



Wagestream

Communications Kit Catalogue

November 2024

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Introduction:

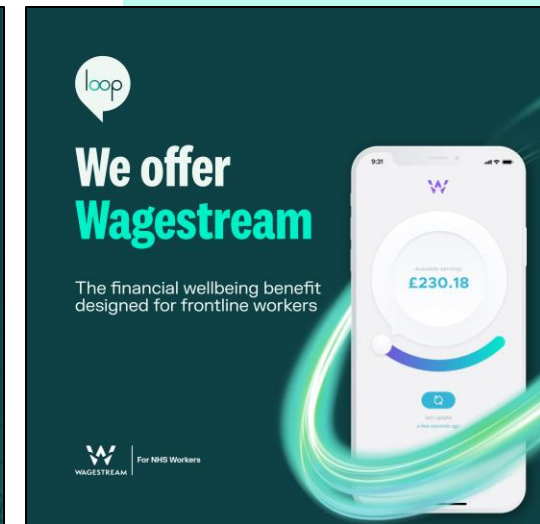
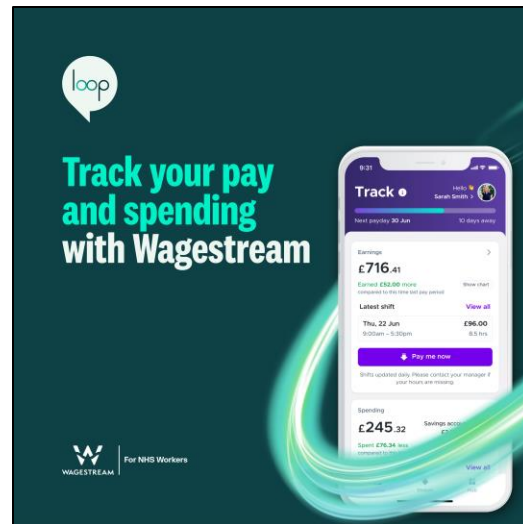
- This kit contains information about the benefits of using Wagestream to your end users and how you can communicate this within Loop, during events and via internal communications.
- We have included assets to support this, from posters and leaflets, to social posts and written templates, there is loads to choose from that best suits your organisation.
- More information on how you can request the assets, can be found in the Communications Vault.

Communication Kit

Social

Digital Item: Social Media Imagery

- Spread the news of Wagestream with all your end users in Loop. Share in newsfeeds and groups on the app.
- These will be provided as JPG's ready for you to upload.



Social

Written Templates: Social Content

- Our pre-written templates can help you craft your posts to inform users of Wagestream. Either use them as they are or adjust them to fit your comms style.

