

# Money Adviser Network

## What is the Money Adviser Network?

The Money Adviser Network (MAN) is a free, government sponsored partnership opportunity for creditors in the public and private sector. The MAN seeks to simplify how customers in financial difficulty access free regulated debt advice. Customers are referred through a virtual contact centre (VCC) – providing a single point of entry to a panel of debt advice agencies. The VCC directs customers to an agency with capacity to help immediately.

Referral partners currently have access to three advice channels:

1. **Immediate Call Back** option if your customer is ready to go ahead immediately, referral partner agents can send our VCC notification of an immediate call-back request. Our VCC allocates the call back to a debt adviser who will call the customer back within 30secs of your agent submitting the web referral form.
2. **Scheduled Call Back** option if your customer needs time to prepare for their debt advice session, referral partner agents can send our VCC notification of a call-back request. Our VCC allocates the call back to a debt adviser who will call the customer back within the allocated timeslot.
3. **Digital Debt Advice Referral** option if your customer prefers to self-help on-line, referral partner agents can send our VCC notification of a referral, and we will connect the customer with an online debt self-help tool. The customer can complete a Standard Financial Statement themselves and receive web-based advice on negotiating with creditors. If the customer finds the process difficult, the on-line tool will offer a telephone transfer to a debt adviser.

## What if a creditor has an existing debt advice referral strategy or a local funding arrangement?

The MAN has been designed in partnership with creditors and with three leading debt charities to complement any existing referral arrangements with local or national debt advice agencies. Demand for local debt advice usually exceeds supply, so the MAN VCC can provide additional debt advice capacity for creditors allowing local services to concentrate on those most in need of face to face support.

## The Proposition

- A virtual contact centre providing single point of entry for creditor referrals to debt advice.
- Flexibility for how clients want to engage – they can choose from one of three channels: immediate call-back, scheduled call-back or online debt self-help tool.
- Creditor feedback on post referral activity that will help inform better collections strategies.
- Creditors can also promote a self-referral option [adviser.moneyhelper.org.uk](https://adviser.moneyhelper.org.uk). Allowing customers to refer their own details for an immediate or scheduled call-back from a debt adviser or choose to be connected with an online self-help tool.