



Alexandra Dhooghe
Communication Specialist



customer story

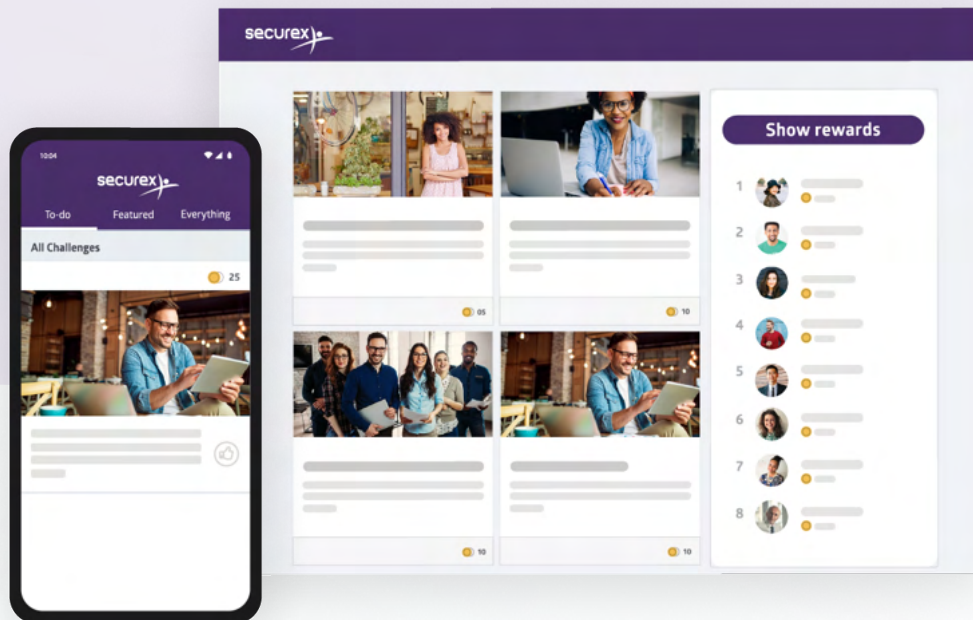
How Securex built a tight-knit, multilingual community of employee ambassadors



Who is Securex

[Securex](#) is an international HR company that provides services in the field of social administration and HR for employers and entrepreneurs.

They have a proven track record of supporting 90.000 companies, 140.000 entrepreneurs, and 5.700 privileged partners such as bookkeepers, brokers, and accountants. They count more than 1,900 employees across 28 offices in Belgium, France, Luxembourg, The Netherlands, and Spain.



Choosing Ambassify: a reliable platform to build a tight-knit community

Before Ambassify, Securex had already been involved with another employee advocacy platform with which they started building an ambassador program. After some time, they felt like they were missing some essential features and capabilities that would allow them to take the program to the next level and build a more trusted community of ambassadors, and that's when they decided to switch.

The Ambassify product and service proved itself to be the right fit for Securex. They offered all the things they were looking for, which would allow them to go beyond simple content sharing and **build a collaborative relationship with the employees and a tight-knit "community of ambassadors."** something that was previously missing.

Platform reception: enthusiasm among employees and company-wide consensus

The launch and onboarding of the platform went very smoothly: given that they already had an ambassador program, employees were already used to being brand ambassadors, and they were actually enthusiastic about the new tool.

All they did in this initial phase was contact their former ambassadors to see if they still wanted to be advocates for the brand and test the new platform. **By the time they launched, they had all been trained to use the platform, and they helped create a lot of internal buzz around Ambassify right from the start.**

Thanks to this, everyone got curious about it and about how it all worked, and what benefits they would gain from all of this, and they got a lot of new ambassadors.



