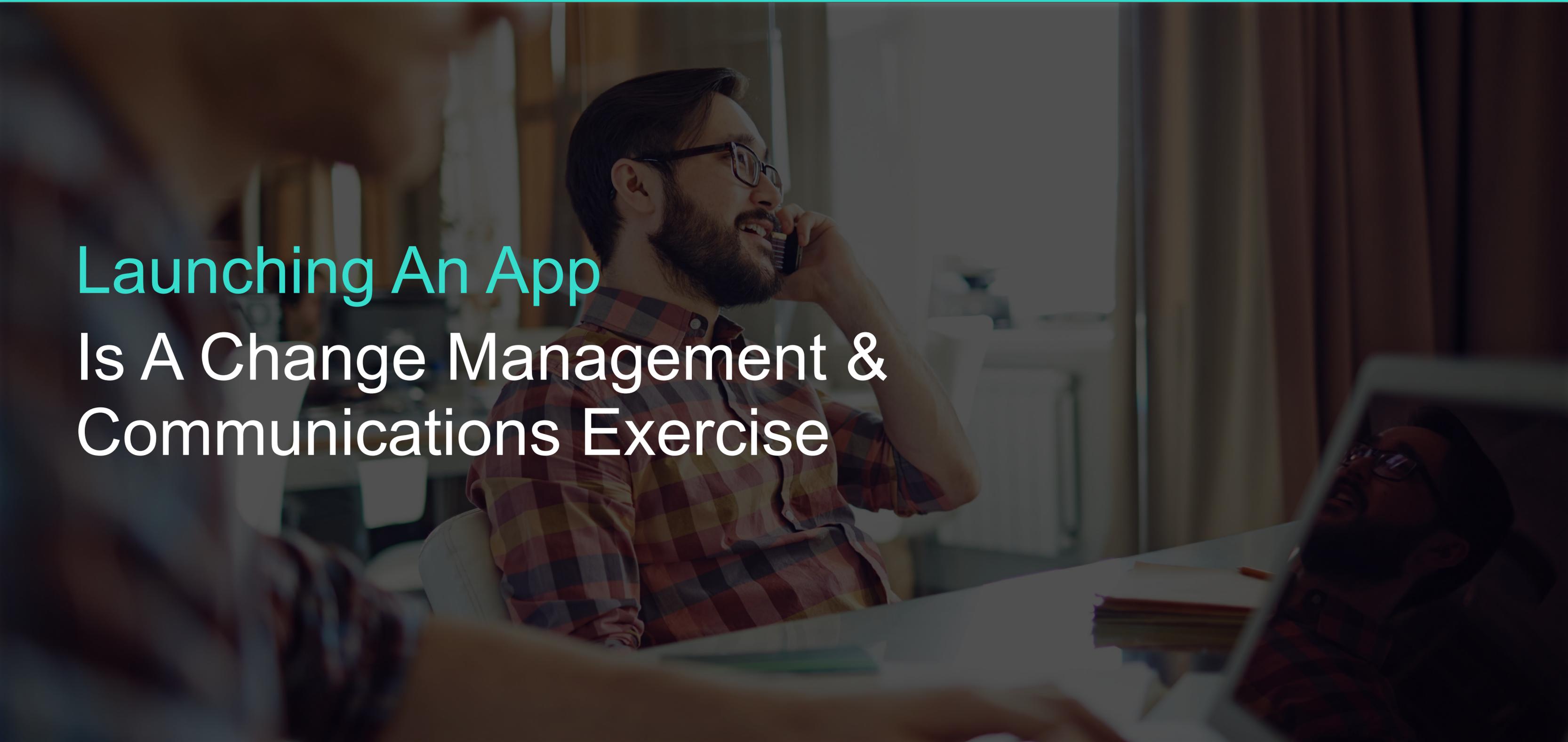




## Planning Your Rollout

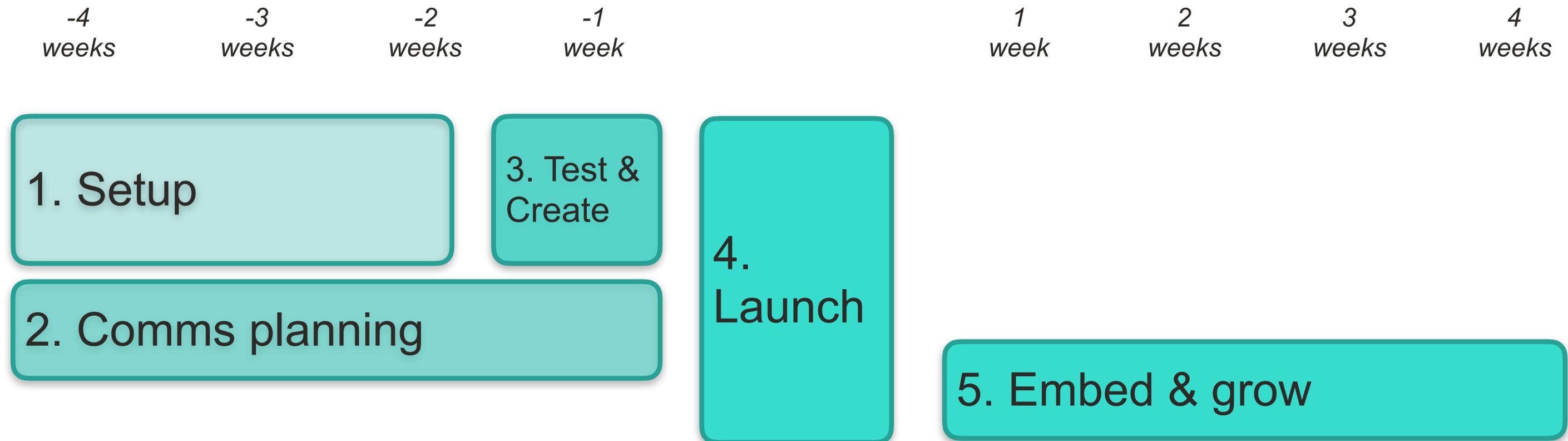
A background image showing a man with a beard and glasses, wearing a plaid shirt, sitting at a desk and talking on a mobile phone. He is smiling and looking towards the right. The image is dimmed and has a dark overlay. In the foreground, the back of another person's head and shoulders is visible, looking at a laptop screen.

## Launching An App Is A Change Management & Communications Exercise

# So What Do I Need To Do?

Excellent question - In this document we outline some of the key things you need to consider as part of your rollout.

The estimated rollout plan below should help give you an indication of what needs to happen when. We've also included a [detailed template version](#) of this plan on the [success.reffind.com](https://success.reffind.com) site.



# 1. Setup

Before you launch into your comms planning, we'll get your account set up underway.

## **A. Complete an email questionnaire from your Customer Success team.**

We've included an explanation of these questions on the [next page](#).

## **B. If you have users without work email addresses**

Don't worry, we've thought of that - it's important to consider as part of your communications plan, so check out our [Users With No Work Email](#) guide.

## **C. Whitelisting**

Provide our [Email & Wi-Fi Whitelisting](#) document to your IT team to confirm that REFFIND emails won't be stopped by Spam filters, and that employees will be able to access the REFFIND app on company Wi-Fi (if applicable).

# 1. Setup - Questionnaire

REFFIND

