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White label
online
cost effective
employee wellbeing
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simpler faster
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Generali UK

Wellbeing Communications Hub

Simpler, Smarter Benefit Communication Tools

“UK Corporations have never been more diverse. Accordingly, there’s no place for anything generic with regards to benefit solutions or employee communications. Employee Engagement - more than ever before - necessitates an understanding of the needs of multiple generations.”

Simon Thomas,
Director - UK Employee Benefits



Introduction

Generali UK is pleased to introduce the [Wellbeing Communications Hub](#), designed to assist HR and Compensation & Benefits professionals build brand engagement and loyalty by ensuring their UK employees are aware of the valuable complimentary wellbeing services available with Generali UK Group Life and Group Income Protection plans; including Employee Assistance Programmes (EAP), Best Doctors® and Eldercare Support Service (ESS).

The Hub has been designed for ease of use. No marketing or creative expertise is required to produce high quality materials that are both on-brand and on-message.

Capabilities

Generali UK GIP clients can use the [Wellbeing Communications Hub](#) to produce an employer branded wellbeing pack, comprising of information leaflets, posters, wallet cards, presentation folders and more.

Professionally printed output can be shipped to your location by our trusted print partner 'Total Office' at a reasonable cost (see section 6); alternatively, free digital (PDF) materials can be downloaded directly from the Hub for email or intranet distribution.

Security features

Generali UK is ISO27001 certified. We take the security of your personal data and intellectual property very seriously. The [Wellbeing Communications Hub](#) is secured with a 'Domain Validated' HTTPS certificate provided by Symantec. This ensures that your data is secured 'end-to-end' (from browser to server) using modern and robust SSL TLS 2048bit SHA-256 encryption.

Help & support

In case of any queries relating to the [Wellbeing Communications Hub](#), please email well.comms@generali.co.uk



1. Registration and accessing the portal

User Account Setup

Before you start using the Hub, in the first instance please follow the “New Users” instructions at the following link: <https://generali.co.uk/wellcomms>

Once your registration has been approved, you should receive a confirmation email, usually within one business day. You will then have unrestricted access to the site.

Logging In

Once your account has been activated and you have received your confirmation email from donotreply@irongategroup.co.uk please return to the above URL and enter your username and password to log in as an ‘existing user’.

Password Reset

For security, your Hub password should be known only to yourself. If you forget it or wish to change it, please visit the following URL: <https://generali.co.uk/wellcomms> and follow the ‘forgot your password’ link.

2. Navigating the Home Page

Your Orders

The ‘Orders’ tab on the homepage details your open, pending and completed orders with our trusted print partner Total Office.

Your Library

The ‘Library’ tab on the homepage displays any media assets you have uploaded to the Hub. These may include logos and/or photo images in .jpg .bmp .tiff or .pdf format.

Your Profile

The ‘Profile’ page records basic information about you, which we hold solely for the purposes of facilitating the ordering and delivery process.

Shopping Cart

View, edit and complete your order, or save for later. Please always preview your finished document in the Hub using 100% view, and check carefully to ensure your photo/images appear exactly as you want them to appear in any printed material.

3. Document types

Most documents on the Hub are available as Generali-branded and/or white-label variants, including:

- Employee Wallet Cards for LifeWorks Employee Assistance Programme (EAP)
- Information Leaflets:
 - Best Doctors, EAP, Bereavement Support, Eldercare Support (ESS).
- Posters and flyers in support of the LifeWorks EAP service:
 - Lifeworks Mobile App, Welcome to LifeWorks (x4), EAP FAQ's
- A4 folder with pocket wallet and card slot, available in standard silk or premium matt laminate card stock.

Please ensure that the template document you are ordering is applicable to the Generali policy you have purchased; for example the Employee Assistance Programme (EAP), Best Doctors and Eldercare Support Service are complimentary features of our **Group Income Protection** product, whereas the Bereavement Support Service can be accessed by the employees of both **Group Income Protection** and **Group Life Assurance** policyholders.

If you can't find what you're looking for, or you're unsure as to whether a particular template document is suited to your needs, please email well.comms@generali.co.uk and a member of the team will be pleased to assist you.

4. Editing documents

The Hub allows you to insert your own corporate logo, strapline and photo/images into a set of predefined document templates. We aim to make this process straightforward and intuitive. In order to achieve the best result in the shortest timeframe, we encourage you to consider the following:

Before you Begin

Before you begin to customise a template on the Hub, we recommend you first gather together all the resources you'll need. Obtain your logo(s) and any optional photo/imagery from your marketing team; Confirm any optional straplines, text or additional messaging is correctly spelt, punctuated and approved for use; and ensure the minimum requirements (see overleaf) are met with regards to file-type, size and quality of logos and photo/images.



