

customer story

How KBC increased involvement to boost engagement & branding

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.




42K
Employees worldwide

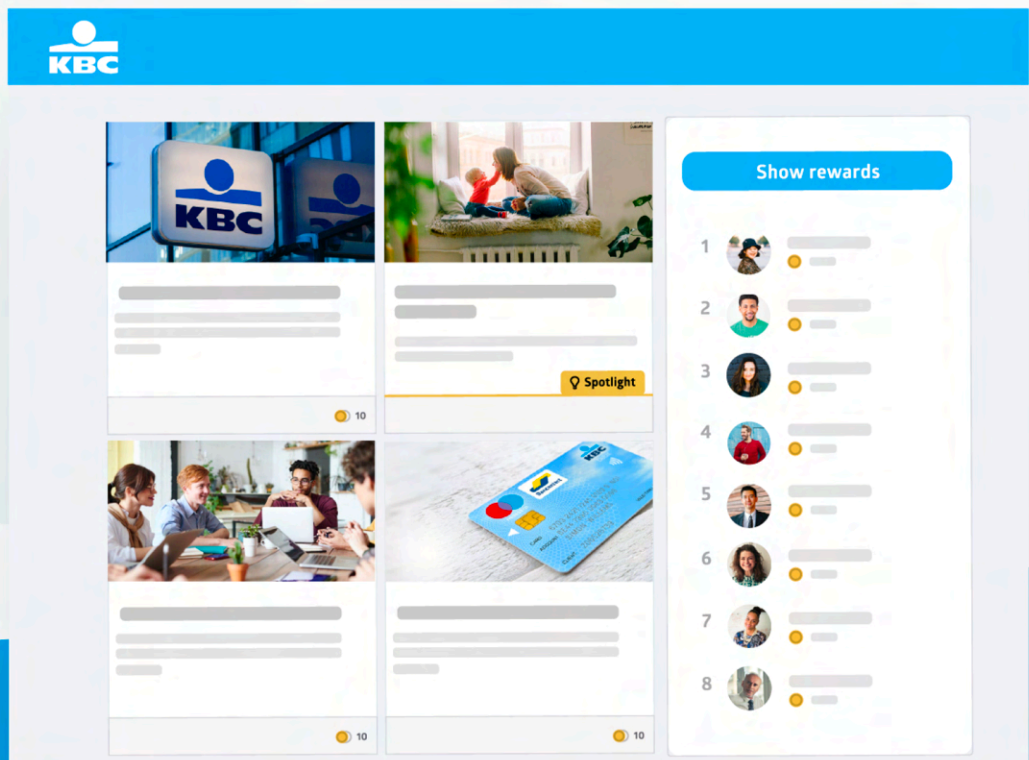
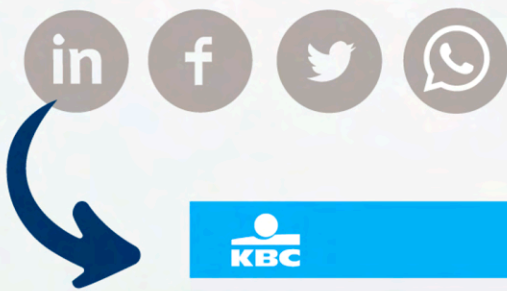

11M
Customers


18th
Largest Bank in Europe


10X
ROI

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

Before using Ambassify, the team had used a platform to share content on Social Media, but there was a need to deepen the relationship with their potential Ambassadors.



*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 thus ask for their input and output.*

How did they choose **Ambassify**?

Domien Claey's, KBC's Social Media Manager, was the primary contact point between KBC and Ambassify. He was the one who first got in touch and started to look into Ambassify as a more fit solution for KBC's needs.

KBC decided to join forces with Ambassify because that way they would have access to a much more **extensive library of campaign types**, which allows for a diversified and prolific interaction with the ambassadors in the community.



Domien Claey's

KBC's Social Media Manager



Rik Lagey

Ambassify's Word-of-Mouth Enabler



Bruce the Bear

Ambassify's Mascot

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

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

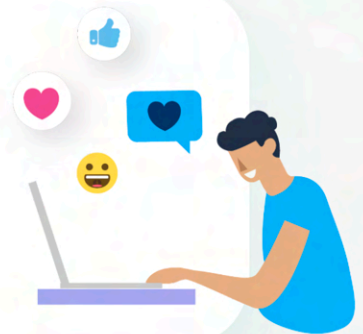
Make Ambassadors more involved



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

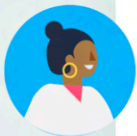
Build a stronger employer brand

Engaging with the employees and entering into dialogue with them while at the same time encouraging them to spread the word online would **solidify and enhance their positive employer branding efforts.**



Boost social reach and engagement

This way, it would be a greater opportunity to **collect actionable feedback from the community** and, consequently, build a stronger brand.



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

KBC approached the onboarding process in two main ways:

Incentives to early joiners



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

Shared an engaging story to involve them

They focused on transparency and, with smart storytelling, encouraged employees to participate in their advocacy program.



