

Going beyond one-dimensional debt advice:

A financially sustainable solution for housing associations

With the [Autumn Statement](#) reporting a 7% social housing rental cap that is predicted to cause a £4.9bn impact on UK housing associations over the next 5 years, both housing associations and their tenants are in an uncomfortable position.

Often subject to negative media attention, housing associations are having to strike a balance – prioritising both income flows and tenant welfare – while minimising harm caused to both tenants and their organisation.

Current sector challenges, including retro fitting homes to meet net zero targets for housing stock, pressures around maintenance, and building new homes to mitigate against housing crisis, are making striking this balance much harder. Landlords and retrospective organisations need to continue to help their tenants to live well, but they don't quite have the right resources or the time and money to build the infrastructure to help them do this.



Elifinty's TrustConnect platform – Connecting tenants to wider support

Housing associations need a clearer outline of best practice for socially responsible support. A tool that provides overarching visibility over every household would help ensure the most vulnerable are protected.

Elifinty's TrustConnect platform is this tool. A fully developed socially conscious debt management and advice solution, TrustConnect is purpose built to help housing associations, and their tenants, during current financial crises and beyond.

An end-to-end platform, Elifinty's TrustConnect is a joined-up debt management solution; connecting housing associations with households and households with appropriate community based support. It's designed to improve institutional stability and more efficient debt recovery practices, empowering consumers to become financially resilient and create sustainable and fair outcomes for all.

Better prioritisation of cases

Prioritising cases during a cost of living and energy crises is crucial to ensure vulnerable households are protected.

Housing associations don't quite have the visibility they need over debt profiles. Because they can't see which of their households are at risk, people can get neglected – pushed towards ineffective or slow debt resolution channels. This not only impacts people's wellbeing, but it also delays resolution for landlords.

The TrustConnect platform offers visibility over customer debt profiles, with customer facing teams being able to see the status of each household's financial situation (with consent) and other relevant information to support their case.

Connection to the right support

To prioritise the needs of your most vulnerable households, you need to make sure the right support protocols are in place.

Alleviating pressure from your customer support team, Elifinty's TrustConnect platform has the infrastructure to give tenants immediate access to the support they need. Not only does our platform better connect landlords with their tenants, but it also connects them to the right resources (first time around), and this ultimately builds better practices for organisations.

What makes our support even more effective is that we bring local knowledge from across the UK and plug it into a system where larger priority creditors can contact smaller organisations on a more local scale.

Accelerating debt advice, TrustConnect collects all the necessary information upfront, so, when someone is connected to a debt advisor, they are connected to debt advice immediately – without having to keep retelling their story. This supports debt advisors to give the correct support straight away, reducing the time frame from initial contact to resolution.

Digitalisation of processes

The TrustConnect platform is offering housing associations a fast way to digitise customer service and support. It's non-intrusive, so organisations can start using it straight away.

Through a single interface, it improves customer management, enhances data collection and supports more data informed decision-making for organisations and households.

Digitalising processes in the way that TrustConnect does helps organisations to more easily scale their support and maintain momentum throughout their processes. Our digitally empowered processes are highly secure, too. So, organisations can have peace of mind around the ever-looming threat of cyber attacks.

