

# Turning the debt cycle into an advice journey for your customers



**£65,000**

Average debt per UK household

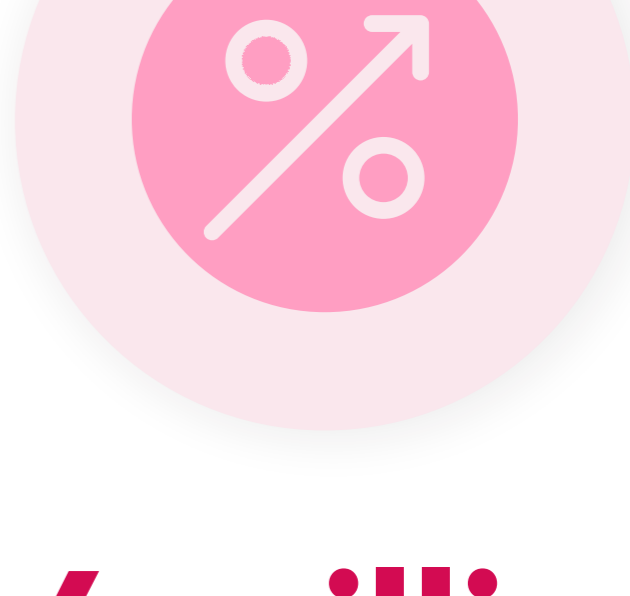
Source: The Money Charity



**22%**

Adults in Great Britain that borrowed more money in early 2023 than 2022

Source: Office for National Statistics



**1.4 million**

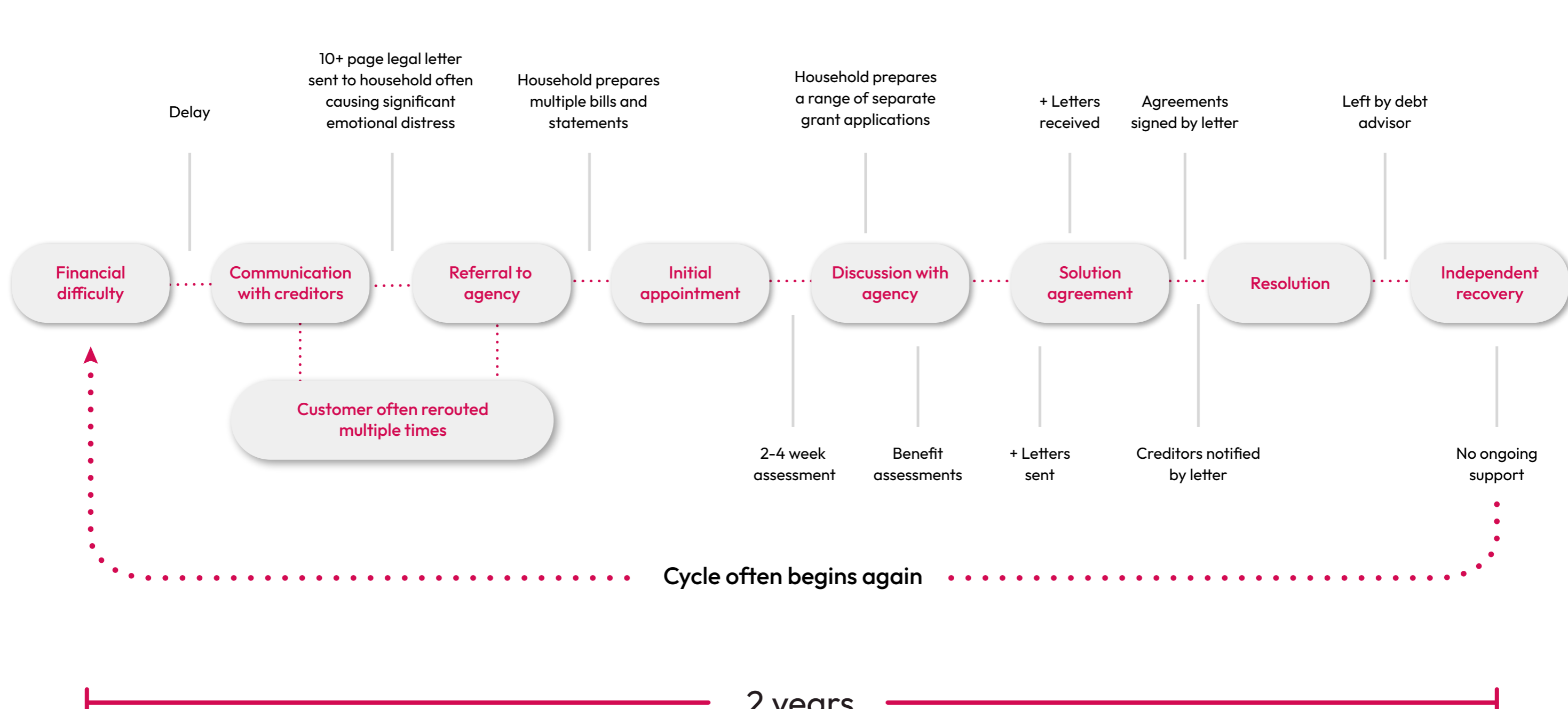
Increase in people in financial difficulty from mid-2022 to early 2023

