing or the effectiveness of their advocacy efforts.** On top of that, the program was not interactive for the users, which made it a less enjoyable experience for them.

# How did they choose **Ambassify**?

The process Plutus went through was straightforward:

- search** They Googled the three top contenders for advocacy on the market, which included Ambassify.
- calls** They set up calls with all three.
- outcome** They made the choice to go with **Ambassify**.



Improved relationship with ambassadors



Enhanced presence on social media



Marcus Soulsby

Plutus' Marketing Manager

Koen Stevens

Ambassify's CEO

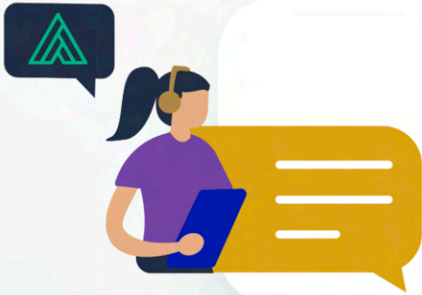


Marcus Soulsby, Plutus's Marketing Manager, was responsible for researching software solutions to kick off a formalized advocacy program.

In the end Jasper Tay, Founder of the company, signed off the on Marcus's agreed partnership with Ambassify.

# How did they choose Ambassify?

1



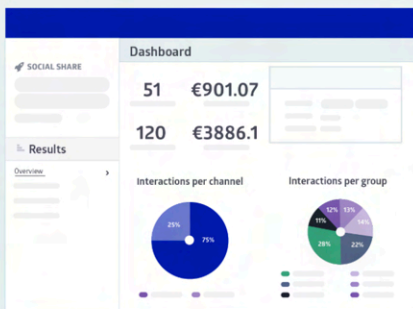
Ambassify comes with a **customer success manager** that helped them set up the platform, and onboard the customers.

2

It has **specific campaigns for different channels and goals**: social shares for Social Media sharing and polls, voting, and surveys to gather input and feedback and to encourage content creation.



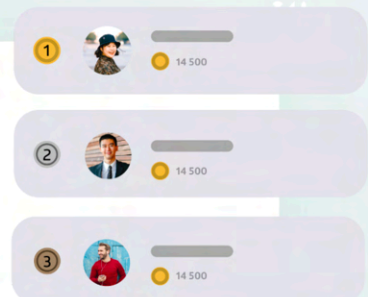
3



It offers **tools and features that help Plutus automate the previously manual processes**, and a reports section that enables them to measure the results obtained through it.

4

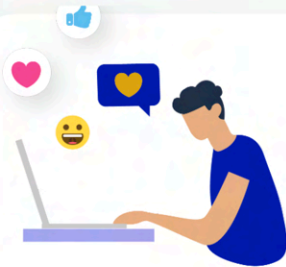
Ambassify also offers the fun element of **gamification to make it more enjoyable** for the Ambassadors.



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

Since the relaunch of the program with Ambassify, their primary goals were to:

## Open up communication



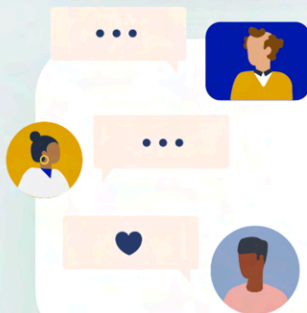
Plutus wanted to **give their Ambassadors a better space for interaction**, give their feedback, have a cleaner user journey, and make it overall more enjoyable.

## Word-of-mouth

Plutus wanted to increase word-of-mouth exposure and thus create more collaborative opportunities, and also **increase community engagement across their core Social Media channels**.



## Generate awareness



Crypto is, in general, a very community-driven industry, which means that **word-of-mouth advocacy is crucial to driving awareness**.

## Data-driven insights

Plutus wanted to **track whether the Ambassadors were performing their tasks** and what kind of attention and engagement they were driving to Plutus.



## What are some (early) concrete results?

In their first three months, Plutus was able to onboard **114 members** in their customer community.

Since the implementation of **Ambassify**, they were able to see:



**1815+**

Interactions



**57K**

Engagement Value



**x3+**

Engagement on Twitter

# How did Plutus onboard new employees and motivate them to join the program?

## Phase 1

Plutus initially relaunched the Ambassador program with only 10 people – they wanted to gauge their response before opening it up to a more extensive user base.



