

Press Release

September 2 2011

Online debt counselling tool celebrates fifth birthday

This week the UK's leading debt charity Consumer Credit Counselling Service (CCCS) is celebrating the fifth anniversary of the launch of its groundbreaking online debt counselling tool, *CCCS Debt Remedy*. Since its launch on August 29 2006, *Debt Remedy* has provided anonymous, confidential counselling to nearly 268,000 struggling debtors and now delivers more than one third of all counselling sessions performed by the charity.

Debt Remedy was launched at the end of 2006 to ensure that more people could access the charity's advice and to relieve the growing pressure on telephone helpline staff as the demand for debt counselling increased. Since its launch, a total of 267,542 clients have been counselled online, at a fraction of the cost of an equivalent face-to-face or telephone appointment while still providing the most appropriate advice tailored to the clients' financial circumstances.

In 2009 *Debt Remedy* won an award at the tenth annual *Charity Awards* in the *Research, Advice and Support* category, with judges praising the innovation as "impressive – an exemplar in change management".

Commenting on the fifth anniversary of the launch, CCCS director of external affairs Delroy Corinaldi said:

“It is essential that free debt advice is made as accessible as possible, and we are proud that the award-winning service that *Debt Remedy* provides has now helped hundreds of thousands of people who are struggling with debt.

“CCCS is committed to harnessing the power of technology to help as many struggling debtors as possible, and we intend to build on the success of *Debt Remedy* with further innovations in service delivery in the future.”

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Notes to editors:

1. CCCS's ethos is to help the “can't pay”, not the “won't pay”, and does not condone debt avoidance. CCCS always aims to help its clients pay back what they owe, in a realistic timescale and manner that is suited to each individual's situation.
2. CCCS is self-funding. Lenders share with the charity the benefit they receive from its operation, making a donation from the money repaid to them. This allows CCCS to retain its independence and ensure that its advice is always in the best interest of the client.
3. The CCCS free phone helpline 0800 138 1111 is open 8am to 8pm, Monday to Friday.
4. CCCS *Debt Remedy* is available at www.cccs.co.uk
5. Follow us on Twitter: @CCCSPressOffice

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