

Improving the advice journey

NAFIS Annual Conference

October 2017



Laura Bunt
Chief Digital Officer
[@laurabunt](#)

1102

people on citizensadvice.org.uk
in the past minute

Traffic over the past 24 hours. Peaked at 1674 visitors per minute.

Searches on citizensadvice.org.uk

driving without insurance

Appointment time

"unfair terms"

tax credit overpayment

personal stress

appointments

Won't honour quote

GVA

Civil partnership

Blanket payments

backdated rent

Searches from Google

can you get in trouble for buying stolen goods

How does the HRA protect the rights of people in the UK?

what is the green certificate berevements

universal credit loans

universal credit benefit cap

unfair dismissal after excercising a statutory right

police officer asking for data rights

parking eye parking charge scotland

kinship care

council can help me give benefit i have no work
alredy i am pragnet

Trending content

Ending a marriage
10,135 unique visitsSmall claims
8,291 unique visitsGetting a visa for your spouse or partner to live in the UK
6,038 unique visitsDismissal
5,725 unique visitsDealing with the financial affairs of someone who has died
5,388 unique visitsClaim compensation if your flight's delayed or cancelled
5,242 unique visits

Who can inherit if there is no will – the rules of

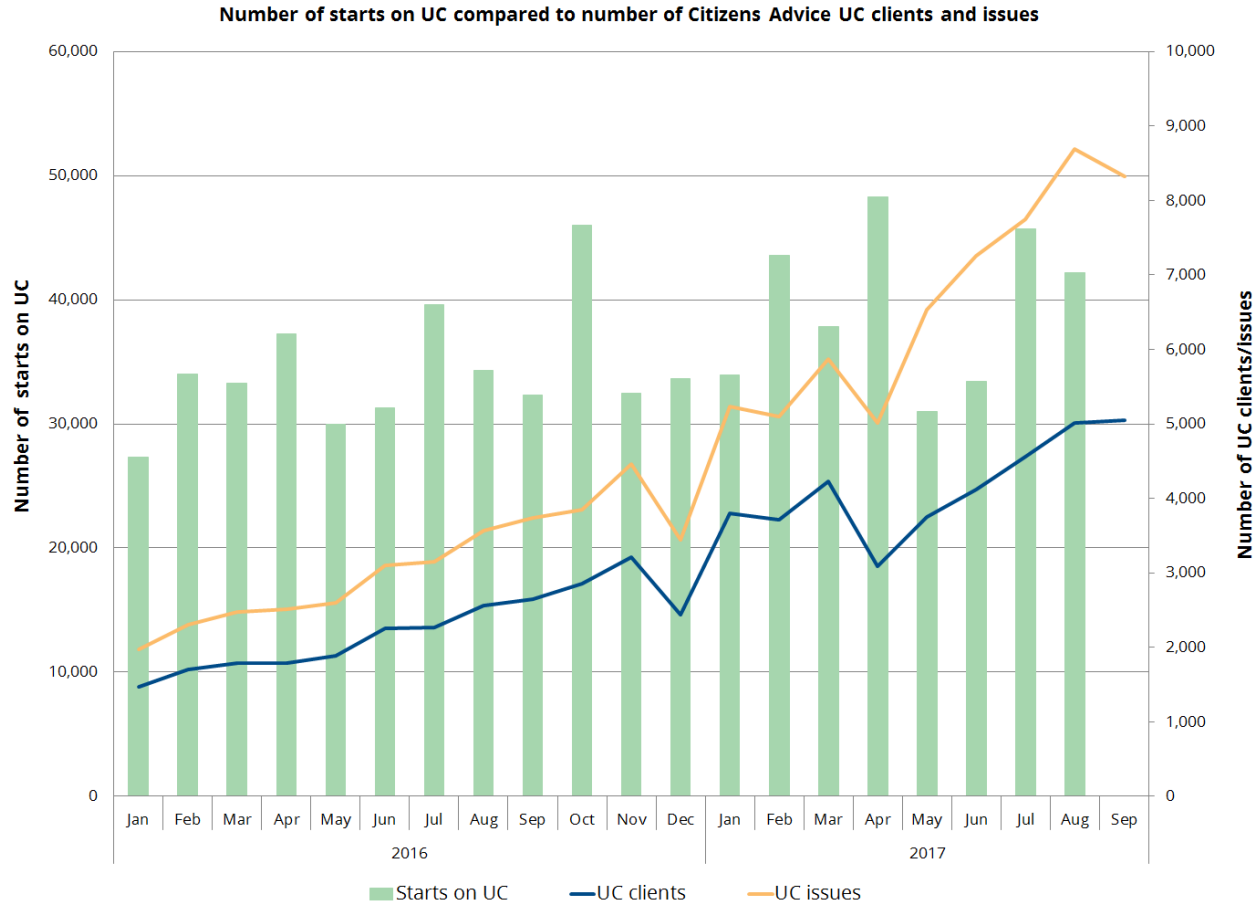
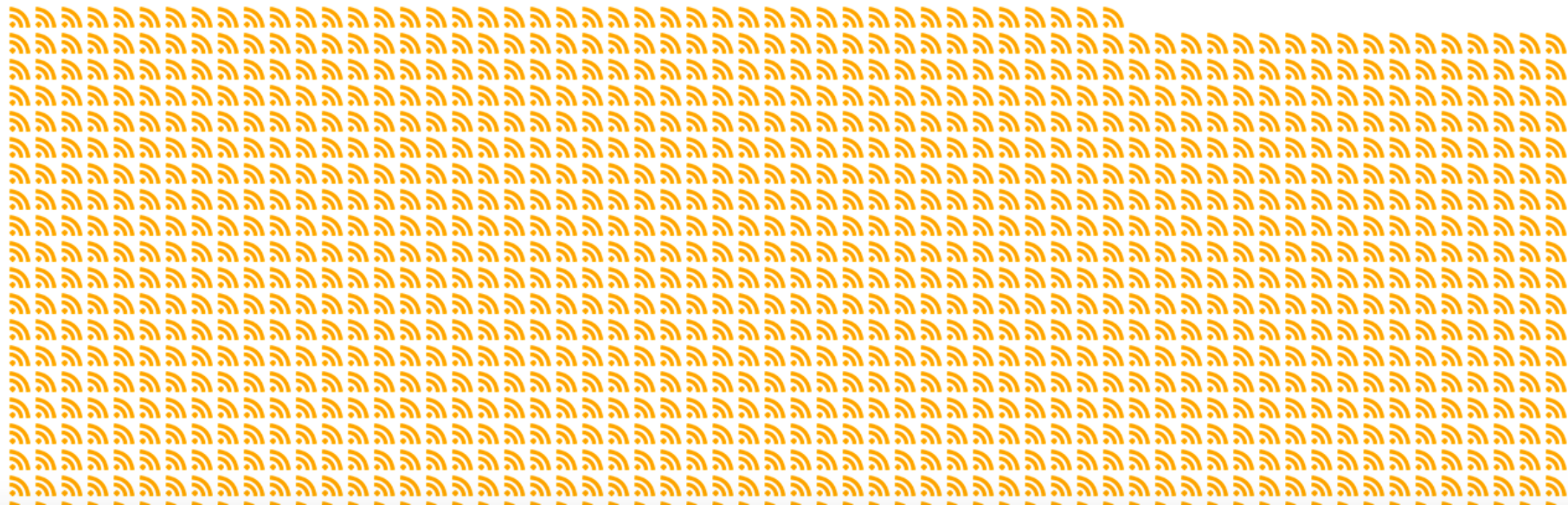


Chart: Citizens Advice Universal Credit clients as a proportion of Universal Credit claims

**The way people want to get
advice is changing**



“Google is the homepage”

Debt and money - Citizens Advice

<https://www.citizensadvice.org.uk/debt-and-money/> ▼

The following pages will give you the information you need to make the right choices, including help to deal with your **debt** problems, how to avoid losing your ...

