



The Story: Employee Advocates

Allstate wanted to engage employees who were passionate about the firm to maintain and enhance the company's reputation..

- The goal was to provide brand ambassadors with a platform to demonstrate and share their genuine commitment to brand values.



ComBlu Deliverables

- Developed the strategy and charter for this innovative advocate community
- Identified and engaged core group of Ambassador leaders, representing all areas of the organization
- Created private online community, leveraging existing tech stack, to serve as a virtual meeting space
- Built a dynamic engagement plan centered on five key areas of focus
- Served as interim Community Manager to stand up the community through the first six months and transitioned responsibilities to internal team
- Executed multi-channel communications, tools and ongoing education to facilitate dialogue and raise visibility of Ambassadors' impact
- Tracked, measured and analyzed progress against movement goals



Impact

- Activated 20% of employees enterprise-wide as Allstate Ambassadors
- Engaged employees provided a significant lift in key areas:
 - Contributed one-third of employee-submitted innovation ideas
 - Increased Allstate's visibility in local communities with more than 10,000 volunteer hours
 - Considered a go-to resource for internal product knowledge, testing and feedback