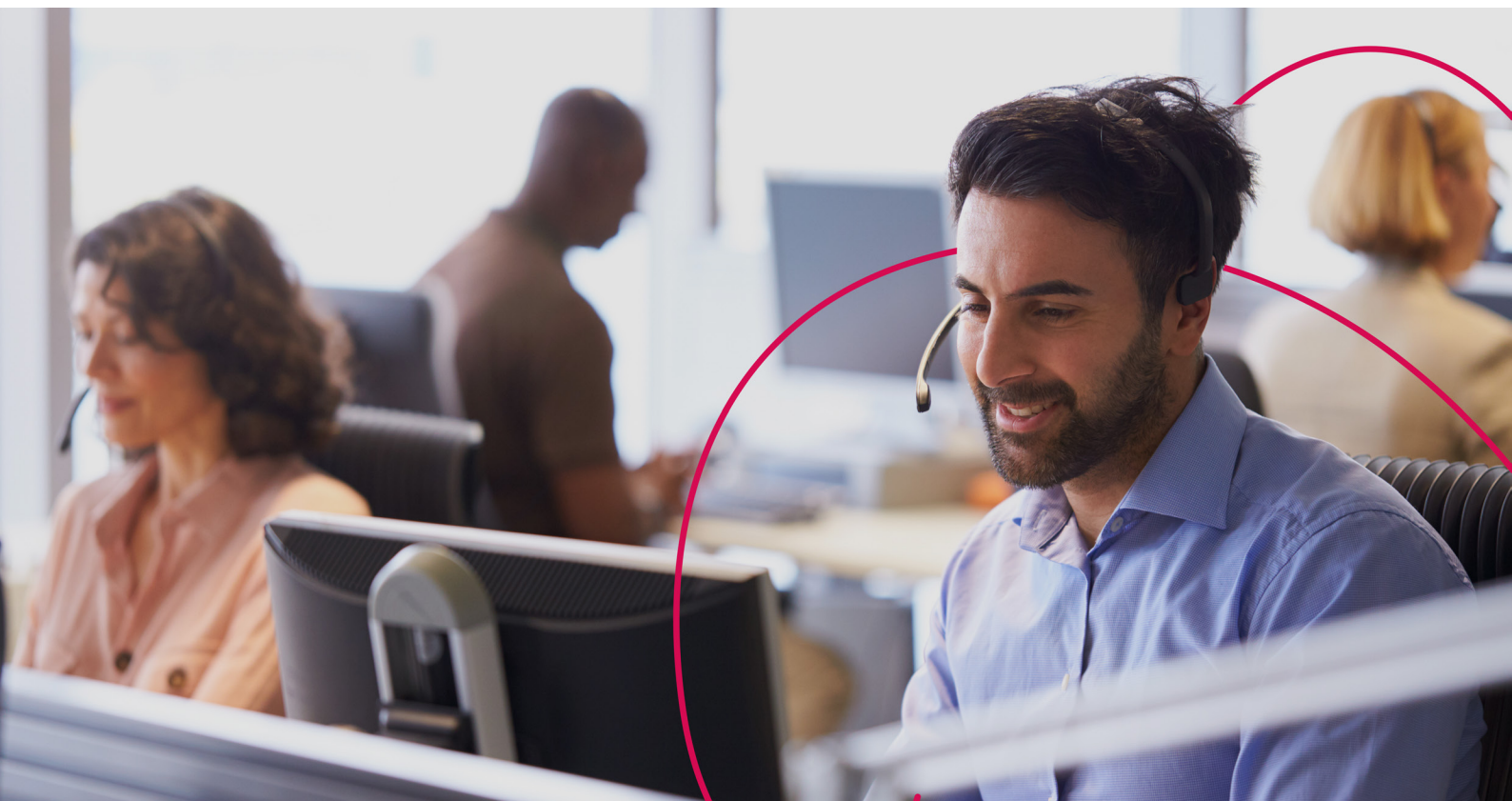
A focus on the underlying issues

TrustConnect helps housing associations to better solve underlying budgetary issues. The platform shows housing associations the affordability of a tenant, highlighting those struggling with payments.

And, of course, TrustConnect won't just show who is unable to pay and leave the rest in the organisation or landlord's hands. Elifinty can connect renters to solutions like grants, benefits, and wider support.

Users will also have access to budgeting tools such as income maximisation and be able to manage their expenses through the platform.

TrustConnect ensures struggling tenants aren't put in difficult positions – ones where they can't afford to eat or are left homeless – but can perform well and recover quickly.





Improving financial security for social tenants and landlords

Elifinty streamlines the customer advice and support request journeys, avoiding long wait times. It provides automatic referrals (that includes customers' financial data and

affordability) and access to grants that can provide immediate relief if people are struggling to pay or trapped in deficit budgets.

Alongside improving customer experience, the Elifinty platform:

- Increases staff productivity through automation
- Facilitates granularity in reporting
- Reduces tenant service costs
- Provides quick relief to households for faster arrears resolution
- Stores customer data to enable quick connection with relevant support agencies
- Offers a self-service option – where users can check their balance, change payment dates, or apply for payment holidays, amongst other capabilities
- Is customisable, allowing companies to execute unique solutions quickly
- Is an end-to-end tool, streamlining processes
- Enables housing associations to efficiently scale up their resident's support capabilities
- Strengthens tenant affinity with landlords

At Elifinty, we believe that most problems can be solved if people are given the right tools. So, we're giving housing associations, landlords and their tenants the right tools, helping them to better navigate financial distress and problem debt.

A financial resilience hub for housing associations and their tenants

Another one of Elifinty's debt management solutions includes our financial resilience hub, EliHub.

Created in partnership with [Impact on Urban Health](#), and Fair Money Advice, EliHub offers easy and confidential access to debt management and money advice services to help the most marginalised communities in urban areas in the UK.

What is EliHub?

EliHub is a digital and in-person portal that fosters effective collaboration between debt advice providers, essential services providers and their consumers, for fast tailor-made debt and money solutions.

TrustConnect, the tech infrastructure underpinning EliHub, uses advanced intelligent technologies to provide a rich customer experience and increase the capacity of debt advice provision by up to 30%. EliHub's face-to-face services also ensure the inclusion of people with no access to digital tools.

Housing associations can set up an EliHub for struggling tenants to drop in and get human support. The online options also provide debt advice as and when households need it, or an option to get emergency help – a sort of financial A&E.

What the EliHub provides for priority creditors

Housing associations urgently need an effective and long-term solution to mitigate and resolve impact of customer debt quickly, with minimum manual intervention. This need is being magnified by rising inflation and the devastating impacts of cost of living.

- A single, end-to-end debt management platform
- A collaborative and communicative network
- Enhanced efficiency and increased recovery
- A cost-effective and ready-to-use solution
- High-level aftercare for individuals and households
- A sustainable resolution
- A toolbox of valuable resources

Want to know more about EliHub?

[Get more information here.](#)

Why choose Elifinty?

It's not enough to send customers to debt advice and hope the problem resolves itself. This approach rarely, if ever, actually results in true resolution. We are only at the beginning of the cost of living crisis, and the economy of the UK is set to worsen. Housing associations need to be one step ahead of a system that is already falling behind. Providing one digital platform that connects businesses to their customers and to better practices, Elifinty's TrustConnect platform is driving long-term financial resilience for everyone. Protect your tenants and protect your reputation through more socially conscious practices.

[Get in touch today](#) to be a part of the solution.