[Help with debt](#) - [How to sort out your debts](#) - [Options for getting out of debt](#) - [Bailiffs](#)

Free Debt Advice & Help Managing Money. StepChange

www.stepchange.org/Howwecanhelpyou/Debtadvice.aspx ▼

Free **debt** advice online & **debt** helpline. Practical solutions to help you get **debt** free from StepChange **Debt** Charity (CCCS) the leading UK **debt** organisation.

Options for paying off your debts - GOV.UK

<https://www.gov.uk/options-for-paying-off-your-debts/overview> ▼

If you owe people money (your 'creditors') you can make arrangements to pay your **debts**. Your options depend on the amount of money and assets you have.

Debt management: where to get help - MoneySavingExpert

www.moneysavingexpert.com/loans/debt-help-plan ▼

14 Sep 2015 - No **debt** problems are unsolvable. It might not be easy or quick, but there's always a route. And the earlier you deal with 'em, the easier they are ...

[Are you in debt crisis?](#) - [Video: Martin's debt help guide](#) - [Before you start](#)

National Debtline: Free online debt advice | Free debt helpline

<https://www.nationaldebtline.org/> ▼

National Debtline a **debt** advice charity, with experts who care | Free help and advice on dealing with your **debt** in England and Wales.

Debt - Wikipedia, the free encyclopedia

<https://en.wikipedia.org/wiki/Debt> ▼

A **debt** generally refers to something owed by one party, the borrower or debtor, to a second party, the lender or creditor. **Debt** is generally subject to contractual ...

"Google is the homepage"

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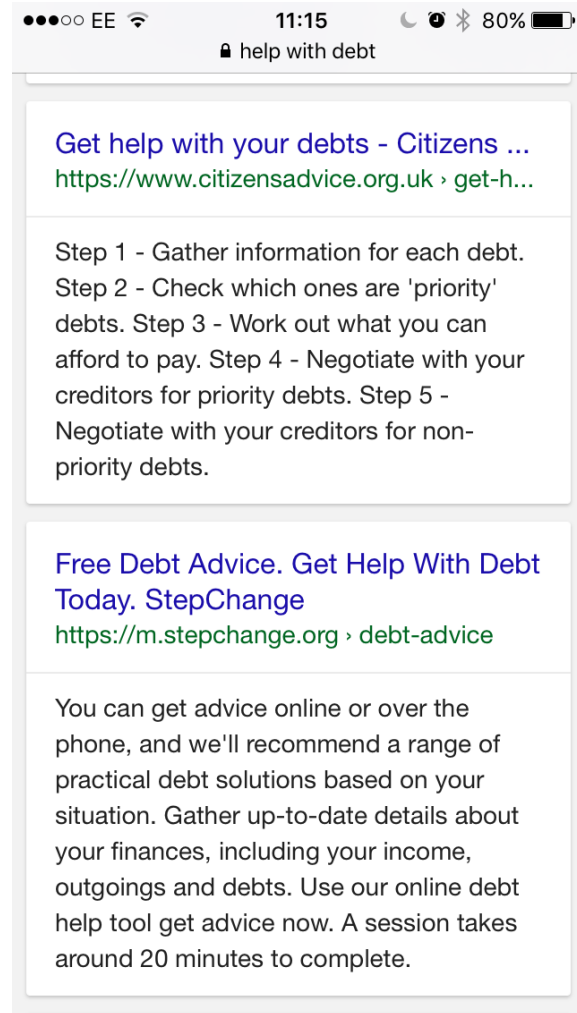
National Debtline a **debt** advice charity, with experts who care | Free help and advice on dealing with your **debt** in England and Wales.

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“Google is the homescreen”



[Home](#) > [Childcare and parenting](#) > [Financial help if you have children](#)

Maternity pay and leave

1. Overview
2. [Leave](#)
3. [Pay](#)
4. [Eligibility](#)
5. [How to claim](#)
6. [Extra help](#)

1. Overview

When you take time off to have a baby you might be [eligible](#) for:

- Statutory Maternity [Leave](#)
- Statutory Maternity [Pay](#)
- [paid time off for antenatal care](#)
- [extra help](#) from the government

There are rules on [when and how](#) to claim your paid leave and if you want to [change your dates](#).

