

# How Alumni Drive Revenue

We spoke to 1500 people about their former employers and how they'd feel about doing business with them. Here's what they told us:



of people in an alumni network would **buy from** their former employer



of people in an alumni network would **refer business** to their former employer



of people in an alumni network would **recommend a friend** for a job at their former employer



of people in an alumni network will **advocate for** their former employer

Alumni network members are highly motivated to work with and buy from you. They're also much more likely to do so than alumni who aren't members of a network. At EnterpriseAlumni we unlock the value of your alumni



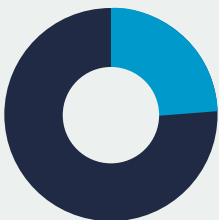
People in an alumni network are **45%** more likely to **buy from a former employer** than those not in an alumni network.

A strong alumni network **engages your former employees** and strengthens the relationship that you already have with them. Regular interactions with alumni turn them from a potential source of new business into a warm lead. An alumni network puts your business front of mind when they come to buy.



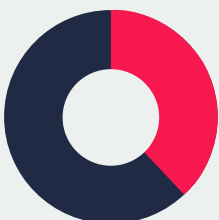
People in an alumni network are **41%** more likely to **advocate for their former employer** than those not in an alumni network.

Alumni make amazing brand advocates. Research shows us that a **brand advocate is worth at least 5x as much as an average customer**. If you want to unlock the power of alumni you have to make sure you're regularly engaging with them.



People in an alumni network are **23%** more likely to **refer business to their former employer** than those not in an alumni network.

By keeping your alumni updated on things like new clients, research reports and your business strategy, you engage them in the growth of your company long after they've left it. **An engaged alumni will want to see their former employer thrive** and want to contribute to that success.



People in an alumni network are **33%** more likely to **recommend a friend for a job** at their former employer than those not in an alumni network.

At EnterpriseAlumni, **we know the value a strong alumni network** can bring to your hiring process. And it's not just with boomerang hires. Alumni network members are more likely to apply for roles within your business themselves and also to refer their friends.



## Contact Us:

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