**Your Customer Success Manager will send you a questionnaire with the following questions to start your account setup.**

*What is the URL of your external careers website or job listing page?*

We use this as the source of jobs to send to your employees through the app, they can then refer these jobs to people they know)

*What are the url tracking parameters for your ATS (Applicant Tracking System)?*

We want you to be able to track which referrals come from REFFIND. Most ATSs can accept tracking parameters in the apply URL. If in doubt, ask your ATS provider or ask your Customer Success Manager.

*What is the default referral reward you want displayed in the app? (Optional - leave blank if none)*

If you have a referral reward, enter the default amount here and we'll display it on job cards in the app. You can still change the amount for each individual job if you like through your REFFIND Portal.

*What are the work email domains your employees use?*

Your employees will use their email during sign up to connect to your company account. If some employees don't have an email, check out sign-up alternatives [here](#).

*Do want your employees to also be able to apply to roles they see in the app? Yes/No*

*If yes, do you want internal applications to go to an email address or direct to your ATS application process? Email/ATS*

*If email, enter the email address you want internal applications sent to.*

Internal Mobility is a great way to promote internal career opportunities for your existing staff.

*What is the maximum number of open roles you want to send to your employees each day? 1-5*

We prioritise the most relevant jobs to each user based on location and past behaviour.

