

helan
customer story

How Helan leveraged in-house creativity to strengthen its employer branding

Who is Helan?

Helan is a **Belgian health insurance provider**.

Helan was born when the two insurance providers, Partena Ziekenfonds and OZ Ziekenfonds, merged.

They provide a smoothly running **health insurance fund and affordable insurance**, childcare, home care, household help, holiday camps, and a health shop.

They have three headquarters, in Gent, Wilrijk, and Bruges.

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Under Sarah's guidance, **Helan wants to use Ambassify to leverage the creativity of its people**, their in-house talent, and their ideas to strengthen its employer branding.

For this reason, gathering input directly from the employees and putting their thoughts and feedback at the center is crucial to this process.

The core of their implementation is the **customization and personalization of the Ambassadors' experience** on the platform and social media.



What was the situation before implementing **Ambassify**?

The advocacy experience started with OZ Ziekenfonds – one of Helan’s founding insurance companies.



“Before starting our collaboration with Ambassify we already had an advocacy solution but we decided to leave it so we could switch to Ambassify.”

before

They picked one software solution and went through a trial period with a competitor.



problem

Realizing it wasn’t the best fit for them, they received a pitch from Ambassify; **they compared features and offer of their current advocacy solution with Ambassify’s.**



outcome

They finally decided to switch to Ambassify – in the end, what moved the needle for them was the **vast offer of features and the community capabilities.**

By sharing a more authentic experience with both workforce and network, **Helan is now creating and strengthening their employer branding and work culture** based on credibility, engagement, and authenticity.

How did they choose **Ambassify**?

They started by **delineating their needs and what they were looking for in their future software solution**, with attention to the features and solutions that each offered and that would take them closer to the goals they were after and help them promote their brand.



“In the end, it came down to making a pros and cons list, and this basically enabled us to make a rational choice about it and choose Ambassify.”



Sarah Giebens

Helan's Digital Marketeer

Sarah Giebens, Helan's Digital Marketeer, firstly advocated for the implementation of an advocacy program in the company.



Koen Stevens

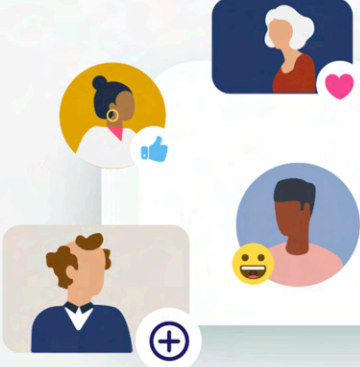
Ambassify's CEO

Ambassify CEO Koen Stevens was able to pitch the Ambassify product against a competitor OZ was already undergoing a trial with.

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


After the switch to Ambassify, the primary goals Helan wants to achieve include:

1



Increasing the number of Ambassadors, especially following the merge between the two healthcare providers.

2



Expand their reach on Social Media and boost engagement on their posts by leveraging in-house creativity to share authentic and personalized posts.

3



Improving their ENPS score by nurturing a community where Ambassadors can connect with like-minded people, **and generating more engagement among the employees.**



Did you know?

Since the merge with Partena, the community has been renamed "Heroes of Helan."

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

Helan approached the recruitment and onboarding of new Ambassadors in a very unique way. Requiring little assistance from Ambassify, **Sarah came up with some fascinating and innovative initiatives to entice employees to join the program.**

1



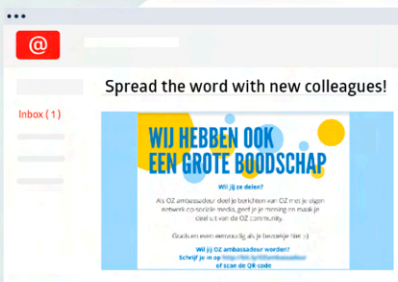
They adopted all the Ambassadors who had already signed up for the previous advocacy program and onboarded them on the new platform.

2

Sarah created and printed out some posters to hang in the kitchen and the toilets so that people would see it everywhere, get curious about it, join in via a QR code, and then spread the word.



3



They advertised the program through their internal channels: sending invites through their newsletter, and encouraging employees to spread the word with new colleagues.

4

They have a webpage with the testimonials of existing Ambassadors; this way, new employees can look at their talk about how and why they liked some specific things about the platform



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



*“The platform was received very positively by the Ambassadors – **the community is very tight and enthusiastic with an authentic community feeling.**”*



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*“The community manager invests a lot of time making everyone feel like they are in a stimulating and **engaging environment with relevant and authentic storytelling.**”*

This devotion makes the experience much more accurate for the audience and enjoyable for the Ambassadors, which makes them all the more **willing to interact with the campaigns** and be active on the platform.



