

# A PEOPLE



MEDIA PLATFORM & COMMUNITY CONTEST  
Format and concept  
2021

**AlfaPeople is a territory of open-minded, active and ambitious Alfa employees, who are constantly aspiring for success and reaching new heights.**

### **Staff of Alfa-Bank**

consists of approximately **2900 employees** from more than **14 cities of Kazakhstan**.

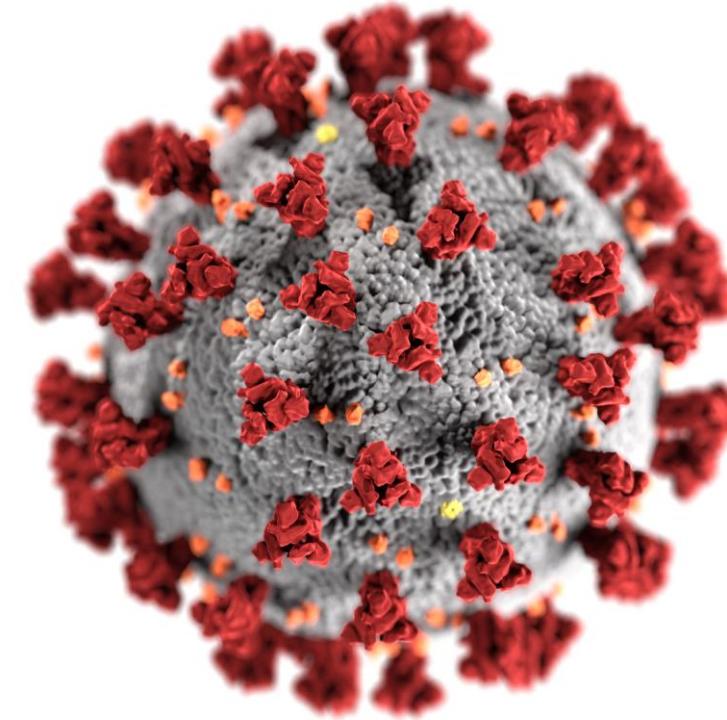
### **Average age**

of our employee is **30 years**



## **BACK-STORY**

2020 the beginning of the world pandemic. Unstable situation in our country and in the world, transition to a completely new form of work influenced the productivity, emotional state and engagement of our employees. It has also affected their understanding of what is going on in the company and weakened their connection to each other



## **OUR GOALS**

- Adapt our corporate communication style and bring it to a new level;
- Create interactions that would interest every employee;
- Raise employee engagement, loyalty and awareness;
- Diversify our communication channels;

**Unite our initiatives in one big community!**

## IDEA

### Our Bank is made of People!

People, who have their own interests and hobbies, who communicate, grow and develop in different areas of their life, represent our bank. We understand that their life does not consist only of work routine and we are interested to find out more about our employees, we are ready to grow and evolve with every Alfa person in new realities of our world!

**AlfaPeopleKz from people to people,  
now everyone can express himself or  
herself and fulfill their potential!**





## Instagram



Instagram @alfapeoplekz

Open Instagram society where we share stories of our employees, photos and videos from our events, advice and recommendations from Alfa experts. We announce important events, launch interactive challenges and marathons, host contests and polls; and even broadcast online sport activities.



## Social



### Social activity

We have launched “Green Office initiative”, and began to host regular Eco-education classes. . Even our merch products became ecological; we produce reusable masks, shoppers, thermoses for coffee and water bottles. Our employees have formed Eco-activists club.



## Online



### Online activity

Online format of events has inspired us to create new types of activities for our employees, adapt our corporate events and engage all of our employees across the country. Now we have an opportunity to invite and unite 100% of our employees.



## Offline



### Offline activity

We did not completely ban offline events. We still organize small art and sport activities in strict consideration with Covid-19 restrictions. We try to support our talented colleagues and light up their office days with such events.