*Do you want to re-send jobs to users after they have dismissed them? Yes/No*

*If yes, how many times should we resend previously dismissed jobs? (1-5 times)*

*And how often should we resend previously dismissed jobs? (next day, every two days, every three days, every four days, every week, every two weeks, every three weeks, every four weeks)*

These questions enable you to configure Job Recycling so that users can reconsider opportunities they may have initially dismissed. If you have a smaller volume of roles (<50) this can be particularly useful.

## 2. Communications Planning - Audiences

**REFFIND**

Consider the audiences you want to target as part of your launch communication activity for REFFIND.

Senior  
Leadership/  
Line Managers

All Users

Target  
Groups

We've done all the pre-work for you with a range of communications resources here: [Ready-made Rollout Resources](#)

# 3. Test & Create Content

Once your account is set up, we'll be in touch so that you can

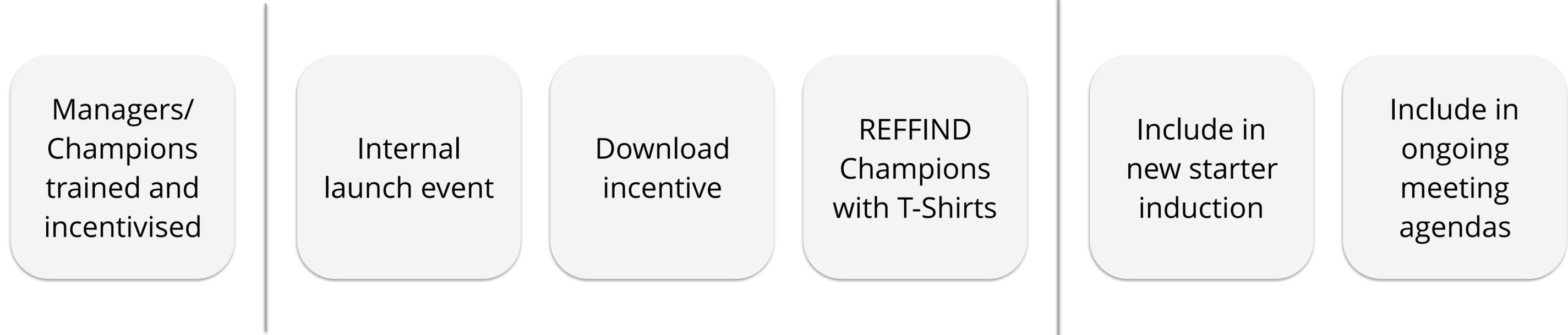
- A. Sign up to your company account on the REFFIND App
- B. Test that ATS source of hire tracking is working
- C. Access your Content Management Portal ([manage.reffind.com](https://manage.reffind.com) - we'll send you an invite)
- D. Start creating video and survey cards ready so they're ready to send after you launch

Once this is done, you're ready to LAUNCH!

# 4. Launch

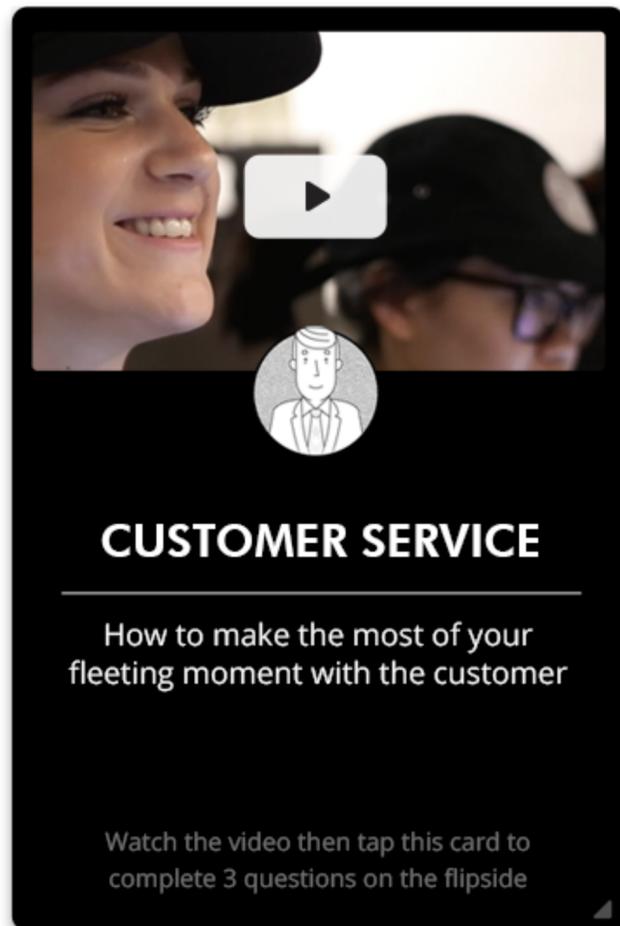
Now it's time to GO LIVE!

