

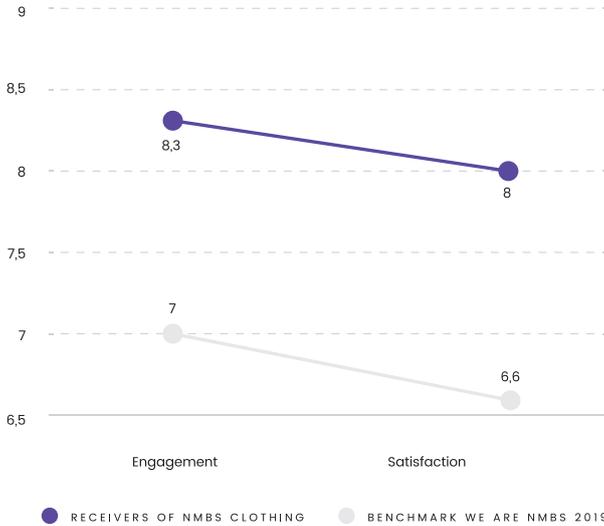
A joint study between NMBS, Sunday and Sapience was set up to research the ambassadorship effect of company fashion.

**Word of mouth**

84% were directly addressed by others about their NMBS clothing, in an almost exclusively positive manner (94%). Premium branded clothing generates 1 to 3 positive conversations about your brand every time somebody wears it. Those conversations lead to referrals for new clients or new employees.



RESULTS OF THE STUDY ON ENGAGEMENT AND SATISFACTION



**Employee engagement**

Premium branded clothing generated an increase of 19% in employee engagement and 21% in employee satisfaction. If we go deeper on the different factors of employee engagement (Ambassadorship, Energy, Passion, Loyalty & Performance) we see that Ambassadorship (+ 26%) increases the most. This means that your employees are happier, perform better and talk more positively about your employer brand. Replacing an employee has an average cost of 25K-50K. By increasing employee engagement you directly reduce the number of employees you need to replace.

**Brand image**

Premium branded clothing increased brand image by 4,4% and moved the NPS score from -27 to +1 (in the target group) Biggest leap was for the factor "Sympathetic & friendly" with an increase of 12,5%. This means that customers that receive and wear merchandise perceive the brand as better and warmer. It even increases their Net Promotor Score.

