AVIONTÉ 24/7 PAY COMMUNICATIONS KIT

A picture containing text, person, screenshot

Description automatically generated

# PREPARING TO LAUNCH 24/7 PAY?

Avionté has created a set of customizable communication templates that your firm can leverage to educate, and drive adoption for, the 24/7 app.

**THIS KIT INCLUDES:**

* Sample email message
* Sample SMS text message
* Talent-facing PDF
* Talent-facing poster
* Talent-facing FAQ
* Recommended communication sequence

# Email outline

# SAMPLE EMAIL MESSAGE

The following email template offers an introduction to the app, what it is, what it’s used for, and what they can expect.

**SUBJECT:**

Get Fast Answers about Your Pay

**MESSAGE:**

You work hard at your job and we appreciate that. Once the job is done, you shouldn’t have to work hard to get answers to simple questions about your pay. That’s why we are taking steps to give you instant access and total transparency when it comes to your pay. It’s a convenience few staffing agencies can provide. Available on your phone, 24/7, is a fast and easy way for you to get answers to your pay questions. With 24/7, you can access your personal payroll and tax information right on your phone, anytime or anywhere.

**With 24/7, you can get fast answers to every question.**

For example:

* Was I paid?
* How much was I paid?
* How many hours did this pay cover?
* What are my deductions?
* Where can I get a copy of my W-2 tax records?

**Get started now!**

Watch for a special enrollment text so you can download the 24/7 app directly to your mobile phone. The app will be prepopulated with a secure link to your personal employment record. It’s fully secure and confidential. Only you can see your personal payroll information.

**With just a few quick and easy steps, you will have 24/7 access to your payroll and tax information.**

If you have any questions, please speak with your [INSERT COMPANY NAME] recruiter.



# Chat bubble outline

# SAMPLE SMS TEXT MESSAGE

This text notification that helps get talent prepped to download the app by letting them know that they’ll be receiving a special text message with a link to enroll.

MESSAGE:

The answer to all your payroll questions: 24/7. This mobile app gives you fast, convenient access to your personal payroll and tax information on the go.

**SUGGESTION:**

You could include a screenshot of the text message they will receive to show them how the link will appear. This could be included in the email and/or the initial notification text message. This could help increase adoption and less likely your talent will view it as spam.



# Document outline

# TALENT-FACING PDF COPY

The following copy details more information about the app, it’s purpose and how to get it. Once your team has built your branded PDF piece, you can attach it to the email to talent or make it available on your website.

**HEADLINE:**

24/7

**SUBHEAD:**

Your All-Access to Pay & Tax Details Anytime, Anywhere

**BODY COPY:**

**Got Questions about Your Pay?**

If you’ve ever had an anxious payday, waiting to find out if your pay went through and for how much, those days are over! We have a fast and easy way for you to track your pay in near-real time. Whether you’re at work, at home or out and about, you can get answers to your pay questions whenever they pop up. With 24/7, you can access your personal payroll and tax information on your own phone, anytime or anywhere.

**With 24/7, get fast answers to every question.**

Whether you have questions about your current pay or a completely different pay period, with the 24/7 app on your phone, you’ll get the answers you need:

* Was I paid?
* How much was I paid?
* How many hours did this pay cover?
* What are my deductions?
* Where can I get a copy of my W-2 tax records?

**How does 24/7 work?**

Every [INSERT COMPANY NAME] employee is automatically eligible for this benefit.

* **Get started.** It’s easy! Simply watch for a special enrollment text with your unique and secure login.
* **Get the app.** Once you get your enrollment text, download the 24/7 app, from Google Play or the App Store, directly to your mobile phone or other mobile device. It will be prepopulated with a secure link to your personal employment record. The link is fully secure and confidential. Only you can see your personal payroll information.
* **Get answers.** Click “Pay” and everything you might want to know about your current pay or even past paychecks and taxes is right there on your phone. Review the details on-screen or, if you have the apps, email the information or print it out.

**24/7 puts you in control**

With 24/7, you won’t need to stress about your pay or your hours. You won’t need to go by the office to speak to a representative or sit on the phone, waiting for a response. With 24/7 on your phone, answers to your payroll and tax questions are just a click away.



# Easel outline

# TALENT-FACING POSTER COPY

The following copy can be used to design a branded poster. Once your team has built the branded piece, it can be displayed anywhere your talent may see it. Your office, the worksite location of your client, etc.

**COPY:**

Questions about Your Pay?

Get fast answers, anytime, anywhere, with 24/7.

It’s automated. It’s easy. It’s fast and it’s mobile… and it works for every assignment we place you on.

Watch for a special enrollment text. Download the 24/7 app directly to your mobile phone. Then get fast answers about your pay all the time.



# Questions outline

# TALENT-FACING FAQ

This set of FAQs can be distributed to your internal staff as well as posted on your website or a landing page to help answer any questions your talent may have.

**What is Avionté 24/7?**

Avionté 24/7 is our mobile app, and it delivers instant access to your pay and tax statements. When you log in to the app, you can get an immediate look at Gross Pay, Take Home Pay, Statutory Taxes and Deductions.

**How do I access Avionté 24/7?**

You can download the app and sign in using the SmartLink that we send you via text. Once you’re logged in, the app will remember your credentials and keep you logged in. You just need to open the app to access your information.

**Can I get a PDF copy of my pay and tax statements?**

You will have access to the PDF version of the following documents as applicable:

* Pay Statement (US, Canada)
* W-2 (US)
* 1099 (US)
* 1095-C (US)
* T4 (Canada)
* T4A (Canada)

**How can I interact with the PDF statements?**

You can download the PDF to your device, or you can take a screenshot. Due to data privacy concerns, you can’t send PDFs via email at this time.

**What devices can I use to access Avionté 24/7?**

You can access Avionté 24/7 on iOS and Android devices.

**Do I need an internet connection to use the Avionté 24/7 app?**

Avionté 24/7 works using standard cellular plans as well as Wi-Fi.

**What if I don’t have a smart phone? Can I access pay and tax information from the talent portal?**

Yes. You can always access your pay and tax information from the talent portal.



# Workflow outline

# SAMPLE COMMUNICATIONS SEQUENCE

The below table outlines the suggested sequence of distribution for all the content pieces outlined above.

|  |  |
| --- | --- |
| STEP | SUGGESTED ACTION |
| 1 | Post/distribute FAQs |
| 2 | Post/distribute Poster |
| 3 | Notification text to talent |
| 4 | Email to talent |
| 5 | Text with Smartlink |
|  | \*\*Repeat steps 3-5 for those who didn’t download or new talent |