In addition to activities listed in the Rollout Timeline Template and Ready-made Rollout Resources, here some ideas that you may want to consider.



# 5. Embed & Grow

You're going to have use cases already in mind for the content you want to create for the your employees on the REFFIND Platform. For even more ideas and to find out what other companies are doing with REFFIND, check out Use Cases and Best Practice on [success.reffind.com](https://success.reffind.com)!

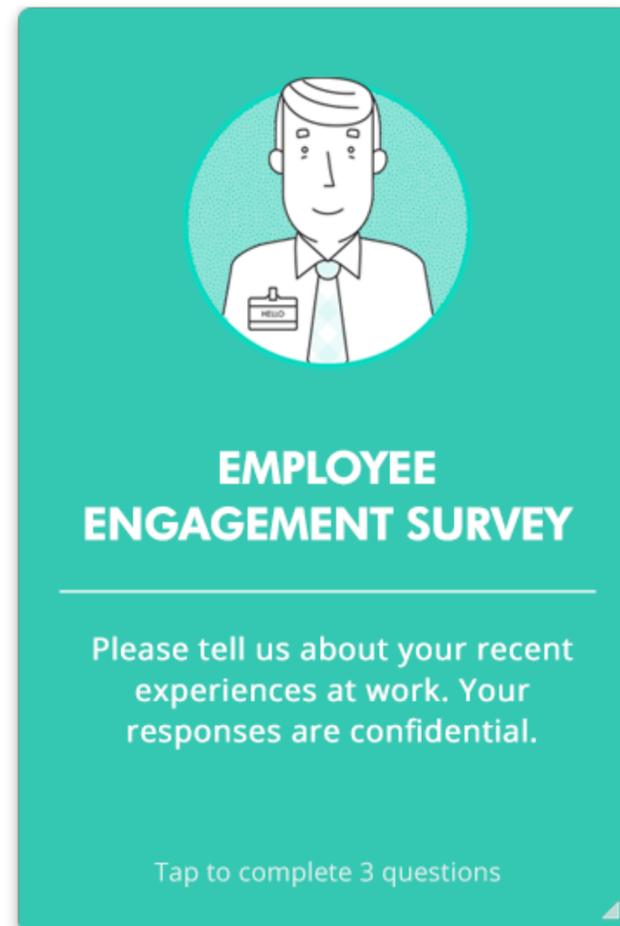


A card with a black background. At the top, there is a video player showing a woman smiling. Below the video is a small circular icon of a man in a suit. The title "CUSTOMER SERVICE" is in white. Below the title is a horizontal line, followed by the text "How to make the most of your fleeting moment with the customer". At the bottom, it says "Watch the video then tap this card to complete 3 questions on the flipside".