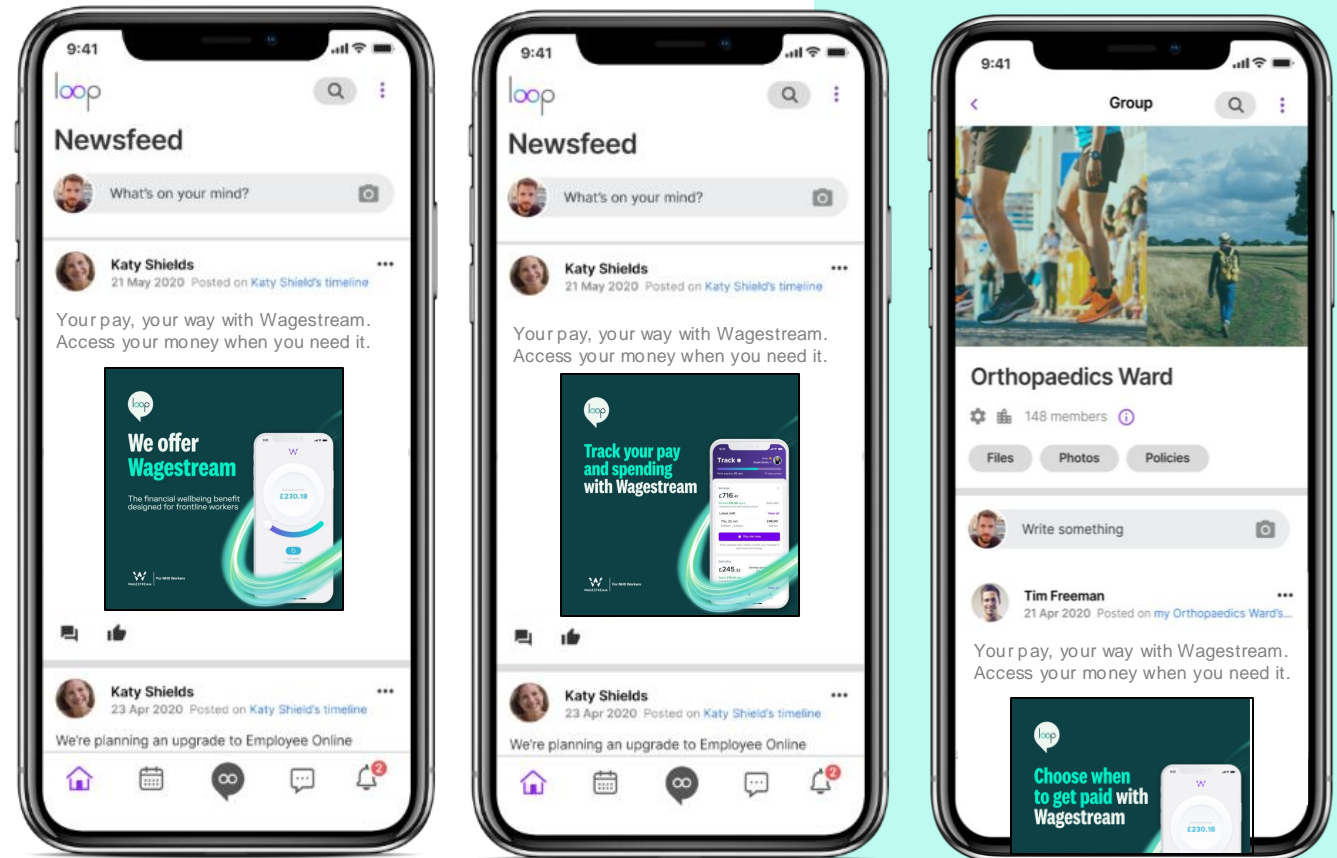
Your pay, your way with **Wagestream**.

Access your money when you need it.

Now that making every penny count is more important than ever, did you know you have the power to access your money as you earn it?

Download Wagestream now to unlock your pay.

Example



Internal Communications

Written Template: Intranet Copy

- Use our written templates for your internal comms or intranet updates. You can use the social assets to support with this to communicate the uses of Wagestream.

Your pay, your way with Wagestream

Access your money when you need it

Now that making every penny count is more important than ever, did you know you have the power to access your money as you earn it?

[Download Wagestream now](#) to unlock your pay.



Example

Internal Communications

Written Template: Email Copy

- Use our written copy for your internal communications via email.
- You can use this alongside the digital assets to inform your staff about Wagestream.

Dear XX

Over 120,000 NHS colleagues are taking control of their pay.
What are you waiting for?

[Download Wagestream today](#) to make the most of your financial benefits, and make your wage work harder for you. Wagestream is a financial toolkit that allows you to:

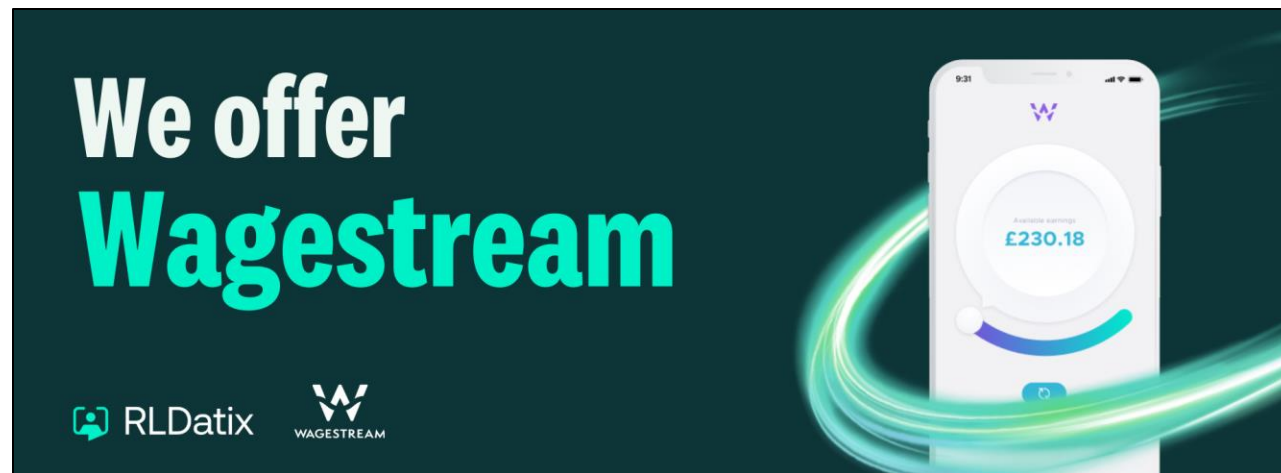
- **Track your Money:** Track your income alongside your expenses for a full view of your finances at a glance.
- **Unlock your Pay:** If you're facing unexpected spending, or want to take advantage...

