

Providing **the right support** to customers in financial difficulty through their **channel of choice**

How StepChange Direct helped a leading consumer credit provider make accessing debt advice easier and improved the customer journey for customers in financial difficulty, while reducing operational demand



The challenge

For many lenders or organisations who deal in collections, being able to effectively identify and support customers who are at risk or already in financial difficulty is a significant challenge.

While organisations will always try to do their best for customers, getting customers to engage in a conversation about their financial situation can be difficult. Many consumers experiencing financial stress either don't know where to turn for help, or may ignore the problem and hope it gets better on its own.

We know from experience that sadly, this is rarely the case, with 92% of StepChange clients admitting that they wished they'd asked for help earlier*.

StepChange approached NewDay, one of the UK's leading providers of consumer credit, with a proposal to address this exact challenge: how can we work together to engage customers sooner and ensure they get the right help at the right time?



Our solution

Providing information and signposting to support through channels like your website and outbound communications is a necessity, but also has its limitations, with many customers simply dropping out of the process. NewDay were seeing this exact issue, with only a small proportion of signposted customers going on to complete debt advice.

We worked with NewDay to develop **StepChange Direct**, an omnichannel solution that integrates into any stage of the customer journey, whether that's via SMS, email, website, mobile app or via your customer service teams.

StepChange Direct allows customers to complete a quick money health check, and then seamlessly transfers them to the most appropriate support based on their circumstances.

This could be income maximisation tools such as our benefits checker, expert budgeting help, or our award-winning, advisor-supported online debt advice.



*Source: StepChange consumer polling via YouGov, September 2022

If debt advice is right for them, customers are asked to input their email address – we'll then send them a link to get started, and gentle **follow up communications** to keep them engaged. We then track the customer through their debt advice journey and provide **detailed MI** back to NewDay to help inform their handling of their customers' cases.

Deploying StepChange Direct has enabled NewDay to benefit from:



Improved data relating to customer engagement with debt advice, enabling NewDay to provide more tailored and personalised support



A better customer experience, by enabling customers to self-serve through their preferred channel



Operational efficiencies, by enabling the customer service team to focus on supporting customers with more complex needs



The results

By enabling customers to self-navigate to the support they need through their channel of choice, **StepChange Direct helped to deliver a better customer experience and reduced demand on NewDay's operational teams.**

“ We are dedicated to identifying and supporting those customers who need financial assistance, and pioneering digital solutions that help us to do so.

Partnering with StepChange means we can add another avenue of support, giving customers who find themselves in financial difficulties the opportunity to seamlessly begin their debt advice journey. ”

Ben Rogers
Head of Digital Collections,
NewDay

Get in touch

To find out more about how StepChange Direct can help you provide expert support to more of your customers, get in touch today. Visit our website stepchange.org/direct or speak to your Relationship Manager.