## WE CREATE WITH A MEANING



We have launched live streams with our CEO, where every employee can ask questions, share his or hers concern and suggest their ideas openly and anonymously.

We host conferences with invited speakers. Our employees take part as hosts. And despite pandemic we still host our cool company parties but in a new format.

**ПРЯМОЙ ЭФИР  
С СЕО**  
Андреем  
Тимченко

КАК ЭТО БЫЛО?

wow service! клиент в сердце!

[https://www.instagram.com/tv/CKghlW3jYcy/?utm\\_medium=copy\\_link](https://www.instagram.com/tv/CKghlW3jYcy/?utm_medium=copy_link)



We let our talented employees practice their art during our internal events by becoming photographers. We did not stop there, we decided to host a charitable photo exhibition where our colleagues works sold during an auction. All of the money was sent directly to AlfaDobro, a charitable organization that helps Alfa employees in complicated life situations. After just one event we raised 668 000 tenge.

**ТВОРЧЕСКОЕ УТРО  
ДЕНЬ ФОТОГРАФИИ**

[https://www.instagram.com/p/CSy6kC3CAF5/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CSy6kC3CAF5/?utm_medium=copy_link)



## WE MAKE STARS OUT OF OUR EMPLOYEES!

- Our employees became stars of our marketing campaigns just like DJ Imanbek.
- We film our employees in all of our internal videos.

"Become an Alfa star" project, where every employee could take a part in a casting to become a face of our products went sensational. We have received more than hundred inquiries from different parts of Kazakhstan.

The first image shows a man holding a credit card and pointing at it, with the text "5 000 000 ₸" above him. The second image shows the same man holding a credit card and pointing at it, with the text "ЗВЕЗДЫ АЛЬФЫ" and "НҮРБЕК МҰКҰШ г. Алматы". Both images include the "alfabankkz" and "alfapeoplekz" social media handles. A central graphic features a clapperboard with the word "КАСТИНГ!" and a movie reel icon, surrounded by stars and a lightning bolt, with the word "ATTENTION!" at the bottom.

We have also created Ambassadors Club, where most initiative and loyal employees were invited. Their mission is to promote our bank, our products and services on digital platforms, in their corporate life and through personal projects. Our Ambassadors even sell our products through referral links. Best of our Ambassadors are regularly celebrated and awarded!

The first image shows a group of people standing in front of a screen displaying the word "Ambassador". The second image shows a woman smiling while holding a small trophy or award. The third image shows two men in sunglasses and leather jackets posing together outdoors. A social media post overlay on the right side includes the handle "eleonora\_assanova", a photo of the two men, and the caption: "711 просмотров · Нравится ilona.moose eleonora\_assanova Хорошо когда мужчины знают, что такое коралловая пудра😍". Below the post, there is additional text: "Берите пример с @sekavines , с картой рассрочки Alfa Black вы всегда сможете проявлять заботу к своим половинкам." and "А еще!!! запустили перфекционную программу"

## ALL OF ALFA PEOPLE COMMUNITY IDEAS ARE CREATED IN HOUSE AS A RESULT:

- 70 % of @alfapeoplekz audience are Alfa employees.
- 67% of our employees confirmed that after we launched @alfapeoplekz it has become their main source of corporate information.
- SETTERS agency has rated our Instagram profile: “Clean, unamplified audience and live content from real employees gives Engagement Rate of 10, 39% during the year. We have noticed a super positive atmosphere and a lot of employees who are advocates for the brand.”
- Our employees have become our best advertisement.



- Our employees are 100 % engaged in the project, employees themselves create all of our content.
- We always have something to talk about; we are talked about and even copied.
- The eNPS index of employee loyalty for 2020 is +34,4%
- We have not only resolved the tasks we have set before ourselves, but have also developed another recruitment channel through posting vacancies on our Instagram page, shifting focus from a corporation image to a future team by creating warm relationships with potential candidates when they have just seen our vacancy.
- We started actively improving the image of employer by sharing our ideas

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# ALFA PEOPLE COMMUNITY