Source: Financial Conduct Authority

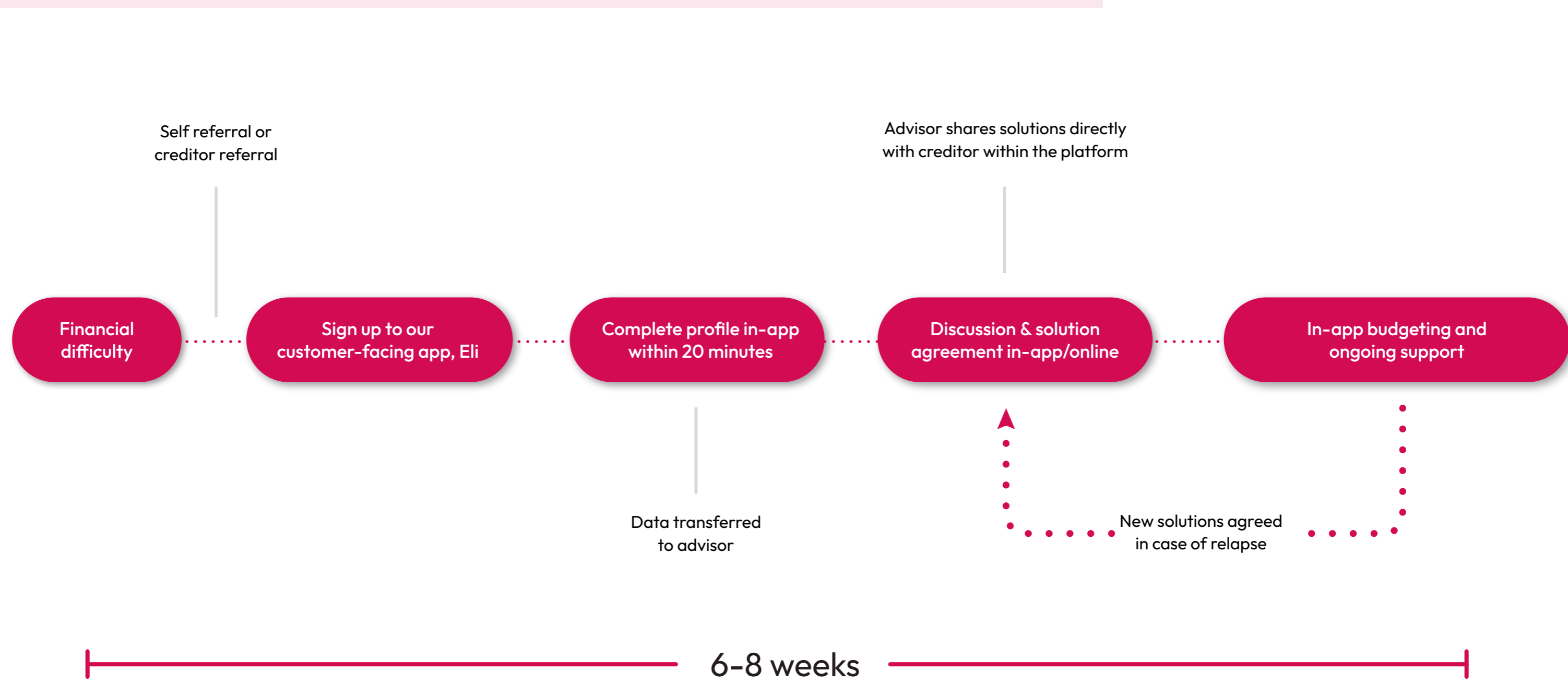
## THE NEED

There's never been a more pressing time to **transform debt support**.

From a cycle like this...



To a simple and sustainable solution like this...

