

How to Measure Employee Brand Engagement

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A traditional measure of employee **brand** engagement is a net promoter score taken from a quantitative survey where you ask employees how likely they would be to recommend the **brand** to others.

However, there's another way that can help guide employee **brand** engagement efforts to actually create more **brand** champions to drive the business forward. This approach measures employees' **brand** knowledge with specific questions about the **brand**, such as knowing what it stands for, and how committed they are to the **brand** and what it stands for.

With this methodology from [Siegel + Gale](#), employees fall into four categories.

- **Brand champions:** High knowledge + high commitment
- **Apprentices:** Low knowledge + high commitment
- **Skeptics:** High knowledge + low commitment
- **Disengaged:** Low knowledge + low commitment

Apprentices are the low-hanging fruit for conversion to **brand** champions. Identifying where those apprentices are by geography or line of business, for example, can help target more learning activities to bolster their knowledge. Increasing opportunities for learning also impacts the knowledge measure for the disengaged.

Increasing commitment is a harder metric to move because lack of **brand** commitment can be caused by many things. But for a corporate **brand**, making more employees aware of pride-evoking reasons can help. For example, when **SAP** published a one-minute video announcing our ranking as the No. 26 top global **brand** in **Interbrand**'s annual report, one employee wrote, "Congrats. Let's enter into the top 15 next year."

In one year, with our **brand** engagement and enablement efforts, we increased the number of **brand** champions in **marketing** by 31 percentage points and the number of apprentices by 11 percentage points.

As [Gallup](#) exhorts, "You must arm your employees with the knowledge and resources they need to be effective **brand** ambassadors. They must know what your organization stands for

and what makes it different from others in the marketplace; (they must) understand your **brand** promise and be able to explain the most important elements of your **brand** identity...”

Without engaged, knowledgeable and committed employee **brand** champions, even the best strategy alone can't drive the business. This measurement approach can you help you tailor and target your **brand** engagement and enablement efforts to foster more.

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