Alexandra Dhooghe, Communication Specialist at Securex: *"Both the front- and back-end of the platform are very good. Once you understand how it works, everything is easy and, most importantly, quick to do."*

Setting goals: yearly objectives for the advocacy program

Together with the Ambassify Customer Success Team, Securex has been setting goals and targets for its ambassador program to track progress and performance. For their first year with Ambassify, they have been focusing on — and successfully achieving — two main objectives:



Creating a real community of ambassadors, namely **engaging employees beyond content sharing, and encouraging them to take real pride in Securex** and to show it on a global scale. This involves operating within the company and on the Ambassify platform to build a collaborative relationship with the employees rather than just relying on social sharing as the main advocacy driver.



Spreading the word about Securex and its messaging to be able to reach as many people as possible. This is obviously possible only by leveraging the existing network of its employees and engaging its brand ambassadors as much as possible to increase activation, involvement, and pride.

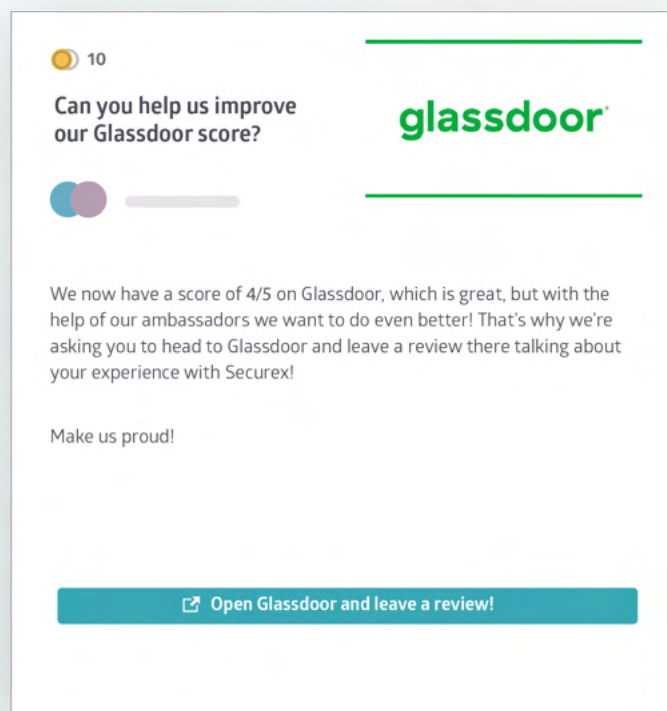
Engaging ambassadors: launching a variety of campaigns to build relationships

Securex uses a wide variety of campaigns on the Ambassify platform, from "share" campaigns — where they ask their ambassadors to share their messages on Facebook and LinkedIn— to, for example, "like and comment" campaigns — where they ask to go to their social networks and meaningfully engage with Securex's content. The aim behind both campaign types is to generate more reach and trigger conversations.

In terms of community building, **they also use more challenging campaign types that require more engagement and commitment from employee advocates**, such as co-creation and ideation. For example, they ask them to create their own content, participate in contests, etc.

Occasionally, different campaign types will also pop up in the community, asking employees to leave a review on some employer platform. For example, this year, they launched a campaign to **collect more reviews on Glassdoor: they managed to get 97 new reviews from their ambassadors and improve their score from 3,9 out of 5 to 4,6 out of 5.**

To promote this campaign, they used a promotional message, where they gave extra context in the email – details on Securex’s employer brand, what was expected of them, and why Glassdoor reviews are so important – so the employees would understand the importance of the campaign.

