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#### **Getting to know [Client name]**

#### Launch Comms Questionnaire 2025



#### **Your comms journey with Salary Finance starts here**

Salary Finance is a financial wellbeing provider that offers salary-linked benefits to employees. Your company has chosen to work with Salary Finance to provide products, tools, and support that could help colleagues improve their financial wellbeing.

Our aim is to help as many people as possible become financially healthier and happier. To succeed in that goal and support your colleagues through their financial journey, our employee communications team will use the years of experience and expertise they have. Supporting your colleagues' financial wellbeing is a crucial part of this launch and only materialises when there is effective communications and awareness of the support available.

Our journey since 2015 has been marked by successful collaborations that have empowered over 600 of our clients to launch SF and thrive in reaching their financial wellbeing goals. Through each project and client we’ve supported, we’ve gathered invaluable insights that deepen our understanding of effective communication for a wide range of clients in different industries with similar and unique communication challenges to overcome. In every opportunity we have sought to provide effective solutions to those communication challenges.

**Your answers to this questionnaire helps us understand your workforce and internal communications infrastructure better so that we can customise the content of your Communications Workshop and recommend a tailored communications strategy that aligns with your objectives and maximises engagement.**

**Section 1: About your organisation**

**Who are the key stakeholders in your organisation involved in this project?\*****Provide their name(s), job title(s) and email address(es) below.**

*(e.g. Internal comms team, Wellbeing lead, HR contacts)*

**What are the company objectives for launching Salary Finance? What does good look like for you at launch and beyond?\***

*(e.g. align or expand financial wellbeing benefits, support colleagues during cost of living, retain talent and be competitive)*

**Are there any other planned business projects which could align or clash with the launch?\****(If yes, please specify details and dates)*

**Do you have a wellbeing strategy in place?\* If yes, do you have a name/brand for this and are colleagues aware of it?**

*(Mental, physical, Financial, Social)*

**What other employee benefits related to wellbeing do you offer?\***

### **Do you have a benefit platform/provider where colleagues can access all employee benefits?\*** *(Benefex, Reward Gateway, or iCom for example)*

**Section 2: About your colleagues**

**What can you share about your colleague demographics?\***

*(Average age, tenure, salary, gender etc)*

**Where are your colleagues working from?\***

*(Office, home, hybrid, field, shop floor, warehouse)*

**Are all of your workforce based in the UK?\***

**What percentage of your population is offline?\****(Offline would be colleagues with* ***little to no access*** *to your online channels like email, intranet, benefit platform and/or internal social media channels))*

**What percentage of your population has a work email address?\***

**What percentage of your population has easy access to online communications?\****(Email, intranet, benefit platform, social media channels)*

**What is the main challenge you face when it comes to reaching your employees?\***

**Do you have any parts of the workforce we can target with specific messaging?\***

*(Line managers, wellbeing champions)* **Are there any common challenges or concerns that employees often face?\***

*(Please include any ways the company currently addresses these challenges)*

**Typically what style of communications land best with your workforce?\****(Short and snappy, visual, colourful, detailed and structured)*

### **Section 4 - Your Salary Finance communications set upThe website URL for your Salary Finance hub will follow the following format:** home.salaryfinance.com/[organisationname]**Please specify how you would like your organisation name to appear?\****(please note, acronyms may have already been taken by a different organisation)*

### **How do you refer to your colleagues?\***

*(Colleagues, employees, team members, staff etc)*

**How would you describe your internal language and tone of voice?\****(Formal/casual/conversational)*

### **Section 5 - Your communication channels**

**How have you launched employee benefits in the past? If yes, are there any specific learnings or things that have worked especially well (or not so well) that could help?\***

**What communication challenges have you experienced or do you still face?\****(Language and cultural barriers, information overload, limited feedback/measures, ineffective internal channels)*

### **What devices are commonly used by your employees? Are there any company-specific apps or tools that employees regularly use?\****(Desktops, Laptops, Smartphones, Tablets)*

### **What internal communications channels do you have in place?\***

*(Email, social media, newsletters, manager meetings, flyers, posters, devices such as apps)*

### **Which internal communications channels have the best engagement?\***

*(How do you measure the success of your comms. Please provide stats for all internal channels starting with the most effective ones)*

**Have you carried out any employee research in the past to gain understanding of communications and engagement? If yes, what were the results?\***

*(Employee benefit surveys, pulse surveys, online polls, focus groups, online feedback forms)*

**What is the sign-off process for the launch communications? Can you advise how much lead-time we should allow to finalise the plan and content with your internal stakeholders?\***

**Anything else you’d like to add?**

*(Any annual leave to note, dates to avoid for workshop session)*

**IMPORTANT TO NOTE:**

* Salary Finance is financially regulated by the Financial Conduct Authority (FCA), so it’s really important to note that the launch comms we share with you are compliant.
* This means, if you make any changes to the communications, there is a risk that these may no longer be compliant with the FCA guidelines which could put you at risk of credit-broking.
* To ensure that doesn’t happen, please liaise with your Employee Comms Manager who can advise on content edits/alternatives which are then carefully reviewed and approved by our Compliance team.
* We use UTM links to track the effectiveness of our communication materials. These sit behind the Salary Finance website URL. We will include these links within the content supplied so we can see over the launch period how many clicks come from each of the communication assets. Please ensure these are used and don't get dropped out if you copy and paste any of the content into internal comms.
* The content will be supplied in a word document and will be in your company’s voice so these can easily fit within your internal channels.
* With any PDFs or designed assets from us, these will be in the Salary Finance voice and branding. If you wish to, and as per Compliance co-branding rules, your logo can be included on the SF branded assets to make sure partnership between you and Salary Finance is clear.