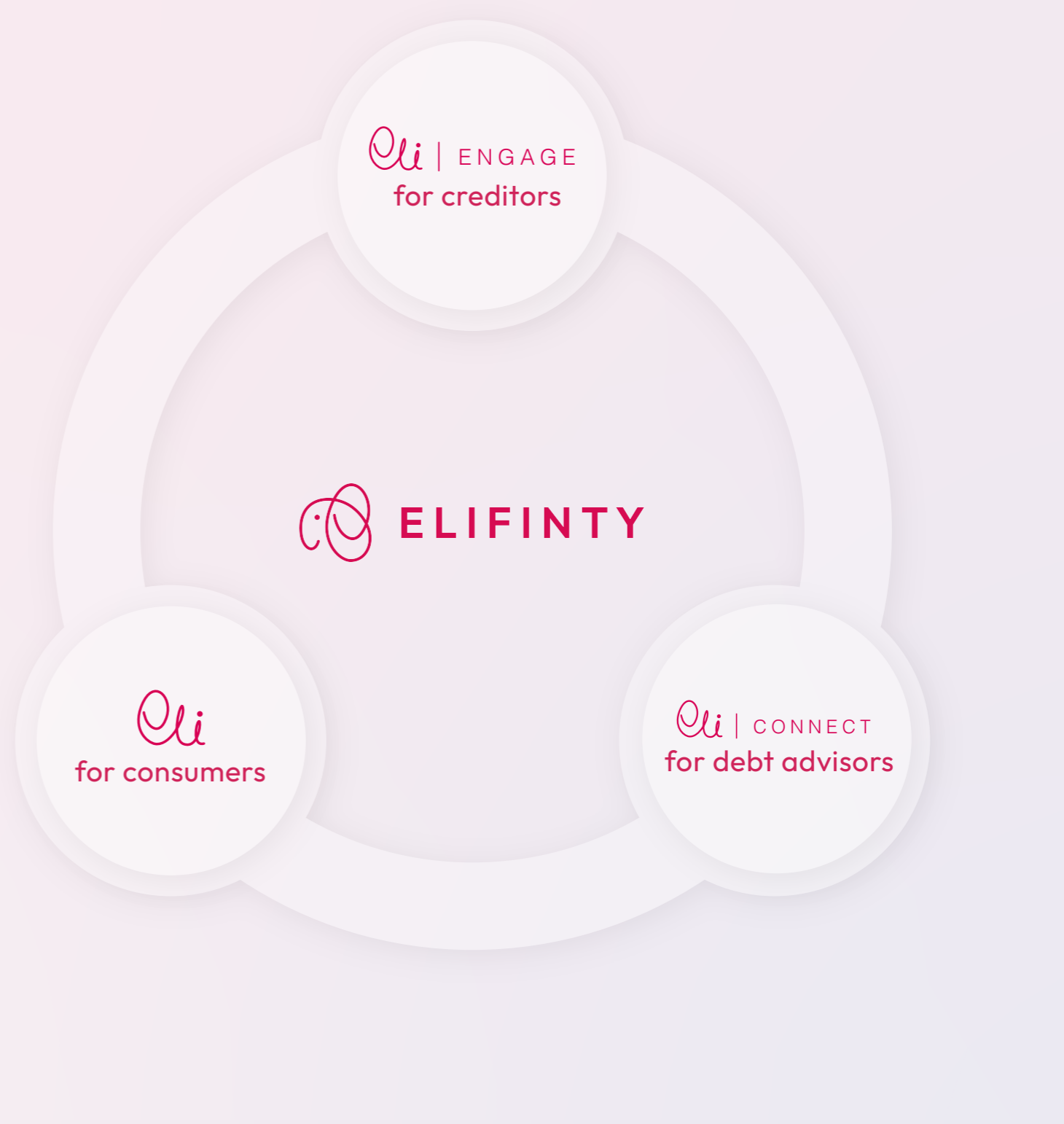


## THE HOW

Turn the debt cycle into a **customer-centric advice journey with Elifinty**.

With three connected hubs, the Elifinty platform creates a direct line of communication between the key players in debt support. This, alongside an AI solution engine, makes it quick and easy for organisations to match their customers to the right support, intervene early when they're at risk of defaulting, and lower the cost of servicing them.

It also allows individuals to engage with creditors, advisors, and self-serve tools to guide their financial planning and education – so that they can work towards long-term financial health, proactively.