Photo/Images, Logo(s) File-Types, Resolutions & Sizes

The Hub will accept photo/images uploaded in either JPG, BMP, or TIFF formats. The minimum dimensions for a photo/image or logo are 600x600 pixels. If you are unsure of the dimensions of your image, right-click the photo image file (in windows explorer) then select 'properties' and 'details' to view the image dimensions.

The hub will automatically reject photo/images smaller than 600x600 pixels and a notification will be displayed.

Copyright & Licenses & Permissions

If you are using photo/images purchased from a professional library (for example Shutterstock, AdobeStock or GettyImages) it is likely you will already have the necessary licenses to reproduce and or republish them. If your photo/images have been acquired from any other source, please check you are permitted to use them on promotional materials before proceeding.

Cropping & Resizing

The Hub allows you to crop your photo/images, if for example you wish to use only a specific portion of the image. Note that cropping an image may result in a reduction in quality depending on the final dimensions of the image on the printed page. Please always preview your finished document in the Hub using 100% view, and check carefully to ensure your photo/images appear as you expect them to appear in any printed material.

Provider Logos

In most cases where the logo or branding of third party (Generali partner) appears on the template document (for example, LifeWorks or Best Doctors), this can be removed by checking the appropriate box in the left-hand column of the editor. You will find guidance notes & tooltips displayed in the editor to assist you at each step.

5. Creating and downloading PDF's

Creating customised materials for intranet or electronic use is free. Simply save newly created files to your desktop. Professionally printed materials are available from our trusted print partner.

Please see section 6 overleaf for print pricing details.

6. Ordering printed materials

Once you've completed editing your templates and you're ready to place a print order, please refer to the pricing matrix below to calculate the cost.

Description	Quantity	Custom	Generali
LifeWorks EAP Wallet cards 85x55mm 350gsm matt laminate, printed digitally two sides	100	£21.00	
	250	£31.00	
	500	£46.00	
	1,000	£73.00	
	2,000	£139.00	
Pre-printed packs of 100x Generali branded wallet cards			£7.00
Lightweight presentation folder 210gsm uncoated white presentation folder to accommodate up to 5x 200gsm A4 leaflets. Includes space on flap for 1x wallet card. Please contact print@totaloffice.co.uk for bespoke orders Quantities in excess of 250 pieces will be litho printed	50	£148.00	£148.00
	100	£250.00	£250.00
	250	£537.00	£537.00
	500*	£543.00	£543.00
	750*	£613.00	£613.00
	1000*	£672.00	£672.00
	1,500*	£770.00	£770.00
A4 one-sided leaflet (eg. Bereavement leaflet) 200gsm white silk art, digital print, one side	50	£21.00	£21.00
	100	£29.00	£29.00
	250	£51.00	£51.00
	500	£88.00	£88.00
	750	£125.00	£125.00
	1,000	£161.00	£161.00
A4 two-sided leaflet (eg. Best Doctors leaflet) 200gsm white silk art, digital print, two sides	50	£27.00	£27.00
	100	£39.00	£39.00
	250	£76.00	£76.00
	500	£137.00	£137.00
	750	£198.00	£198.00
	1,000	£257.00	£257.00
A4 LifeWorks EAP poster 200gsm white silk art, digital print, one side	10	£15.00	£15.00
	20	£16.00	£16.00
	50	£21.00	£21.00
	100	£29.00	£29.00
	500	£88.00	£88.00
A3 LifeWorks EAP poster 200gsm white silk art digital print, one side	10	£17.00	£17.00
	20	£20.00	£20.00
	50	£29.00	£29.00
	100	£44.00	£44.00
	500	£161.00	£161.00
Delivery charge (per order)			£7.00

A4 paper size 297mm x 210mm

A3 paper size 420mm x 297mm

All prices shown are exclusive of UK VAT @20%

Please contact print@totaloffice.co.uk for alternative print quantities and bespoke orders

* Litho Print

7. Ordering print for delivery to multiple locations

If your business has employees at multiple sites and you wish to order printed stock for delivery to more than one location, please note the following steps.

- Log in to the Wellbeing Communications Hub
- Browse to 'My profile' then click 'Address Book'
- Add and save a new address for each location you wish to ship to
- Place an individual order for each location

You will receive dispatch confirmation and itemised billing for each order you place on the Wellbeing Communications Hub.