

**iziwork**

**Marketing &  
Communication  
IT**



## What is the **aim** of this meeting?

### WHAT WE WANT TO SOLVE

We realized that there is **dissatisfaction** as to the level of **customer care for workers** about:

- Temporary work **contract**
- **Payroll** management
- **Timesheet** management
- Use of **iziwork application**

which causes an increase of workload for our Worker Success team

### OUR COLLABORATION WITH YOU

We ask you to support us to build a viable solution, divided in:

- Short term solution: **landing page** that contains the **basic information** we want to share with our workers  
Deadline: Wednesday 15th June
- Long term solution: **integrated and dynamic platform** on our website  
Deadline: TBD

**The Landing Page with different videos & fac-simile of the main documents will answer to our workers questions about contracts, payroll and onboarding module compilation**

## LANDING PAGE AIM

Decrease the number of questions we receive from our workers and increase worker satisfaction with our services

## LANDING PAGE CONTENT

Videos (with subtitles in different languages) and documents fac-simile about three main topics:

- 1. Introduction to temporary work:**
  - a. How do the contracts work?
  - b. When are you going to receive the salary?
- 2. Focus on payroll:**
  - a. Worked hours, holidays and leaves
  - b. Workers inputs (es. bonus or tax reductions)
  - c. Deductions
- 3. Tutorial and link of the onboarding form**

## LANDING PAGE ACCESS

- On the **3rd day of work**, our workers receive a CRM email campaign containing the **link to the landing page**



## Integrate the landing page to our website to create a virtual space for workers where they can find everything with a Login + Public blog (for SEO)

### AIM OF THE PROJECT

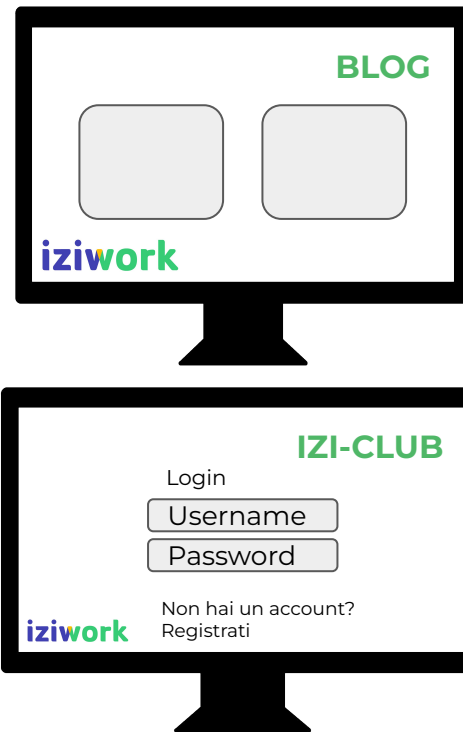
Increase **workers loyalties**, giving useful **information** and **tools** to our workers, improvement of our **blog SEO performances** and increase of the **workers database**

### PLATFORM CONTENT

1. Public part with our **blog**
2. Private part (with credentials) containing **video/fac-simile documents**, useful **information** and **tools** for workers, **app guide**, **events**, **news** (it has to be easy for us to modify, for instance built with Wordpress)

### PLATFORM ACCESS

Integration with our **website**, transfer from **app**, **campaigns**



## Let's define together the deliveries timeline