### Today's debt management cycle

#### A disjointed journey

There are lots of steps and lots of exit points, making it difficult to move forward. If people "fall out" of the cycle, they go back to the beginning.

#### Lengthy and labour-intensive

The journey is time-consuming and stressful. Customers receive lots of complex documents and need to gather lots of information in return.

#### No ongoing support

Once a payment plan is in place, there's no aftercare to encourage sustainable behavioural change or to protect customers' wellbeing.

### Our reimagined debt advice journey

#### A seamless journey

A straightforward journey with only the essential steps, minimising time-to-support for customers. If people "fall out", they re-enter at the stage they left.

#### Conveniently automated

If it can be automated, it is. This includes auto-filling documents and allowing customers to share their data digitally to reduce admin.

#### Ongoing support

Customers can access aftercare any time they need, from self-serve tools to mental health support, to protect their financial, physical, and mental wellbeing.

## THE WHY

The Elifinty debt advice journey offers a **win-win-win**.

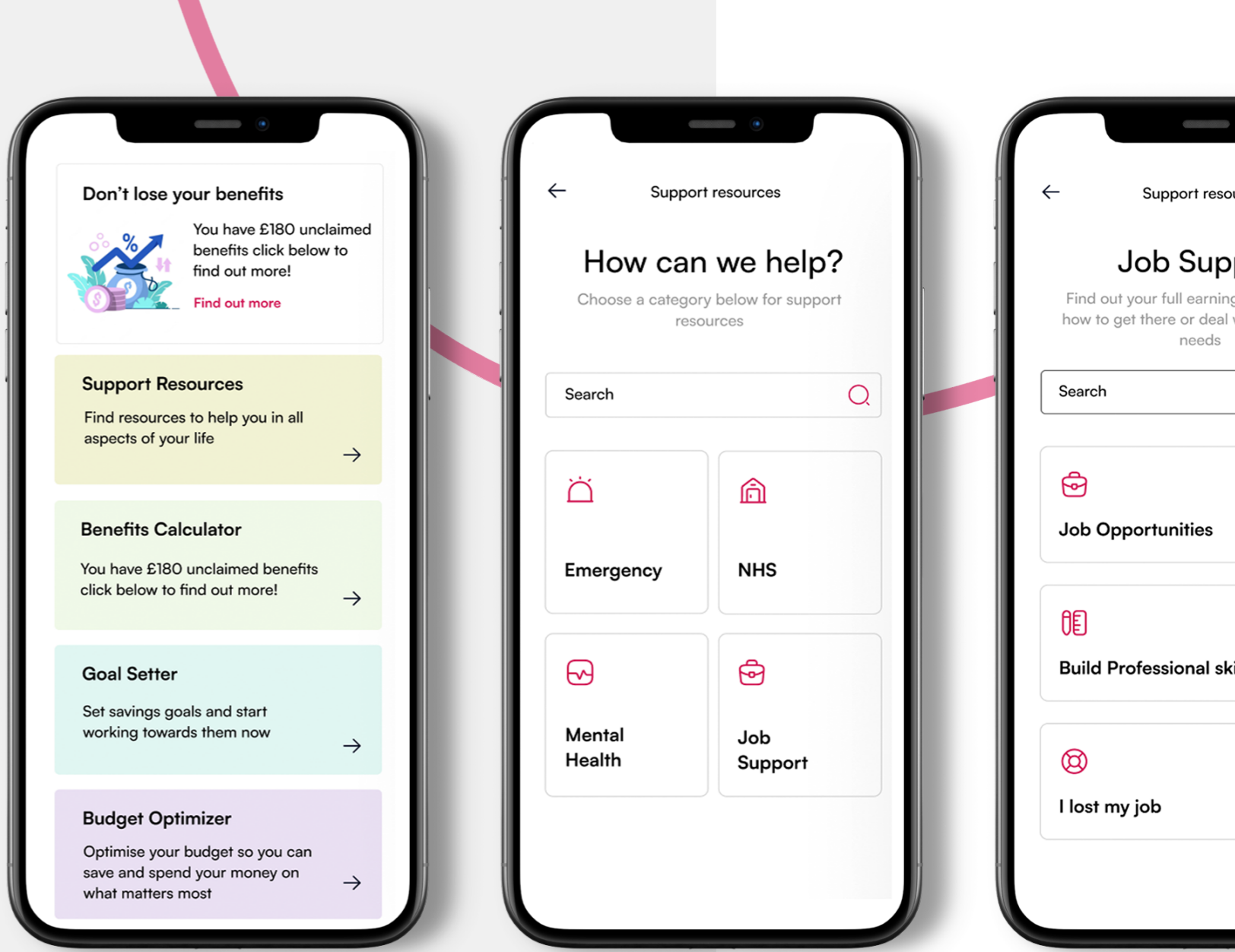
### For people in debt

#### What?

Customers work towards realistic repayments with the support they need to understand and adjust how they spend and budget.