Inspirational campaigns

Social Share

question

They asked their customer advisors to answer a simple question: *“In your opinion, what is the biggest advantage of having Helan as an employer?”*

answers

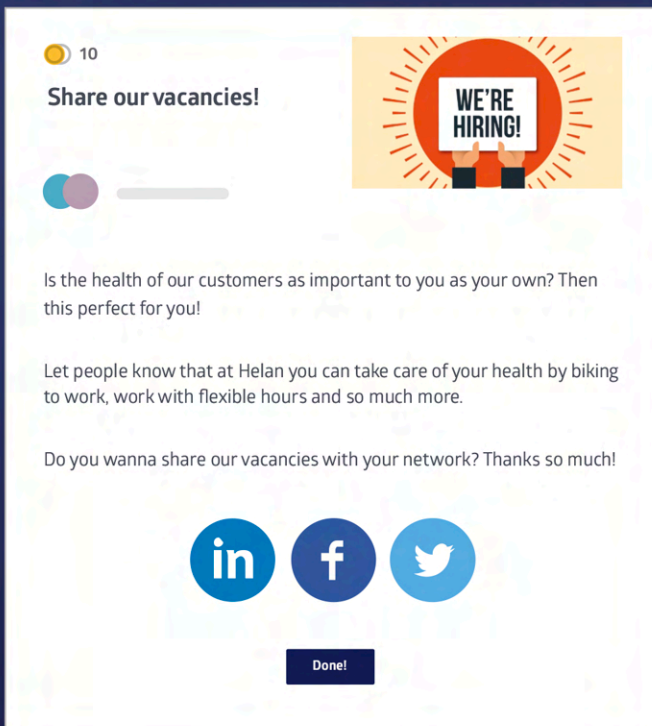
Helan’s creative team crafted customized copies for recruitment campaigns, based on the answers they received.

outcome

The result were a series of campaigns that highlighted different aspects of the job the employees themselves pointed out.



*“We asked Ambassadors to **pick the version that resonated with them the most and then share it along with the vacancy** to boost the already existing posts on Social Media.”*



This is a way to find the right angle for every employee to share to align with their values and profile by involving them in their decision-making.

Inspirational campaigns

Landing Page

Another success story of Helan's is a campaign they created to **recruit** new ambassadors in the program.



“We created an e-flyer to spread the word among employees and a Landing Page with a Form campaign to allow them to sign up.”

2 maanden geleden gepost door OZ

Word lid van de OZ community!

OZ AMBASSADEURS
MAAK JEZELF BETER!

Je bent er bijna! Vul het registratieformulier in en daarna ontvang je een uitnodiging voor de **OZ community!**

Wat mag je verwachten?

- Krijg toegang tot alle campagnes met interessante content die je makkelijk kan delen met je netwerk
- Geef jouw mening op verschillende onderwerpen
- Ruil je punten in voor toffe beloningen

Tot in de community!

Voornaam

Familienaam

E-mailadres

Geboortedatum

? april 2020

Interesses

- Gezondheid
- Vakantie
- Vitaliteit
- Comfort
- OZ als werkgever

Ik schrijf me in

In the form, they indicated their position and interests so that Helan could **tailor the advocacy experience to the individual ambassador.**

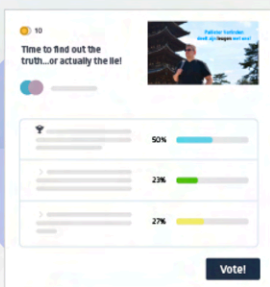
What makes **Ambassify** a unique fit for Helan?

1

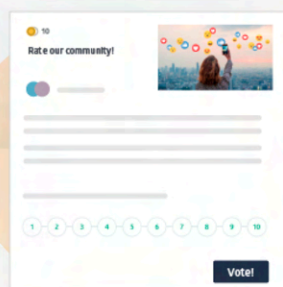


“Ambassify has more interesting features in comparison with other competitors.”

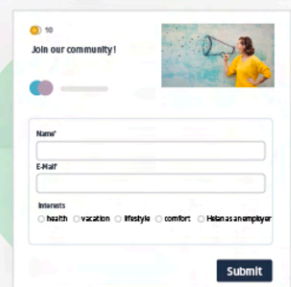
The platform offers many **campaigns** and features to gather feedback:



Polls



Ratings



Surveys

Helan’s goal is to share links and boost likes on Social Media, gather input from the employees themselves, and then work them into new and inspiring campaigns.



“Campaigns can be created in just a few clicks, and it’s much easier to share things last minute, even if they are not part of the content plan.”



Did you know?

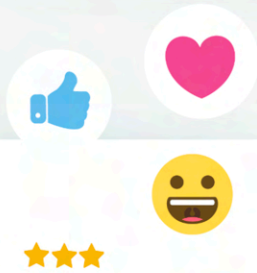
The most used campaigns are Social Share, and Click it with Link

What makes **Ambassify** a unique fit for Helan?

2



"The platform allows admins to keep track of the progress and interaction of a campaign."



The engagements each post receives



How many people shared a post and via which channel



What channel drives the most traffic

3



"The platform helps keep the connection among the Ambassadors alive."

For example, since many customer advisors rarely come to the main office, **Ambassify allows them to somehow stay in touch with the other customer advisors and colleagues from other departments.**

