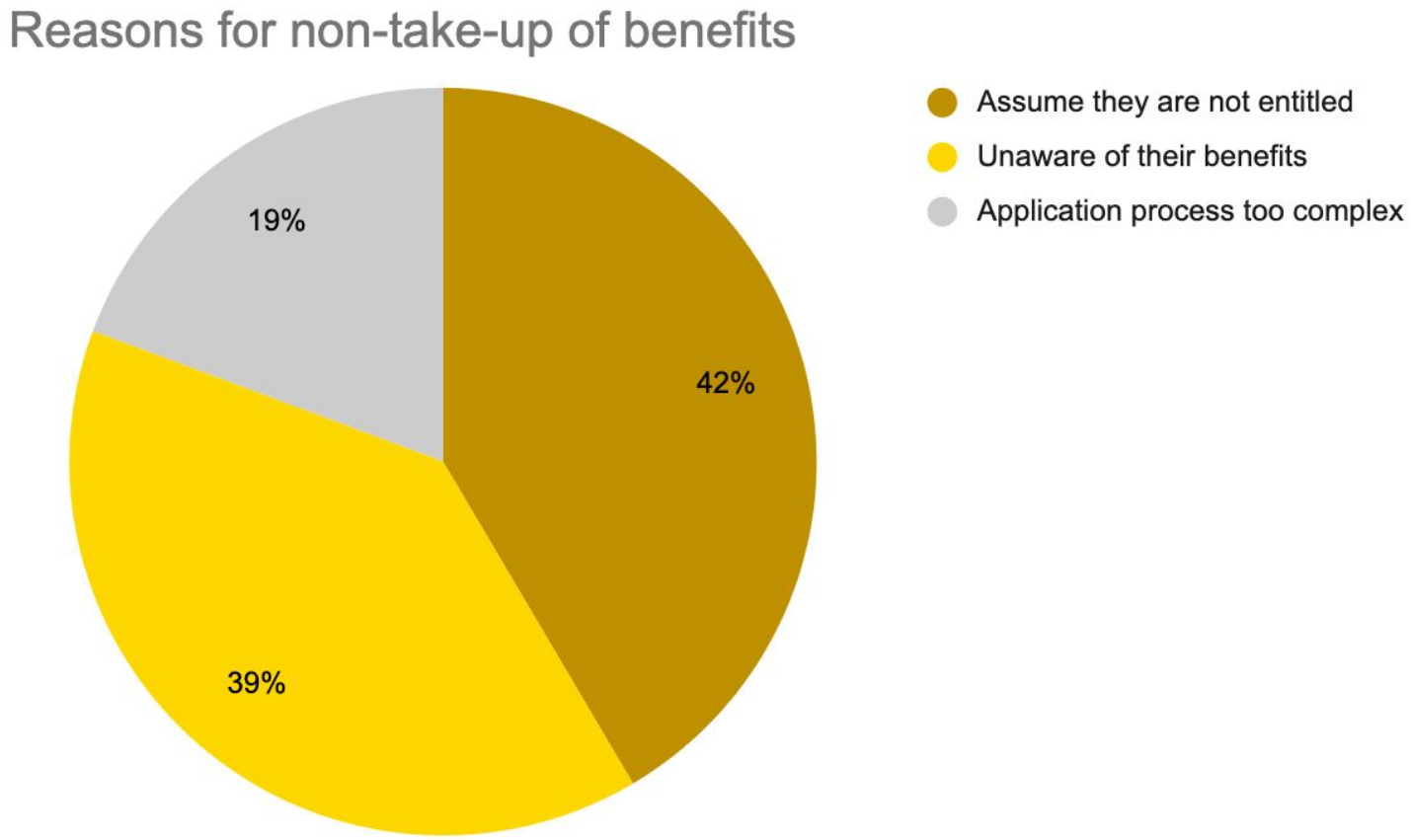
Benefits calculation platform

Problem

Over 8m households are not claiming £16bn a year in welfare benefits



Solution

Embedding a benefit check in banking journeys people are already using

Existing channels

Department for Work & Pensions

turn2us

citizens advice

Banking journeys

Scotcash approachable finance

SALAD MONEY

ECU | Enterprise Credit Union

Moneyline

Income maximisation

We believe that Credit Unions can play an active role in helping people in receiving their benefits

- Alignment with Credit Unions' mission and values

  Credit Unions and Community Banks exist to improve the financial wellbeing and resilience of their communities.

- Lending is an ideal way to raise awareness of unclaimed benefits

  High-traffic journey where members are ready to take action. It also provides an excellent opportunity for a "next-best-action," especially if the loan decision is not automatic or if the loan application has been rejected.

- Strong connections with councils and local welfare advisers

  Credit Unions can leverage their strong relationships with local councils and welfare advisers to direct customers to free and independent advice services for claiming and managing their benefits.

Impact of income maximisation

Embedding an automatic benefits check on lending journeys helped Credit Unions to:

Identify that 2 out of 3 members could receive additional benefits

Help members receive an average of £5,000 per year in additional benefits

Increase benefits application rates by 10x

Contact

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