Example

Internal Communications

Digital Item: Email Banner

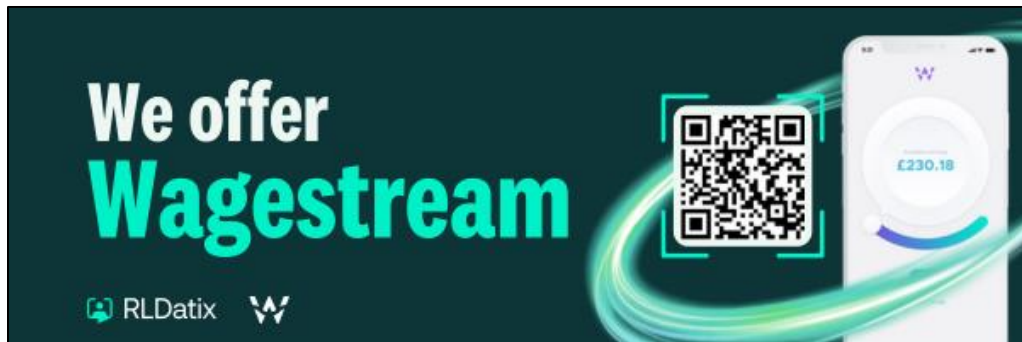
- Use our banner to headline your emails and internal communications.
- You can use this alongside the written copy to inform your staff about Wagestream.



Internal Communications

Digital Item: Email Signature

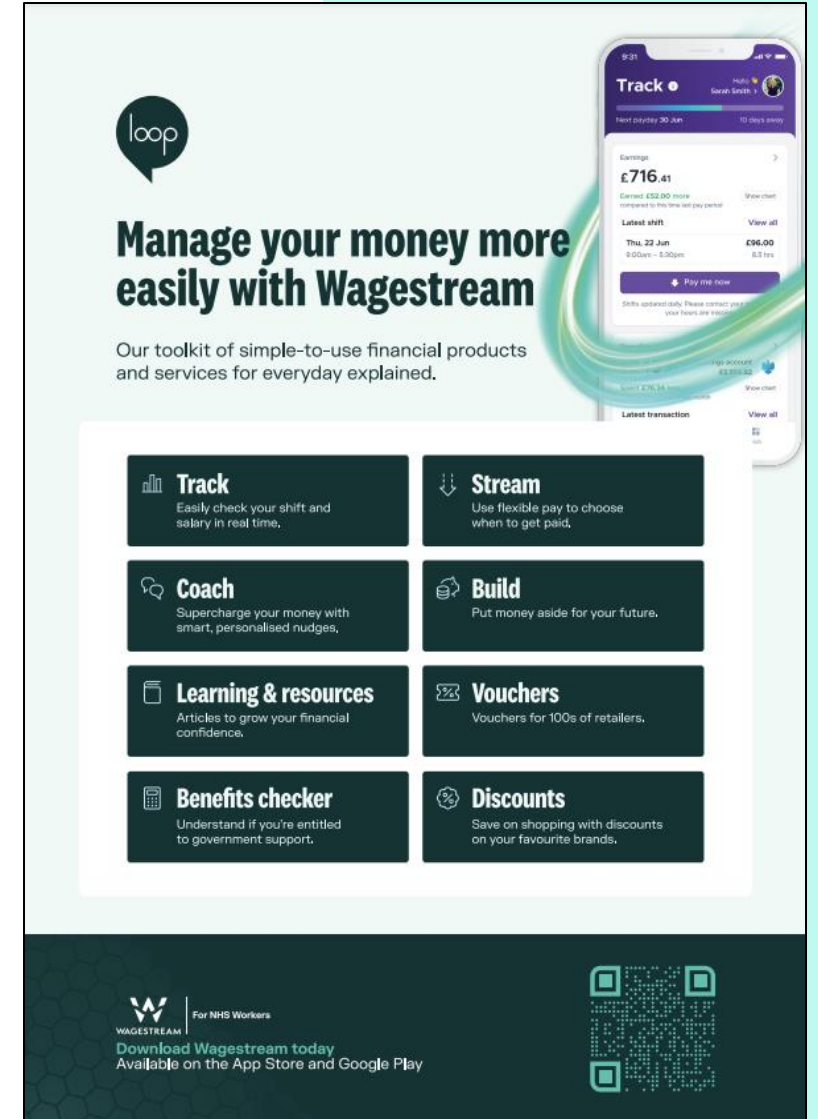
- Use our digital signature to add to your emails to inform your staff about Wagestream.



