

On-Demand Pay: The Employee Experience: Solution, Rollout and Support.

When considering different vendors for your on-demand pay program, the overall employee experience that the vendor delivers is a critical consideration.

The Solution Experience

Ensuring that your employees benefit from the best on-demand pay experience increases the likelihood of employee adoption, engagement and improved financial well-being, which translates to reduced turnover and its associated costs for your company.

User Experience

Evaluate the following:

 <p>Usability</p> <p>Is it easy for users to complete the tasks needed to actually obtain their money?</p>	 <p>Usage Rates</p> <p>Are usage fees encouraging or discouraging usage of your solution?</p>	 <p>Value</p> <p>Can they transfer money or check their available balance in their preferred accounts quickly and easily?</p>	 <p>Adaptability</p> <p>Is the solution easy to download, install and start to use?</p>	 <p>Desirability</p> <p>Does the on-demand solution engage users? Is interacting with the solution enjoyable?</p>
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Financial Well-Being

Evaluate the following:

- » Does the solution provide a means for employees to save part of their pay prior to payday?
- » If so, is the savings held in the employee's preferred account or the vendor's mandated account?
- » If the savings is held in the vendor's account, does the account accrue interest to benefit the employee and are the funds available within 24 hours of an employee's request to access them?
- » Does the vendor offer your employees additional financial wellness tools???

Flexible destination accounts for on-demand pay transfers

Evaluate the following:

- » Can my employees select the account for their on-demand pay transfers?

 <p>Savings account</p>	 <p>Checking account</p>	 <p>Debit card</p>	 <p>Pay card</p>
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- » Where do unbanked employees receive their on-demand pay transfers?

Limitations on Wage Access



Consider the following:

- » Does the on-demand pay vendor place limits on the amount of wages your employees will be able to access?
- » Does the on-demand pay vendor place limits on when certain wages are available to your employees?
- » Will your payroll team be required to approve all on-demand pay requests?

The Employee Rollout Experience

Consider these two areas in crafting a successful program:

Maximizing Employee Awareness

- Design a broad and continuous communication and education for your employees
- Make all new hires aware of the benefit on Day 1 on the job.
- Train your managers to educate their teams about the on-demand pay benefit
- Decide who will be responsible for the planning and execution of the campaign — **you or the vendor. Do you have the time, money and resources to take on this additional work? Does your vendor have the skills and capabilities to do so?**
- Define all cost implications as some vendors charge additional fees for communications, planning and execution.

What an effective on-demand pay awareness and education campaign looks like:

- » Live launch event
- » On-line education page with a link for enrollment
- » Downloadable education content (brochures, videos, FAQs, etc.)
- » On-site promotional materials (posters, brochures, etc.)
- » Frequent employee email communications
- » Online and live Help Center
- » Stakeholder trainings (e.g., managers)

Enrollment & Onboarding

 <p>Maximize enrollment and adoption to make biggest impact</p>	 <p>Create a seamless onboarding experience to remove friction</p>
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Vendors generally fall into two enrollment categories:

1- Delayed benefit access - This lag-time access generally applies to two solution types:



Card-based access - Some vendors only offer a card-based on-demand pay solution. There is typically a lag time between when an employee signs up and when they receive their card, preventing Day 1 access.



Deductions model on-demand pay - Vendors who use this model (see Module 1) need to wait for the deductions file in order to enroll the employee for the following pay period. The deductions file is only updated once per pay period.

Insight: Data suggests that people often sign up when they actually need to use the benefit so having to wait for a card may cause an additional hardship for employees.

2- Day 1 benefit with instant access

Employees have access to the on-demand pay benefit as of Day 1 on the job and also can receive pay transfers instantaneously when they need them. This solution is typically delivered to employees through a mobile app instead of a card.

Takeaway

- » Work with a vendor with a simple sign-up flow so that employees can easily create an account.
 - » Reduce the number of steps and hurdles for the employee to create an account and access money on Day 1.
- Insight: When the enrollment process is too cumbersome, you'll often see a reduction in accounts being created.*

The Support Experience

Your employees will have questions. Consider the following four areas around support and whether you can self-serve each area, or whether you need a full-service vendor solution. Additional fees might apply.

Payroll Support

- Will the payroll department have to approve employees' time and attendance records or employee pay transfers?
- Who will handle payroll reconciliations?
- How many hours will the payroll department need to spend administering the on-demand pay solution post-implementation?
- Is there a dedicated account rep who is your primary contact for questions/issues should they arise?

Support For Upgrades

As the vendor upgrades the product and adds new functionality, will your resources be able to communicate these changes effectively, or is the vendor better able to keep up with and communicate changes?

Offshore Vs. Regionalized Employee Support

Do you need to provide multilingual and/or omnichannel support, including phone, email and chat across different time zones? How will you measure employee satisfaction with this support?

Scaling Your Support Team

Can the service you decide to deliver (inhouse or outsourced) scale with your workforce to ensure an adequate response time to employee questions and concerns in a timely manner to avoid frustration?



To learn more about on-demand pay, see The On-Demand Education Series (link to overview page), dailypay.com/on-demand-pay which includes the following:

 <p>Understanding On-Demand Pay</p>	 <p>The Real Costs of On-Demand Pay Solutions</p>	 <p>Implementing and Managing On-Demand Pay Solutions</p>	 <p>The Employee Experience: Solution, Rollout, and Support</p>	 <p>The On-Demand Pay Scorecard. Are you getting what you signed up for?</p>	 <p>The On-Demand Pay RFP</p>	 <p>Fostering Diversity, Equity, and Inclusion with On-Demand Pay</p>
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