#### Why?

So they can repay their debts to creditors while building long-term financial resilience – a key tool for ending the debt cycle.



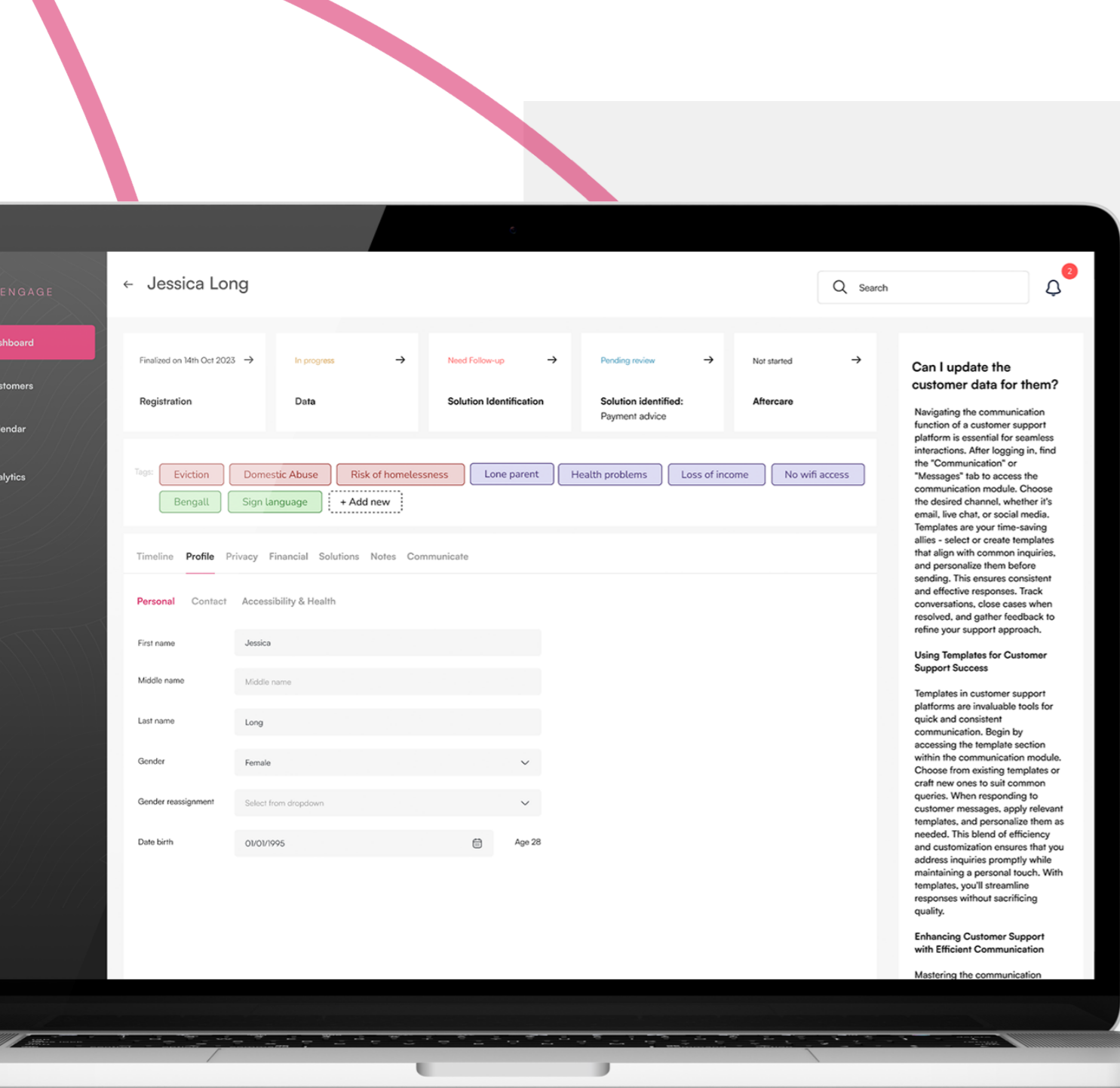
### For support agents

#### What?

Support agents have better visibility into customers' circumstances. They can also communicate within one interface.