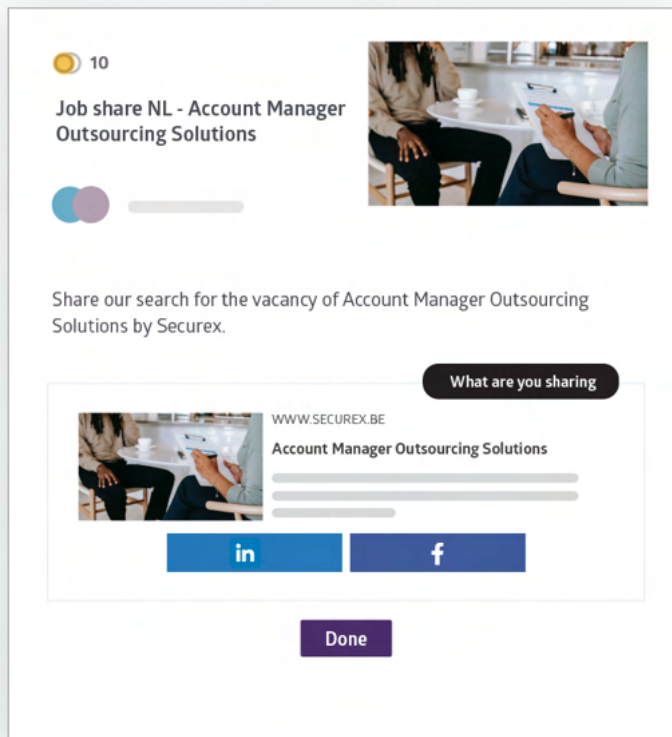


The variety of campaign types and the different levels of each ‘ask’ they put forward is the key to the success of the community: asking employees to automatically share all content is a strategy that might easily give rise to social sharing fatigue. Employee advocacy is about giving and taking – something that in the long run will foster a more genuine relationship with your workforce.

Inspirational campaigns: community favorites and success stories

After almost a full year of using Ambassify, it's easy to notice trends within the ambassador community and see which campaigns are a 'community favorite', so to say, and have a higher engagement rate than others:

- **"Job" campaigns** – where employees are asked to share a vacancy on their social media channels to attract new talent – have proved very successful within the Securex community.



Alexandra Dhooghe, Communication Specialist at Securex:



"Surprisingly, when we're looking for new hires, our colleagues love to share it on their networks. So those are campaigns that always get a lot of shares."

- **Challenges** – they are always very rewarding for employees, and they can see that ambassadors tend to participate a lot.

For example, Securex launched a campaign challenge to give away tickets to the football game between Antwerp and KV Mechelen. To win, users are asked to upload a photo showing that they are a football fan or to upload a video showing their football skills. The goal was twofold: **they would make a compilation of these photos and videos and create posts on Instagram, and they would randomly pick a winner among all those who participated.**

10

Win two tickets for the SuperCup between Antwerp and KV Mechelen!



Are you a real football fan? Would you like to take someone out for the Supercup final?

Take a photo or a video of yourself showing us how big of a fan you are, OR a video proving you possess authentic football skills.

We'll collect the photos in a nice compilation for social media and pick a random winner!

