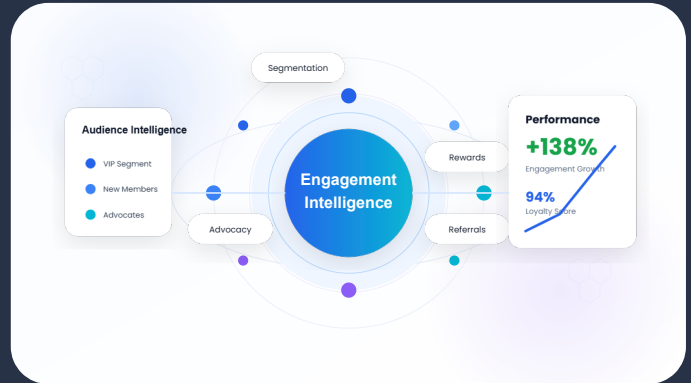


# Customer and Partner Engagement

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



# Best Practices for an Engaging Alumni Network



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



As an employee's job term for companies becomes shorter, the management has to bid goodbye to their best people often. But the question is if they rejoice or reject the one leaving. This is because it not only leaves an impact on those who are leaving but those who stay. Are you keeping your alumni network active?

## **Here are some of the best practices the companies can adopt to keep their alumni network engaged:**

### **Consider Global and Local Concept**

One of the major goals and challenges for multinational companies is to form a globally constant and locally appropriate [corporate alumni program](#) to keep the former employees engaged throughout the world.

### **Take into account the Benefits**

Majority of the companies consider **alumni programs** and concentrate on the ROI or the advantage it can bring to the company. This is accountable for the companies launching alumni initiatives. Besides the job prospects, making contacts and professional development there are various other benefits that **alumni engagement** brings to the organization.

### **Assimilate Your Corporate Alumni Program into the Exit Process**

Most of the companies are strongly [incorporating corporate alumni programs](#) in their exit processes. As and when an employee exits he is welcomed into the company's alumni network.

Embracing the employees into the **Corporate Alumni Network** as they transition brings many benefits. It

- Makes it simple for your alumni to participate
- Gets away with the lost connections
- Makes the most participation
- Restate your employment brand

It also makes the complete data of the employees available into the community when they leave. This data can greatly help to inform and make their alumni experience better.

### **Connect with Events**

Events are a fundamental part of unbeaten **corporate alumni programs**. They act as a vital opportunity for the **corporate alumni** to be in touch, keep updated and occupied all through the year. The **alumni event strategies** must be a combination of online and offline events; must be social and encourage professional development along with frequent regional get-togethers.

### **Try to Build an "Official" Network**

Big companies very well understand the power of open social networks including LinkedIn and Facebook. They believe that these platforms are a great way to pull and engage the corporate alumni. But for a **formal corporate alumni program** to be put in place, the organizations need a protected network.

### **Provide the Executives with the Power to Raise Visibility for Your Community**

Your executives can be significant for your community growth. They can fervently express the value your organization sees in forming lifetime relationships with its employees and the benefits it offers to the connected alumni.

**Involve Content**

Content is the greatest way to keep your alumni engaged. Organizations must realize the importance of fresh content. It must be fascinating, appropriate, and stimulating. You must always think about repurposing or repackaging the content you are generating and how you can leverage it in various ways.

So, implementing these practices in an organization's [alumni network](#) can greatly help in keeping to keep the alumni engaged.

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## Rohit Singh

VP of Customer Engagement

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