#### Why?

So they can put customers on the best pathway quickly, while building trusted relationships.



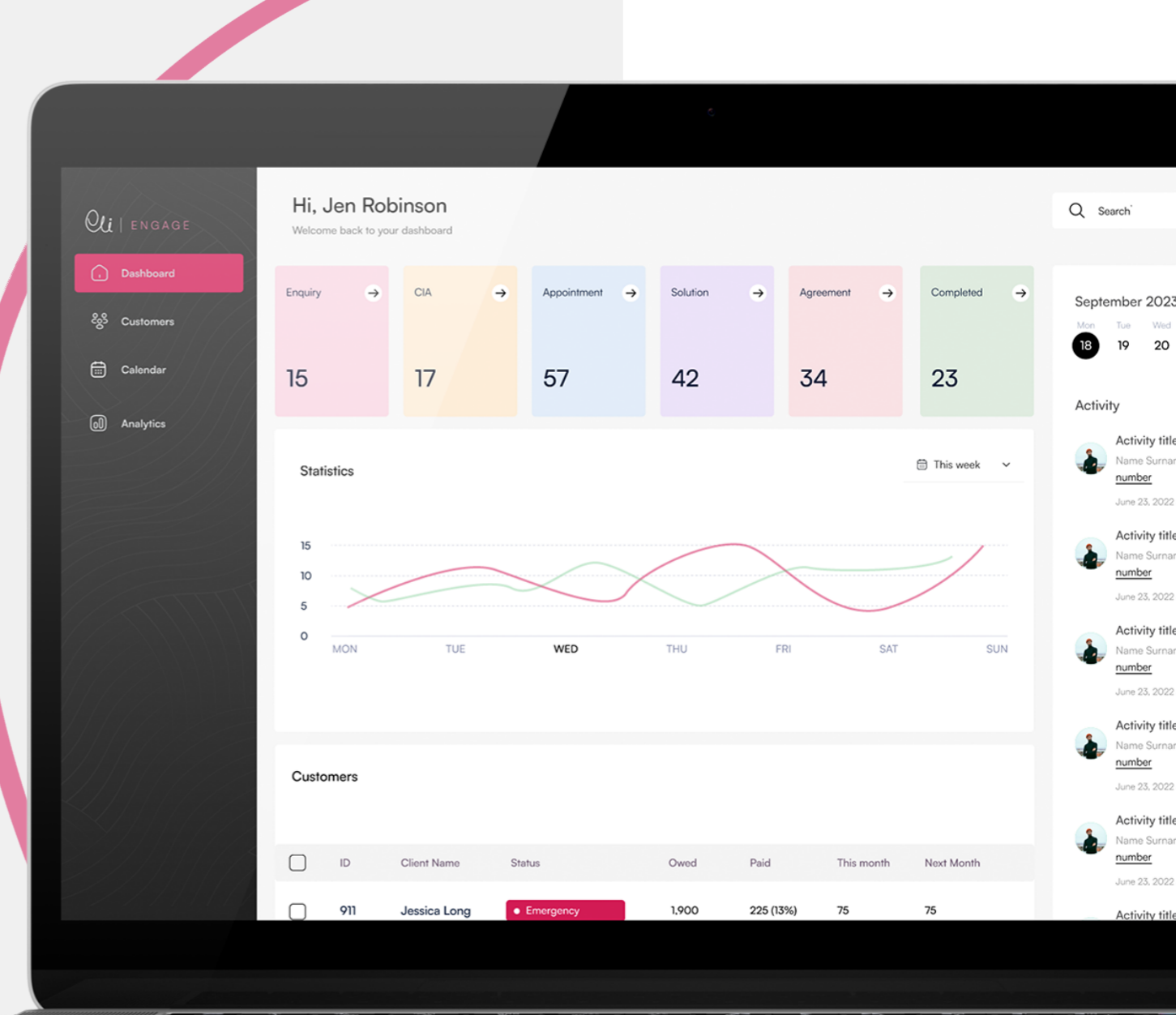
### For organisations

#### What?

Organisations can speed up repayments, free up time for collections teams, and help customers display "normal" payment behaviours.

#### Why?

So they can reduce the risk of customers defaulting on payments, establish a more positive reputation, and maintain profitability.



## THE NEXT STEPS

Break the cycle of debt with Elifinty

Learn more about our socially conscious customer engagement platform at [elifinty.com](http://elifinty.com).