

Using digital to proactively identify customer vulnerability

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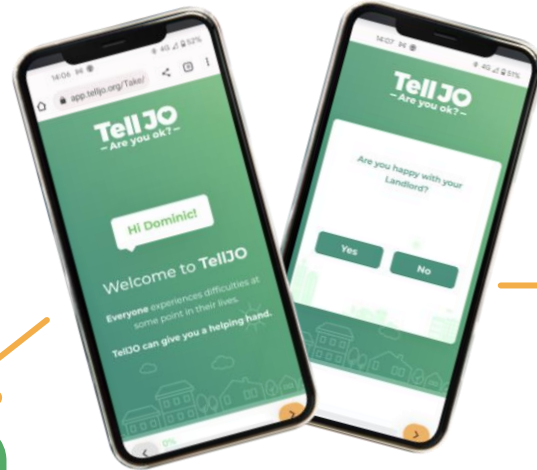
Founder TellJO



Agenda

- 1) What is TellJO
- 2) What we know
- 3) Nobody has vulnerability immunity
- 4) How well do you know your customer
- 5) Dr Thomas Richardson – the link between debt and mental health
- 6) Emma's story – 2 min video
- 7) My ask
- 8) Questions and answers

Upload arrears customers



Identify consumer vulnerability above regulatory standards

Automatic signposting

Data share for PSRs and debt help

5x more payment arrangements than collection SMS

Customers much more likely to disclose vulnerability digitally

Build trust with your customers

Communicate with kindness

Reduce costs

Reduce risk

What We Know About Vulnerability

- Assessed tens of thousands of customers experiencing vulnerability
- Created statistical analysis based on 64 indicators of vulnerability
- Collated vulnerability data at different stages of the debt cycle
- Worked with a clinical psychologist to understand the vulnerability correlations
- Created software that organisations can use to identify, engage and support their vulnerable customers, as well as creating payment arrangements
- Interviewed 1000's of vulnerable customers
- Assessed the success of outcomes presented to vulnerable customers

We all Experience Vulnerability

Reflecting on your own life – how often have you been affected by life events and vulnerability?

I've been on the planet for 50 years and have been personally impacted at times by bereavement, addiction, mental illness, long term illness and debt

arrears = stress = vulnerability



How Well Do you Know your Customer Quiz?

All answers
obtained
digitally!

1.

What % of Council Tax arrears customers want to tell you about their vulnerability?

30%

2.

What % of Council Tax arrears customers want to create a payment arrangement but don't know how to approach you?



76%

3.

What % of Council Tax arrears customers are struggling with one or more of the gambling, alcohol, recreational drugs, prescription drug addictions?



25%

4.

What % of Council Tax arrears customers are having to choose between food and heating?



61%

5.

What % of Council Tax arrears customers want to get debt advice?



64%

6.

What % of Council Tax arrears customers
also have rent arrears



39%

7.

What % of Council Tax arrears customers must use a food bank?



28%

8.

What % of Council Tax arrears customers have a diagnosed mental health condition?



56%

9.

What % of Council Tax arrears customers have a long-term illness or disability



38%

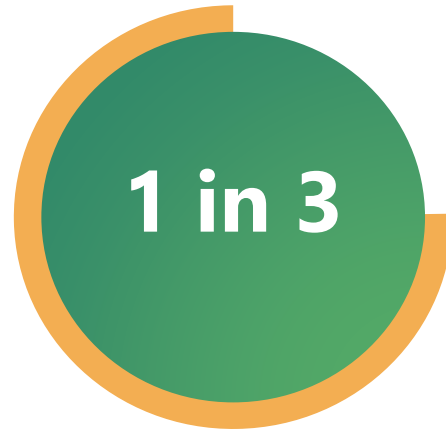
10.

What % of Council Tax arrears customers are experiencing suicidal thoughts



37%

If you use digital to for customers to self disclose vulnerability



Arrears customers
will self disclose
vulnerability

Failure to Prevent Costs

- Annual cost homelessness per person around **£24,500 – New Policy Institute**
- Alcohol-related harm is estimated to cost the NHS in **England £3.5 billion every year. – NHS**
- Gambling-related harms cost society at least **£1.27 billion a year – Public Health England**
- Each suicide is estimated to cost **£1.7m (Department of Health and Social Care, 2017)**.
- Poor mental health carries an economic and social cost of **£105 billion a year** in England. - NHS England
- Lack of prevention costs the UK around **10%** of GDP.

We Asked Councils

How do you identify council tax arrears customers with a vulnerability before they go to enforcement?



We don't do anything



We wait to be told



We proactively ask

Councils **pay £1.2B** per year in temporary accommodation costs.

Why don't they **proactively** seek out people at risk of homelessness before they become a cost?

My Ask:

- Look at the data evidence, test the assumptions
- Beware “vulnerability theatre”
- A resilient customer is a profitable customer
- Make creating positive outcomes a company KPI

QUESTIONS AND ANSWERS

**Thank you for your
time today.**



Dominic Maxwell

Founder TellJO