

# Whatsapp Debt Advice Service



510

new enquiries on WhatsApp

82

client debt cases supported on follow-up channel

490

unique clients accessed advice on WhatsApp

## Successfully engaged hard to reach groups



80% of users aged between 20-40



36% did not speak english as first language



33 was the average age of users, compared with 43 for other advice channels

12%

of clients referred in for telephone/F2F advice

96%

would use the service again



### Most popular debt issues:

- Council Tax Arrears
- Credit, store & charge debts
- Fuel debts
- Parking-related debts
- Debt Relief Orders



### Clients felt good about:

- Ease of use and convenience of accessing advice
- Quality of service
- Feeling empowered and in greater control
- The speed and efficiency of the service.

**citizens  
advice**

**Manchester**