

Supercharged Ambassadors Club: Humanizing employee advocacy in times of AI

Meet HCLTech: A global technology leader

HCLTech delivers industry-leading capabilities centered around AI, digital, engineering, cloud and software, powered by a broad portfolio of technology services and products. Home to more than 226,600 people across 60 countries, HCLTech works with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, High Tech, Semiconductor, Telecom and Media, Retail and CPG, Mobility and Public Services. Consolidated revenues as of 12 months ending September 2025 totaled \$14.2 billion.



Headquarters
Noida, Uttar Pradesh, India



Industry
IT Services and Products



Company size
226,600+ employees



Featured solutions
Employee advocacy

The challenge

Elevating brand transformation through human connections

When HCLTech underwent its transformative rebranding in 2022—with a new identity, purpose, and employee value proposition (EVP)—the leadership recognized a strategic opportunity. While the company’s corporate communications and social media handles would carry the brand narrative forward, it was felt that a bigger impact would require something more powerful: the authentic voices of people.

Despite a high social media presence (including over 8 million LinkedIn followers), HCLTech recognized that in an era of AI-generated plethora of content, human authenticity would be the differentiator. The challenge was clear: how to orchestrate a symphony of genuine employee voices that would humanize their brand evolution and strengthen deeper trust on a global scale.



In today’s environment, trust and attention are at a premium. People place greater confidence in individuals than in corporate logos, which is why employee advocacy has become a critical driver of brand credibility. When employees step forward as passionate brand champions, they not only strengthen the organization’s voice but also advance their own personal brand journey.

Vineet Tandon
Director Marketing, HCLTech

60X

increase in social sharing

187%

increase in reach in a year

154%

increase in engagement in a year

The Oktopost solution

A true partner in employee advocacy

HCLTech invited employees to partner in the brand transformation journey and share their unique stories of the new beginnings. That's how HCLTech's employee advocacy program, the Supercharged Ambassadors Club, was launched in 2023, with Oktopost as the enabling platform.

What began as a select community of 150 employees has flourished into a vibrant network of over 200 employee brand ambassadors, with more than 300 employees contributing to the program's success story over the past two years.

Oktopost provided HCLTech with an easy-to-use platform, a structured approach and a dedicated partnership to build and scale their employee advocacy program.

- **Strategic Content Amplification:** Employees now access a curated library of pre-approved content they can personalize with AI-assisted editing tools.
- **Authentic Storytelling:** Ambassadors craft compelling personal narratives about their professional journeys and experiences at HCLTech.
- **Optimal Engagement:** Intelligent scheduling capabilities ensure posts reach audiences at peak visibility moments.
- **Comprehensive Analytics:** Marketing teams gain actionable insights on performance metrics like reach, engagement and website traffic.
- **Sustained Momentum:** Gamification features including leaderboards, point systems and tangible recognition keep enthusiasm high.

The Microsoft Teams integration proved particularly transformative, seamlessly embedding advocacy opportunities within employees' daily workflows.



The integration with Microsoft Teams was a game-changer. Suddenly, our brand stories were right where employees were working every day and the shares skyrocketed. While the AI features within the platform drew us to partner with Oktopost, our long-standing relationship stems from excellent customer support and platform evolution. Repost function and LinkedIn API integration, have all contributed to our program's success.

Eeshita Mittal
Marketing Manager, HCLTech

Oktopost has become an essential and trusted partner in HCLTech's B2B marketing efforts.

Shaping culture and careers

Creating business impact

Beyond the platform and the results, the story of HCLTech's advocacy program is filled with moments that reveal why it has become such a valued initiative in the company.

One of the most powerful outcomes of the program has been employees' personal growth. From enhancing LinkedIn presence to gaining internal visibility, the program has contributed to career advancement opportunities for employees, becoming a catalyst for professional development and cultural cohesion. Enriched with leadership sessions and personal branding workshops, the program has become one of the most sought-after communities inside HCLTech.

Since launching Supercharged Ambassadors Club with Oktopost, HCLTech's employee advocacy program has delivered high measurable business outcomes.

- Monthly active participation surging from 20-30 early adopters to 110 highly engaged ambassadors per month
- 187% increase in content reach in a year
- 154% growth in audience engagement

The program is delivering a growing earned media value (EMV), leading to meaningful cost efficiencies compared to traditional paid campaigns.

The authentic content shared by their ambassadors is now so influential that it's being indexed and surfaced by AI search platforms, proving that employee-driven content is more vital than ever as AI reshapes the digital landscape.



Many of our ambassadors initially lacked content creation skills, so targeted trainings empowered them to confidently share authentic, high-quality social media posts. Our investment in this initiative has transformed the Supercharged Ambassadors Club into a vibrant, high-impact community within HCLTech. For our ambassadors, the program represents pride, belonging, and purpose. Notably, industry benchmarks and popular AI-driven searches consistently rank the Supercharged Ambassadors Club as one of the premier advocacy programs in the IT services sector.

Vineet Tandon
Director Marketing, HCLTech

The path forward

Expanding influence and nurturing relations

The Supercharged Ambassadors Club continues to evolve as a key pillar of HCLTech's marketing strategy. Marketing teams across the organization increasingly leverage the program to amplify diverse initiatives—from talent acquisition campaigns to brand promotions in existing and emerging markets.

The vision for the future is clear: keep the program aspirational and continue delivering value to ambassadors.



When employees start advocating not just for the brand but also for the program, that's when you know an advocacy program has delivered value.

Eeshita Mittal
Marketing Manager, HCLTech





The B2B social media platform built for growth

Oktopost helps B2B organizations manage, measure, and maximize their social media impact all in one place. From social publishing and employee advocacy to analytics, listening, and marketing intelligence, Oktopost empowers your team to drive engagement, prove business impact, and turn social into a true growth channel.

[Contact us](#) to see how Oktopost helps B2B brands connect social media to pipeline and revenue.