 Ambassify

## Phase 2

After the initial relaunch of the Ambassador program, **they had overwhelmingly positive responses**, so they gradually added a few more.

### reach out

They already had community channels like Discord and Telegram with a large user base, **so they reached out to the most active members, who they knew would be great advocates.**

### application

They later sent an email to the entire user base with a questionnaire they could fill in to submit their application.

### outcome

They thoroughly went through those files and thus handpicked the users they thought would be a good fit. **The goal now is to slowly grow the program to reach the thousands.**



## How was **Ambassify** received by the end-users?

They had highly positive responses from the users since the beginning.



***“Engagement is very high, thanks to the gamification aspect. Users compete for the highest position on the leaderboard, and the cool rewards stimulate their engagement with the company and its content.”***



Rewards on the Platform range from hoodies and hats to shirts and mugs and other kinds of Plutus merch.

Plutus in-app rewards also include other benefits that customers can claim, such as the Pluton Rewards (or PLU, Plutus own crypto currency).

# Inspirational campaigns

## Perk Survey

The purpose of the campaign was to **collect input and ideas from Ambassadors and users all over the continent**, to be able to pick and offer the rewards Plutus offers, based on the preferences and the trends in those countries:

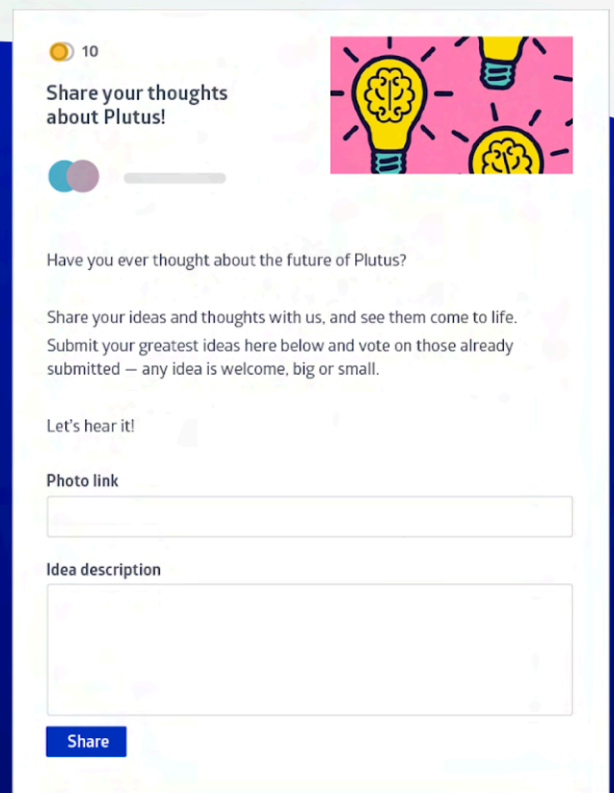
**question** Not being familiar with the culture in Europe, Plutus created a survey to ask for input and sent it to the Ambassadors; they received a ton of interesting data.

**sharing** Then, they posted the survey online, and asked Ambassadors to share the survey with their networks.

**outcome** The result is that they got thousands of responses, thus producing and offering a product that users really love.

The success of this campaign lies in the fact that **Plutus was able to gather a huge amount of data through their Ambassadors.**

It also lies in the fact that **users contributed to the creation of the product** and could see their input and feedback being listened to.



# What makes **Ambassify** the best fit for **Plutus**?

## Automating processes



*“Ambassadors can perform tasks and interact with campaigns, retweet posts, etc. and it’s all **automatically processed.**”*

## Streamlining the tracking

*“It allows Plutus to manage the community with little effort, process and react to feedback, and **measure the impact of the community on our revenue.**”*



## Rewarding Ambassadors



*“The platform offers a more efficient way of engaging the community, where **Ambassadors get rewarded for showing their support.**”*

## Gamification

*“It added to the program the **fun aspect that wasn’t there before.** It makes the whole thing more engaging and a more enjoyable experience for the users.”*