Financial help if you have children

[Sure Start Maternity Grant](#)

[More](#)

Childcare and parenting

[Employee rights when on leave](#)

[Pregnant employees' rights](#)

[More](#)

Maternity leave - what you're entitled to and how to get it

[Add reference](#)This advice applies to **England** [Print](#) [References](#)[Extent EWSNI](#)

You have a right to take up to a year of maternity leave. It doesn't matter how long you've worked for your employer, how much you're paid or how many hours a week you work.

Maternity leave is separate from maternity pay, which has different rules about who can get it. You can also [check what maternity pay you're entitled to](#).

You might also be able to [share your leave with your partner](#).

Who can take maternity leave

[Add reference](#)

In this section

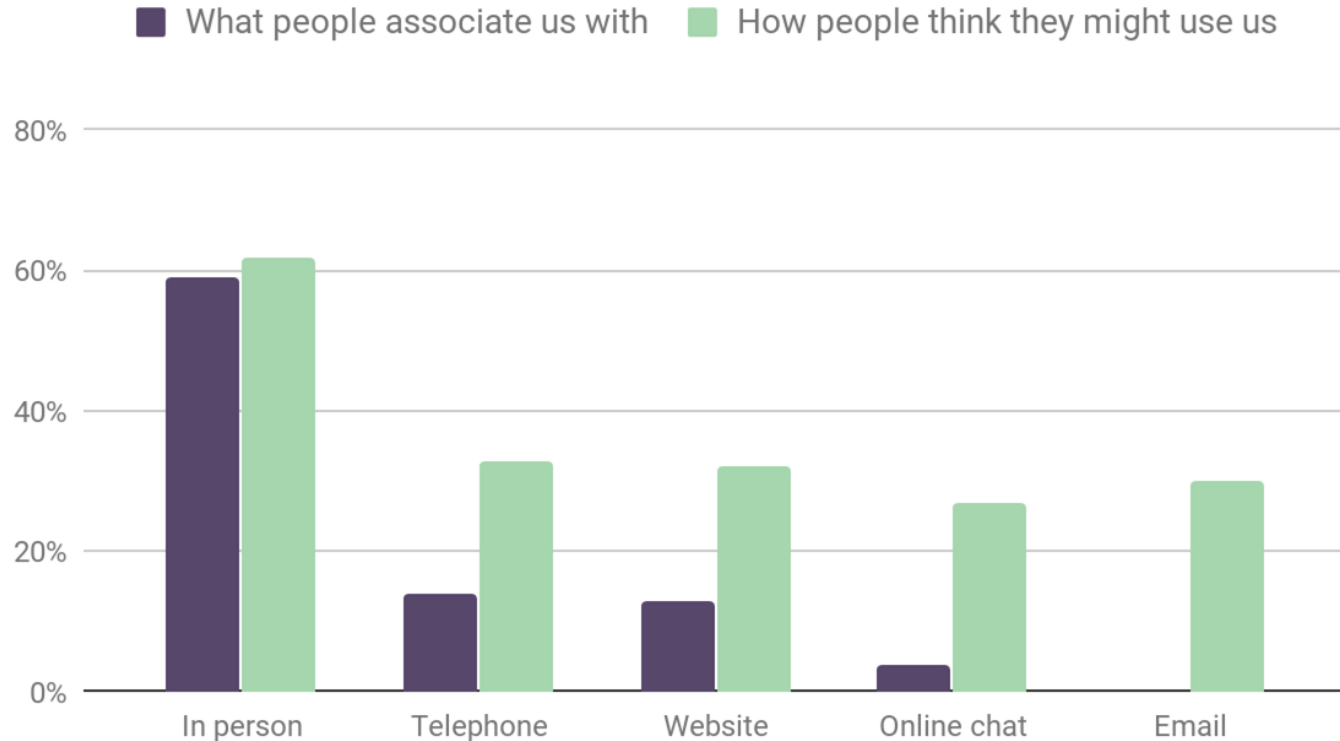
Parental rights

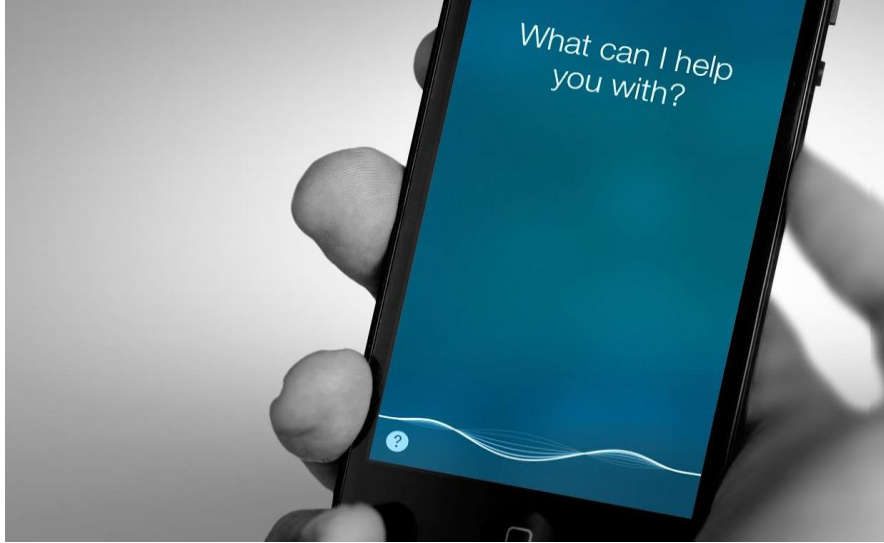
[Maternity leave - what you're entitled to and how to get it](#)[Maternity leave - your options when it ends](#)[Maternity pay - what you're entitled to](#)[Maternity pay - how to get it](#)[Maternity pay - how much you can get](#)[Rights while you're pregnant at work](#)[Rights while you're on maternity leave](#)[What to do if you don't get your maternity rights](#)[Parental rights at work](#)

Need help now?

[Chat online to one of our](#)

People want options and increasingly expect multichannel service





**Helping people get the advice
they need**

Start with user needs

Design content, don't write it

Start small and test, test, test

Decide with data

Start with user needs



Help filling in your PIP claim form

This advice applies to [England](#) [Print](#)

Use our Personal Independence Payment (PIP) guidance to help you fill in your PIP claim form. There is advice for each question, including:

- what the questions mean
- what to write about in your answers
- examples of answers people might give
