

A Guide to the On-Demand Pay Marketing Repository

Communicating with your employees about On-Demand Pay

Introduction

We're here to support your employees' financial wellbeing by offering them not only an earned wage access solution with On-Demand Pay, but also unlocking a whole suite of financial and money management tools within our app.

We've created a simple and straightforward communication plan to communicate with them using the most effective channels. Our goal is to:

- Show that your organisation cares about your employees and is taking action to improve their financial well-being
- Illustrate the value of On-Demand Pay across a range of financial situations and scenarios
- Make it easy for employees to get started and learn about the product
- Help them trust On-Demand Pay and Revolut as their tool for accessing their earned pay with ease; quell any concerns around fees, security, and how to use it

Let's get your team on board with On-Demand Pay.

What employee engagement will look like:

1. Awareness

Becoming aware their employer is providing a financial benefit to employees called On-Demand Pay

2. Education & understanding

Learning about how On-Demand Pay works and realising it can be a helpful tool

3. Sign-up

Choosing to use On-Demand Pay

4. Active use

Withdrawing a portion of salary if needed

5. Influencing others

Talking about On-Demand Pay with colleagues and getting them on board

On-Demand Pay gives you:



Easy access

It's instant, anytime



Secure

On-Demand Pay is a service within a financial super app trusted by 15 million users all over the world



Debt-free

A service to tackle unplanned expenses without borrowing or interest








Full visibility

Track your earnings in real time




Methods of communication

Our best strategy covers multiple channels of communication to reach the most people. We recommend taking advantage of as many as possible.

Essential channels

-  Email
-  Texts or Push notifications
-  Team IM services e.g. Slack, Teams
-  Social platforms
-  Website and intranet

Additional options

-  Newsletter
-  Incentives
-  Webinars

So how do I get started?

1. Benefits Materials

Before launching any campaigns, it's important to update all your HR materials (Employee Benefits / Handbooks, Job Descriptions etc.) with On-Demand Pay as a new offering. Within the materials you'll find:

- Text and copy to use for benefits pages, web/portal announcements, and job descriptions
- Pictures and partner badges to use on websites and posts

2. Pre-Launch Campaign

Let your employees know that On-Demand Pay is coming soon! Pick the channels you plan on using, and use the materials provided to get your employees ready:

- Text and copy for internal communications and newsletters
- Filled emails for you to easily send to your employees
- Visual assets and posters for any digital and print channels
- Videos to be posted on any internal channels or websites

3. Launch Campaign

On-Demand Pay is live - let all your employees know! Similar to the Pre-Launch Campaign, just choose which channels to use, and we'll have you covered with any necessary materials:

- Text and copy for internal communications and newsletters
- Filled emails for you to easily send to your employees
- Visual assets and posters for any digital and print channels
- Videos to be posted on any internal channels or websites

4. Reminder Campaigns (Post Launch)

To ensure that all your employees know that you're offering On-Demand Pay, we find it helpful to remind employees initially on a monthly basis that the product is available until ~30% awareness through adoption has been reached.

- Filled reminder emails for you to easily send to your employees
- Visual assets and posters for any kind of reminder post via digital and print channels
- Tutorial Videos to be posted on any internal channels or websites