Print

Print Item: A4 Poster

- A traditional staple for creating awareness, ideal for noticeboards and wall space in staff break areas or high footfall areas.



The poster features a central graphic of a smartphone displaying the Wagestream app interface. The app shows a balance of £716.41, a 'Latest shift' for Thu, 22 Jun, and a 'Pay me now' button. Below the phone, the text reads: 'Manage your money more easily with Wagestream' and 'Our toolkit of simple-to-use financial products and services for everyday explained.'

The toolkit includes the following services:

- Track**: Easily check your shift and salary in real time.
- Stream**: Use flexible pay to choose when to get paid.
- Coach**: Supercharge your money with smart, personalised nudges.
- Build**: Put money aside for your future.
- Learning & resources**: Articles to grow your financial confidence.
- Vouchers**: Vouchers for 100s of retailers.
- Benefits checker**: Understand if you're entitled to government support.
- Discounts**: Save on shopping with discounts on your favourite brands.

At the bottom, the Wagestream logo is displayed with the text 'For NHS Workers', 'Download Wagestream today', and 'Available on the App Store and Google Play'. A QR code is also present for app download.

Print

Print Item: A5 Flyer

- A perfect takeaway to hand out and let people find out more information about Wagestream at their own, convenient time. Ideal for displaying in staff information areas or handing out in morning briefings.

The flyer features a dark teal background with a light teal wave graphic at the top. The Wagestream logo is in the top left. The main title is 'What do NHS colleagues have to say about Wagestream'. Below this are four statistics, each with an icon and a testimonial box. The statistics are: 72% (Easily check your shift and salary in real time), 48% (Have seen an increased ability to set money aside), 39% (Have decreased their reliance of credit cards), and 78% (Could pay an unexpected cost or bill on time prior to payday). The testimonials are: 'Being banked off, you have to work a month in advance before your first pay day is due. Wagestream puts you in control of your money and makes it easily accessible.', 'This is a good way to see straight out of your wages. I haven't missed the extra £50 a month I've been saving and it's a big help for my Christmas presents.', 'Love this facility, to enjoy what you've earned when you need it, reducing my need to use credit cards.', and 'Can't rate this enough. Comes in handy when those unexpected expenses come up!'. Below the statistics is the heading 'Improve your financial wellbeing with Wagestream' and the instruction 'Make a note of the 8 digit primary assignment number on your payslip and follow the instruction...'. There are two notes: 'Receiving a notification for ESR is normal.' and 'Note: Full enrolment takes 2-3 days to complete.'. The bottom section has three steps: Step 1 (Download the Wagestream app), Step 2 (Important: Don't forget to check your inbox and verify your email.), and Step 3 (Enter your details, including your Assignment Number). The footer includes the Wagestream logo, 'For NHS Workers', and 'Download Wagestream today Available on the App Store and Google Play'. A QR code is in the bottom right.

loop

What do NHS colleagues have to say about Wagestream

72%
Easily check your shift and salary in real time.

48%
Have seen an increased ability to set money aside

39%
Have decreased their reliance of credit cards

78%
Could pay an unexpected cost or bill on time prior to payday

"Being banked off, you have to work a month in advance before your first pay day is due. Wagestream puts you in control of your money and makes it easily accessible."
—Sarah

"This is a good way to see straight out of your wages. I haven't missed the extra £50 a month I've been saving and it's a big help for my Christmas presents."
—John

"Love this facility, to enjoy what you've earned when you need it, reducing my need to use credit cards."
—Lisa

"Can't rate this enough. Comes in handy when those unexpected expenses come up!"
—Thomas

Improve your financial wellbeing with Wagestream

Make a note of the 8 digit primary assignment number on your payslip and follow the instruction...

