



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 online debt advice to help your customers get started right away:

“**StepChange Debt Charity** is the UK’s leading debt advice charity. They help hundreds of thousands of people each year deal with their money worries with free, impartial and non-judgmental advice.

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

Use the copy below to explain the debt advice process. Having a full understanding of the process can help customers 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 rising cost of living. They’ll ask for details of your income, your monthly outgoings and your debts and use this information to recommend the best course of action for your circumstances, and help you start to take control of your finances.”

3

Explain the process

We have a range of guides to help customers deal with their debt in a variety of scenarios.

- Our [Breathing Space](#) information pages can help your customers understand how the statutory Breathing Space scheme works and whether they could be eligible
- Our [life changes guide](#) can help people who have experienced financial difficulty due to a change such as 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 payments can save them money
- We have information on [debt and mental health](#), designed to help spot the signs of debt stress and take steps to overcome it.
- Our [cost of living crisis](#) webpages contain information about dealing with bills, emergency funding and dealing with the rising cost of living.

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 [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](#).