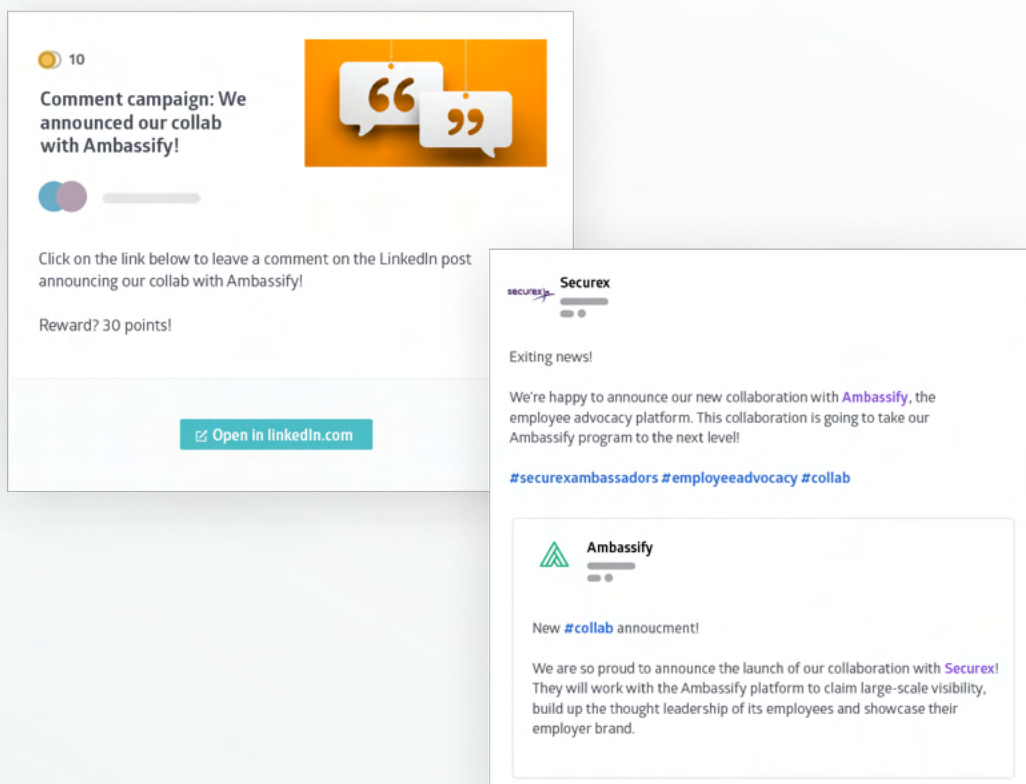


Discover more unique Customer Stories and how Ambassify is helping them tap into the trusted network of their employees and leverage their authentic voice to amplify their efforts.

[Read more](#)

- Another particularly successful campaign was one that closely involved Ambassify itself.

After Ambassify announced the new collaboration with Securex on LinkedIn, Securex reposted it on its own page and then asked its ambassadors to go and leave a comment on the (re)post with a community campaign. **More than 100 ambassadors left a comment!**



Managing a multilingual community: creating tailored content to engage employees

The Securex community is divided into French- and Dutch-speaking employees, which is why **Ambassify's language-focused features have been helpful in managing and creating tailored content for such a diverse community.**

Ambassify supports 10 different languages (EN, NL, DE, FR, ES, IT, SE, NO, FI & PL): through the platform Securex is able to decide for themselves whether each campaign should be available in both languages or in one language one language only (French and/or Dutch).

For some "job" campaigns, for example, when looking for Dutch-speaking hires only, they would choose the single-language option and thus ask only their Dutch-speaking employees to share the campaign. The handy thing about the platform is that they can easily decide on a case-by-case basis.

Motivating employees: leading by example to incentivize participation

Keeping morale and motivation high at all times is a continuous challenge for any company working with employee advocacy. What Securex has been opting for is, first of all, **the gamification system**. Ambassify's gamification features offer the possibility to earn rewards, which creates a bit of internal competition between employees who want to climb up the leaderboard. Even though this competition isn't the goal and is just an added benefit, it does prove successful for Securex.

Second, they have management fully backing the project. **They really want the entire leadership to be ambassadors of Securex through the Ambassify platform** and truly lead by example. So, for example, all managers talk to their teams about it and actively participate in the initiatives they launch.

Third, the communications team tries to keep interest alive by **creating engaging challenges** on Ambassify and talking about the platform and the program on their intranet. For example, they spotlight their ambassadors there, and they do so by naming the top 3 ambassadors of the month, and so on, which also creates a bit of interest and curiosity among those employees who aren't brand ambassadors yet.



Alexandra Dhooghe, Communication Specialist at Securex: *"We also spotlight [employee ambassadors] on our social networks. All of this makes people want to be the next top ambassador of the month."*

One-year results: a thriving community of engaged ambassadors

After one year of using Ambassify, Securex shows [outstanding results](#). At present, Securex has managed to **convert over 20% of their employees into ambassadors**, which can certainly be regarded as a remarkable achievement in such a short time.

On top of that, after 10 months of implementation, they were able to **attain a "reach" potential of 3.8 million on social media** – and they reported a saved ad cost of about €60k, which they were able to spare thanks to the advocacy efforts of their employees.



OUTSTANDING RESULTS AFTER

1 year



EMPLOYEES BECAME AMBASSADORS

20%



REACH ON SOCIAL MEDIA

3.8 milion



MONEY SAVED

€60k



Alexandra Dhooghe, Communication Specialist at Securex: *"Besides, if it hadn't been for our ambassadors, we would've had to spend about €60,000 to get the same results."*