★ Receiving a notification for ESR is normal. Note: Full enrolment takes 2-3 days to complete.

Step 1
Download the Wagestream app in the app store or at www.wagestream.com/app-download

Step 2
Important: Don't forget to check your inbox and verify your email.

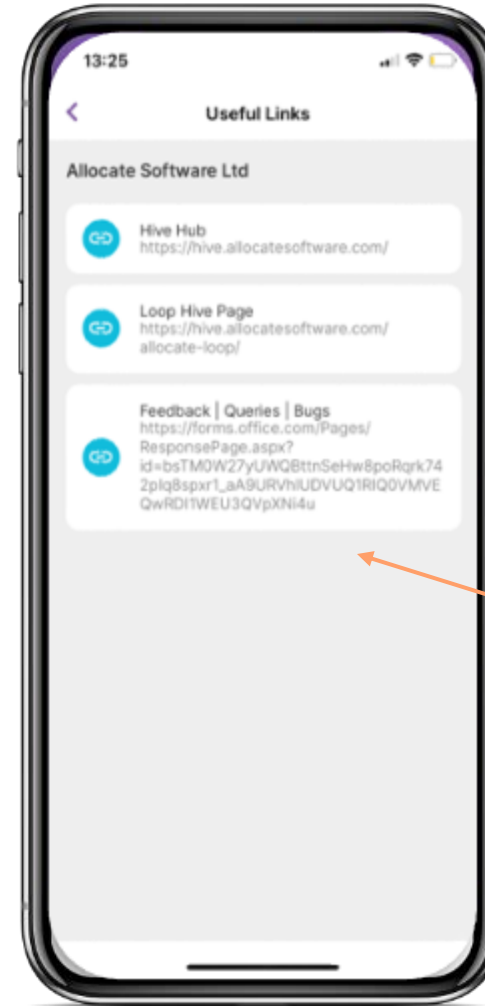
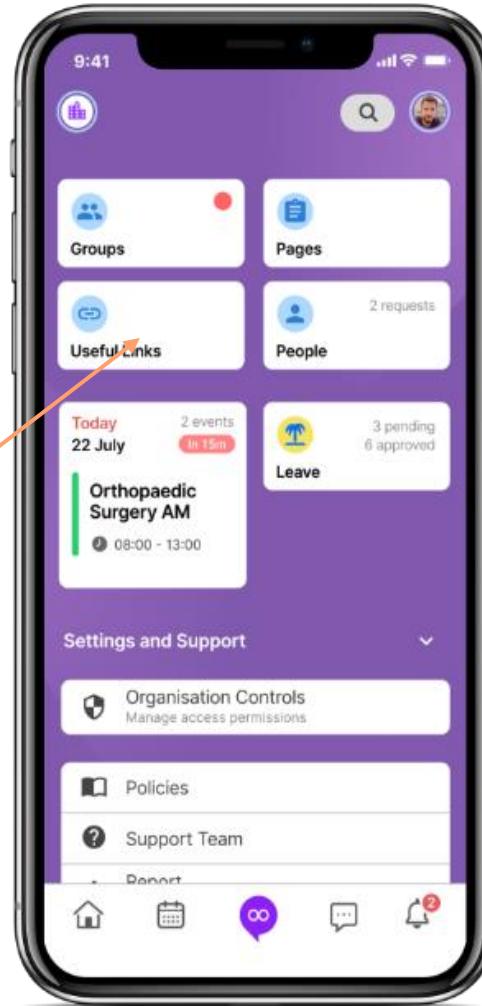
Step 3
Enter your details, including your Assignment Number, which can be found on your payslip.

WAGESTREAM For NHS Workers
Download Wagestream today
Available on the App Store and Google Play

Useful Links

- The 'useful links' section on Loop is a great place for the Wagestream app to be featured.
- Direct staff from the newsfeed post to here.

Add WageStream app download to the useful Links section in Loop



Here end users would see a link to download the Wagestream app



If you have any questions or feedback these assets,
please contact: comms-vault@allocatesoftware.com