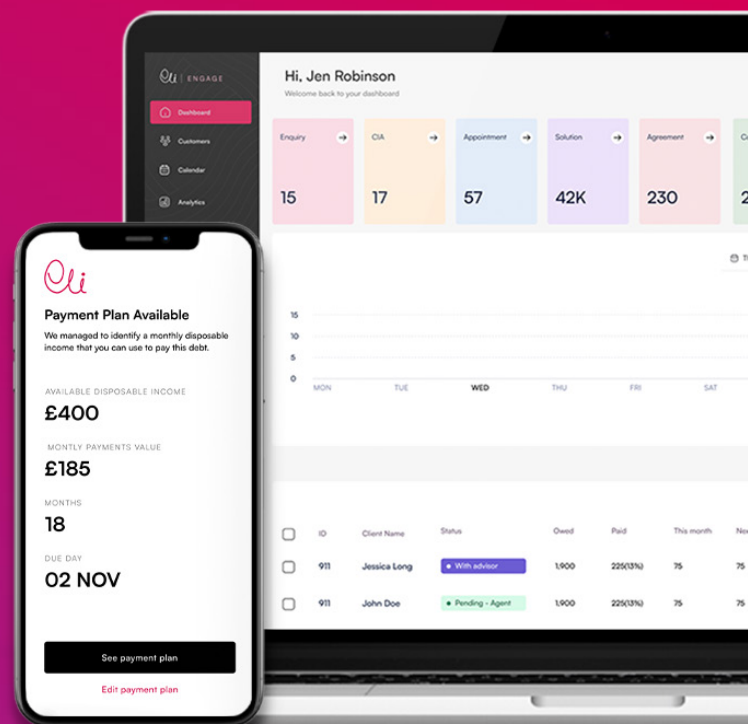




## The Elifinty platform for housing associations

The Elifinty platform is the socially conscious customer engagement platform helping companies and customers work towards long-term financial resilience.

With three digital hubs for individuals, creditors, and debt advisors, it's here to help you identify problems early, build relationships rooted in trust, and achieve better and more sustainable outcomes for all.



## The challenges facing housing associations

Resident trust in social housing is at an all-time low. To safeguard your reputation, you need to approach resident relationships in a proactive way.

According to ONS research from September-October 2023, more than half of adults in Great Britain reported an increase in their cost of living from the month prior. This is a stark reminder of the financial challenges many are facing and the importance of strengthening relationships with residents.

Housing associations can't afford to ignore the problem of debt, and the Elifinty platform provides a solution.

## How will the Elifinty platform solve these challenges?

With three connected digital hubs – Eli for consumers, EliEngage for creditors, and EliConnect for debt advisors – the Elifinty platform creates a direct line of communication. This streamlines customer engagements, so that you can deliver more proactive solutions.

This connected approach ultimately helps you to mitigate the risk of debt to your organisation and residents. It gives you the tools you need to gain better visibility over residents' circumstances, improve relationships through transparent and timely communication, and put more achievable support plans into place (with ongoing aftercare).

By digitalising debt support with the Elifinty platform, housing associations can lower resource costs, safeguard and maintain revenue, and achieve more positive outcomes for residents.

[Explore all hubs](#)

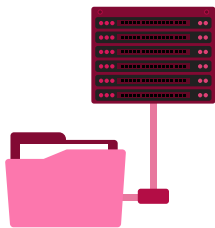
## The benefits of the Elifinty platform



### Build better resident relationships

The Elifinty platform increases transparency between residents and housing associations, enhances communication, and provides quicker debt recovery.

- Real-time data updates into customer debt profiles
- Robust analytics and reporting to estimate scope of debt recovery
- Realistic payment plans to make projections more accurate
- Alerts and notifications to remind residents of payments
- Proactive payment plan realignment to help residents before they default
- Visibility over debt advice journeys through case and customer management



### Streamline data collection

The Elifinty platform also makes it quicker and easier to collect the relevant data to guide engagements, inform pathways, and speed up the support process for residents.

- Access and distribute standard financial summaries
- Improve data collection with residents able to input their own financial data
- Empower residents with self-service advice and solutions
- Automate payment plans based on residents' financial data
- Upload documents quickly with an automated identification process



### Proactive debt support

The Elifinty platform offers a more holistic and targeted debt support journey for customers, and a cost-effective solution for providers.

- Create realistic payment plans based on residents' data
- Prioritise the most vulnerable people with accurate data insights
- Deliver the most appropriate support pathways to residents
- Accelerate recoveries and collections with quicker access to support
- Connect residents to specialist debt advice



### Secure residents' data

The Elifinty platform provides a secure place for you to view residents' data, and offers everything you need to assure data protection and compliance.

- Ensure GDPR compliance on all communications and data sharing
- Automate case audit notes to keep track of all changes to resident profiles
- Build trust with personalised, data-driven communications
- Push notifications and alerts for marketing, new product updates and more

## Technical product features



Case management



Customer management



Client profiles



Emergency function



Single debt overview



Creditor solution engine



Data & privacy GDPR compliance



Document upload



Checklist for organisations to manage priorities



Automated audit notes



Communications module



Reporting



Payment plans



Notifications and alerts



Simplified user experience

## Create a better financial tomorrow

Elifinty is grounded in social consciousness. By using our platform, you will be part of a movement to destigmatise debt, create financial resilience for customers, and foster greater transparency and trust throughout the debt support journey.

[Book a demo](#)