**CUSTOMER SERVICE**

How to make the most of your fleeting moment with the customer

Watch the video then tap this card to complete 3 questions on the flipside

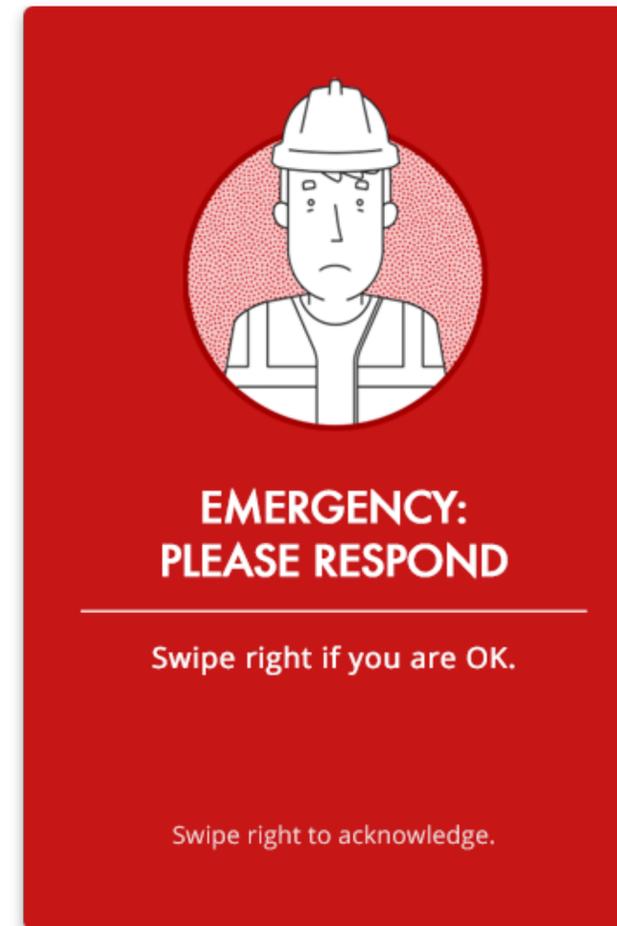


A card with a teal background. At the top, there is a circular icon of a man in a suit. The title "EMPLOYEE ENGAGEMENT SURVEY" is in white. Below the title is a horizontal line, followed by the text "Please tell us about your recent experiences at work. Your responses are confidential." At the bottom, it says "Tap to complete 3 questions".

**EMPLOYEE ENGAGEMENT SURVEY**

Please tell us about your recent experiences at work. Your responses are confidential.

Tap to complete 3 questions

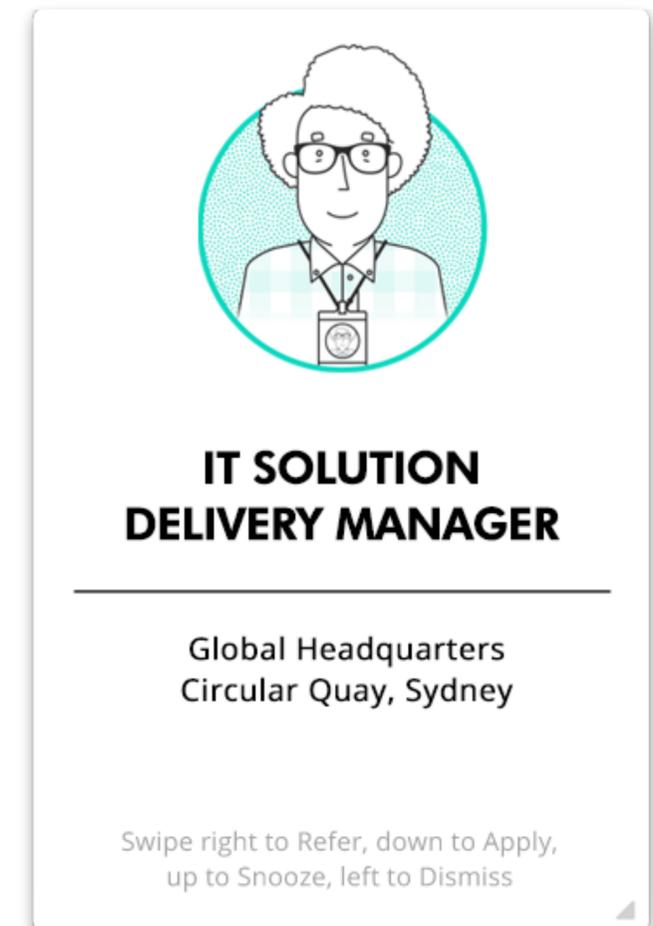


A card with a red background. At the top, there is a circular icon of a man wearing a hard hat. The title "EMERGENCY: PLEASE RESPOND" is in white. Below the title is a horizontal line, followed by the text "Swipe right if you are OK." At the bottom, it says "Swipe right to acknowledge".

**EMERGENCY: PLEASE RESPOND**

Swipe right if you are OK.

Swipe right to acknowledge.



A card with a white background. At the top, there is a circular icon of a man with glasses. The title "IT SOLUTION DELIVERY MANAGER" is in black. Below the title is a horizontal line, followed by the text "Global Headquarters Circular Quay, Sydney". At the bottom, it says "Swipe right to Refer, down to Apply, up to Snooze, left to Dismiss".

**IT SOLUTION DELIVERY MANAGER**

Global Headquarters  
Circular Quay, Sydney

Swipe right to Refer, down to Apply,  
up to Snooze, left to Dismiss

What else could you do with REFFIND

REFFIND

