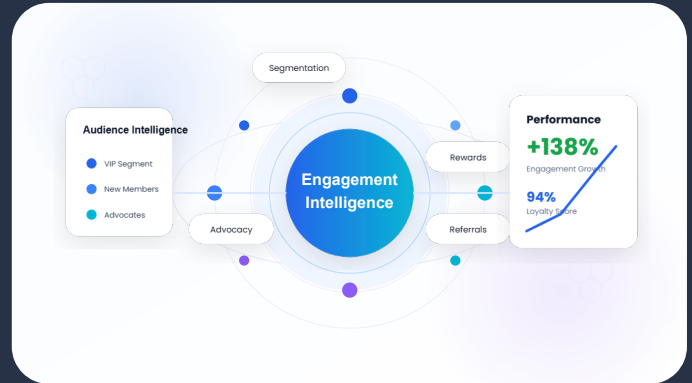


# Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



## 4 Core Business Drivers of Corporate Alumni Initiatives



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)





The organizations see their employees leaving. These are the employees they treasured, employees they toiled to recruit, and the employees they helped develop and cultivate into corporate alumni.

Regardless of the fact that the worker is leaving to confront the new challenges coming his way or it is the end of his tenure; it is an effect of the organizational change. This is the time when an organization's strategic focus usually moves to look for effective ways to fill the vacancy. In other words, the connection or the association with the departing employee, and the prospective significance that could be attained while maintaining this relationship is generally ignored.

But today, the smart companies are well aware of the value that this relationship can bring along with their [ex-employees](#) and are setting up programs that focus on keeping in touch. This is because of the fact that the corporate alumni hold a great value for the organization's growth and fetches numerous benefits to it.

## **These benefits are realized in below key areas:**

### **Brand Advocacy**

- Makes alumni appear as brand ambassadors
- Brings well-informed groups
- Creates a cluster of tremendously engaged alumni people
- Extends the employment to cover the entire employee lifecycle

### **Business Development**

- Recognizes and make the most of the business development opportunities by approaching the former employees who presently work with the company you are aiming for sales
- Engaged alumni fetch referral business
- Expose tactical affiliation prospects

### **CSR**

- Sustains and achieves support from humanitarian pursuits of alumni
- Works on the corporate volunteer tricks
- Builds an alumni institution to enhance an organization's employment practice
- Shore up the CSR initiatives with the assistance of an able pool of people

### **HR & Recruitment**

- Lowers the hiring costs with re-hires and referrals
- Creates an incredible association of contractors and consultants
- Speeds up the employee outplacement and reduces the insurance costs
- Boosts multiplicity in the recruiting process
- Stays in touch with the retiring, departing, and ex-employees

Thus, it is quite clear that there is a remarkable potential in staying linked to the former employees as they leave the organization to chase new opportunities. So, it is recommendable not to leave out on these strategic relationships and stay in touch with the alumni. Introduce a [Corporate Alumni Program](#) today and engage your ex-employees.

# Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

## Rohit Singh

VP of Customer Engagement

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