

CASE STUDY

How Capgemini Builds Its Employee Advocacy Program – CapStars

 sharebee



Capgemini 

The purpose of Employee Advocacy program in Capgemini

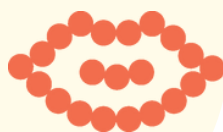
In the world of digital marketing and employer branding, a stellar company profile on LinkedIn is no longer enough.

Why?

People believe people, not companies.

With this in mind, Capgemini Poland partnered with Sharebee to create an employee advocacy program designed to increase company's brand recognition while simultaneously providing employees with the tools to build their own professional brands.

**How did it go? Here's the story of
Capgemini's flight into the employee
advocacy orbit.**



LAUNCH COUNTDOWN – PREPARING FOR THE MISSION

Every space expedition begins with thorough preparations. That's why Capgemini Poland has carefully analyzed its resources:

- **What competencies do we already have?**
- **What tools can we use?**
- **What are our goals?**

The main assumptions were simple:

- **Increase brand awareness** – not through new campaigns but through authentic employee stories.
- **Develop personal branding** – when employees feel like experts, they not only attract attention but also become ambassadors of the company values.
- **Boost engagement and interaction between the employees and potential candidates** – using LinkedIn as a space where Capgemini doesn't just exist but actively participates.

Measures of success? Number of ambassadors, posts, and interactions, along with the growing networks.

In addition, the project managers wanted the program to be recognized by all Capgemini Poland employees.

CHALLENGES – WHAT COULD HAVE STOPPED US?

In the lead-up to the launch, we faced several challenges:

- How to **convince the employees** that joining the program is a good idea? After all, not everyone feels like a natural content creator from the start.
- How to make sure **the published content is consistent** while still allowing for authenticity?
- How to **measure the effects** of the CapStars program?
- How to ensure that brand ambassadors **stay engaged in the long term?**

HOW DID WE RESPOND ?

Capgemini Poland and Sharebee opted for the small-steps approach.

Sharebee trained the ambassadors on LinkedIn's usage and mechanics, while Capgemini Poland provided ready-made materials for them to personalize and publish.



CREW READY? TIME TO GO!

In 2022, the program called **CapStars** brought its first ambassadors on board. A group of 10 employees tested the Sharebee platform and their own LinkedIn communication skills. The test was passed, and a year later, full-scale recruitment began. This time, the recruitment survey was sent out to **8 cities** and **8 business units** – more than **200 people** joined in the project. However, it was not done at random.

The employees went through a **transparent recruitment process**, focused on their motivation, concerns, and writing skills.

Our goal was to provide them with adequate support and foster their growth as brand ambassadors.

FLIGHT CONTROL: COMMUNICATION AND ENGAGEMENT

Constant communication was essential to keep the rocket on course. Capgemini Poland and Sharebee organized **regular meetings, training sessions, and workshops**.

Amongst other things, the ambassadors learned about LinkedIn's algorithm and effective online branding through regular power speeches and webinars.

We also held quarterly meetings where we announced the latest challenge winners and gathered feedback.

In addition, the ambassadors were aided by:

- **program owners Martyna Jankowska and Ewelina Wcisło**, who helped build a community and supported and rewarded the most active ambassadors;
- **Teams group** – a space where the participants could share experience and inspiration;
- **dedicated newsletter** – where we published the result summaries and announced the winners of the quarterly challenges;
- **gamification** – because everyone likes healthy competition;
- **inspiration calendar** – to spark ideas whenever the ambassadors found themselves at a loss for what to write;
- **Sharebee team** – to make sure everything went according to plan.

FIRST ACHIEVEMENTS: WHAT DO THE NUMBERS SAY?

After just a few months, Capgemini's employee advocacy program has begun to show concrete results:

- More posts were published – the ambassadors began to actively share their knowledge, increasing the number of posts about the company. Our current **post count is 25,819** and rising.
- The reach of posts and the number of interactions have increased. At present, **the reach is 22,683,455**, and the number of **reactions under the posts is 142,985**.
- The **employees' networks grew by 44,947 new connections**.
- Brand awareness was increased – not through traditional employer branding but through people's real-life stories. **"We hear that we are seen."**

As of 2025, the CapStars Program has 220 participants.

CONCLUSIONS – WHY DOES IT WORK?

Authenticity wins – brand messaging is more impactful when it comes from real people, not the brand itself.

Community drives engagement – the ambassadors felt they were an integral part of a larger initiative, not just participants in yet another project.

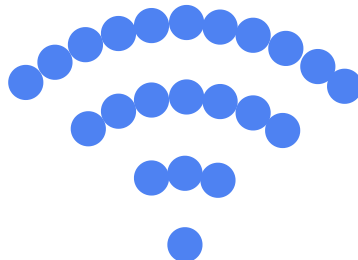
Gamification and support are key – without training and small “boosters,” the program could quickly lose its momentum.

SUMMARY

Capgemini Poland did not create another employer branding campaign. They created a community of experts who not only represent the brand but also build their own image.

This gave the company something that cannot be bought – **authenticity and trust.**

Three years in, the ambassadors are still encouraging their colleagues to join the CapStars Program.



OPINIONS

The key to a successful ambassador program? Committed owners and ambassadors. We give the floor to one of the owners of the #CapStars Program, Martyna Jankowska, Brand Communications Senior Specialist.

What lessons has Capgemini Poland learned in the three years of the program?

*One of the most important things we've discovered is that the number of ambassadors is not always directly correlated with success. We find that **a smaller but more engaged group produces the best results** while allowing for more effective communication and support from the program organizers.*

*Our three-year experience also highlights the value of having clear participation rules. The ambassadors are very creative, which is a great asset, but at the same time, it necessitates **constant monitoring of the program's policies and regulations**. This helps ensure that ambassadors' activities remain consistent and in line with the organization's values.*

Systematic investment in ambassador development is another crucial consideration – regular training, inspirational meetings, and gamification all have a significant impact on ambassador activity and engagement.

*We can also see that building a community around the program is just as important as posting. **The sense of belonging to a group** increases the ambassadors' motivation for long-term involvement.*

OPINIONS

Has 2025 presented any new and unforeseen challenges?

Yes, one of the key challenges for 2025 is **to keep ambassadors in the program for a longer time**. Showing appreciation for long-standing members becomes crucial to maintaining their commitment as the years go by.

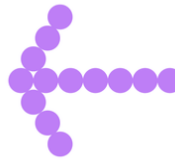
It's also important to **keep the participants motivated** and aware of the program's benefits – specifically, how it can help them build their personal brand and influence the company's image.

With LinkedIn's dynamic algorithmic changes and expanding content, ambassadors also need to be more adaptable and adjust their posts to reflect current trends.

Last but not least, the program's expansion and increased participation have made it challenging **to uphold the quality and consistency of our published content** while preserving its authenticity.



Martyna Jankowska
Brand Communications Senior Specialist
Capgemini



CONCLUSION

Reaching orbit is only the first step. Capgemini Poland continuously updates the program to reflect changes within the company and on LinkedIn.

What about your company? Why not build your own rocket and see how high your employee advocacy program can go?

Schedule a Call

Let's talk about how the Sharebee platform and our content team can help you implement an employee advocacy program in your company.

hello@sharebee.pl