Did you know?

*After only one year of Ambassify implementation, KBC managed to onboard **1600 engaged Ambassadors**, and gain 10x ROI against traditional advertising spend.*



Inspirational campaigns

Social Share

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.

use

KBC utilized its new community of Ambassadors to generate buzz on Social Media.



focus

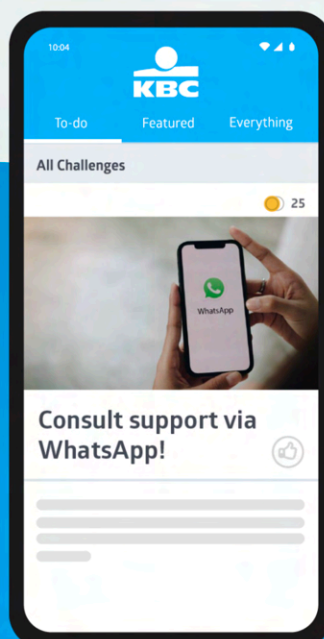
This way, they focused on **spreading awareness**.



outcome

The campaign's goal was to **increase clicks** to an article detailing the new feature and **reduce advertising** spend in doing so.

Results? They generated **23 596 clicks** to the support article and almost **25 000 clicks** on their website.



Inspirational campaigns

Social Share

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.

use They created a Social Share campaign to ask Ambassadors to share KBC's article announcing the launch of Kate.

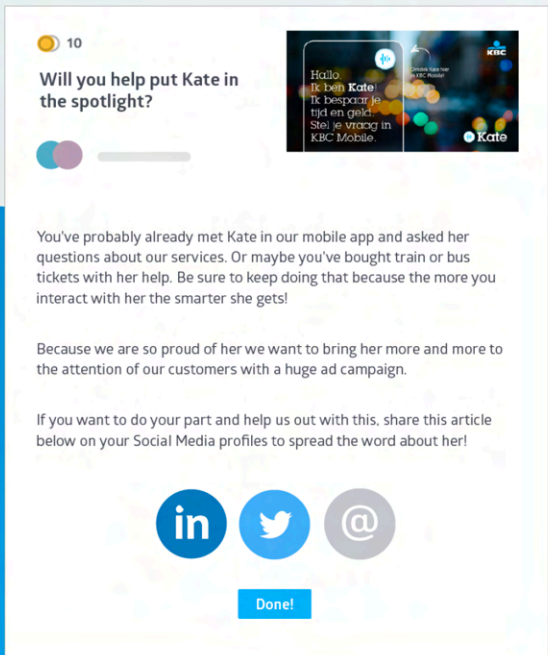


focus They provided a short text for the Ambassadors to use as their caption when sharing the post.



goal The campaign's goal was again to **generate buzz and drive more attention to the new digital assistant.**

Results? Over **600 employee advocates participated** in the campaign for over **€3K of engagement value**, a **potential reach of 250 916**, and more than **2 000 clicks**.

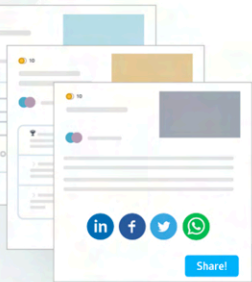


What makes **Ambassify** a unique fit for KBC?

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

40+

- Submit
- Share
- Vote



Dozens of campaigns and interactions to choose from, not limited to Social Share campaigns.

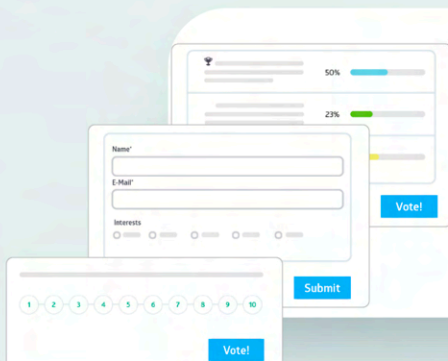
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The advocate identification process that allows to **find power users to recognize and invest in them.**



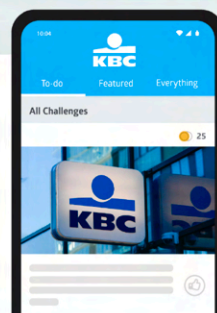
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A diverse and extensive offer of engagement and feedback campaigns to **combine output and input requests with the drive for engagement.**

4

A native mobile application, providing a familiar and, above all, **secure space to communicate with Ambassadors.**



Most used campaigns

KBC's most-used campaign are Sharing campaign, including:

Social Share

Share an Image

Share a Video

In addition to this, KBC also heavily employs feedback campaigns such as **Polls** and **Voting**, aimed at receiving input as well as output from the Ambassadors:

- choose** For example, their community was invited to choose between a video set in a cheese store and a video shot in a yoga studio.
- vote** 61% of ambassadors voted for the video shot in the yoga studio.
- outcome** The video was then employed in a Share a Video campaign.