



Digital Signposting Guide

Use our simple guide to link to StepChange on your website and help your customers get help when they need it.

1

Provide some basic information

Add some simple copy to your website and link to our website so your customers can get help right away.

“StepChange Debt Charity is the UK’s leading debt advice charity. They help over 635,000 people each year deal with their money worries and take back control of their lives. Their service is free, impartial and they never judge. Every client receives expert personalised advice to help them deal with their debts.

Whether you need debt advice, a way to get back on track after the financial effects of coronavirus, or support with budgeting or managing persistent debt, StepChange can help. They’ll look at your individual circumstances, and recommend a course of action.

Visit their website at www.stepchange.org or call them on 0800 138 1111 Mon-Fri 8am-8pm, Sat 8am-4pm to take the first step towards taking back control of your finances.”

2

Explain the process

Using the copy below to explain the process can increase the likelihood that customers will engage with us:

“When you visit the StepChange website, they’ll ask you a few simple questions to find out what kind of help you need. This could be debt advice, budgeting help, support with managing persistent debt, or help dealing with the financial effects of coronavirus. They’ll recommend the best course of action for your circumstances, and help you start to take control of your finances.”

3

Help with specific problems

We have a range of guides to help your customer deal with their debt in a variety of scenarios, including content related to debt and reduced income as a result of coronavirus.

- Our [debt and coronavirus information hub](#) contains up-to-date information on coronavirus and finances, including SSP, claiming benefits and what help is available from creditors
- Our [life changes guide](#) can help people who have experienced financial difficulty due to a change such as a bereavement, long term illness, divorce or separation, or job loss.
- We have [information about emergency funding](#) for people in a cash crisis which details where to get help now, this month, and over the longer term.
- Our [guide to paying off a persistent debt](#) can help customers build a budget and see if increasing their monthly repayments can save them money
- Our guide to [dealing with debt stress and mental health](#) is designed to help spot the signs of debt stress and take action to overcome it



Our [debt information library](#) contains everything your customers want to know about debt, including [what bills they should prioritise](#), and how they can deal with [court action](#) or [bailiffs](#).

4

Support your teams

Our training support resources, and easy referral processes mean it's easier than ever for your front line advisors to make a referral.

- Get to know our [three-step referral process](#) and use our handy referral guide with your teams
- Our new [easy referral form](#) makes life easier for your advisors and your customers. Find out more and start using the form.
- Keep up to date with the latest [StepChange news on LinkedIn](#) – you can add some recent news to your team briefings to help your advisors keep us top of mind.
- Order free prompt cards, referral guides and other [print resources for your colleagues](#).