- help explaining how your illness or disability affects you

PIP is based on how your condition affects you. It's not based on your particular illness or disability, or your medication.

It's very important to think about each question. Our help pages will help you to decide if you need to answer each question.

[Help with question 1: listing your health professionals](#)[Help with question 2: listing your condition, medication and treatments](#)[Help with question 3: preparing and cooking food](#)[Help with question 4: eating and drinking](#)

In this section

Help with your PIP claim

[How to claim PIP](#)

[How to claim PIP if you have a terminal illness](#)

Help filling in your PIP claim form

[Getting evidence to support your PIP claim](#)


[Sending your PIP claim form](#)

[Preparing for your PIP assessment](#)

[Changes that affect your PIP](#)

[Help with your PIP review form](#)



NEW This is a preview of our new advice on bailiffs. [Please leave us your feedback.](#) 

Bailiffs

Stopping bailiffs

[Dealing with a letter saying bailiffs will visit](#)

[Stopping bailiffs at your door](#)

[Stopping bailiffs if you don't owe the debt](#)

[Negotiating your debt with bailiffs](#)

What bailiffs can take

[Check what bailiffs can take](#)

[Stopping bailiffs taking your vehicle](#)

[Making a controlled goods agreement](#)

[If bailiffs say they'll sell your belongings](#)

How bailiffs should treat you

[How bailiffs should treat you if you're vulnerable](#)

[Complaining about bailiffs](#)

[Writing a complaint letter about bailiffs](#)

[Check what fees bailiffs can charge](#)

***“Do I have to let
bailiffs in?”***

***Design* content, don't write it**

ADVISER This page is adviser-only content

Contractual sick pay

[Add reference](#)This advice applies to [England](#) [Print](#) [References](#)[Extent EWSNI](#)

Your client might be entitled to contractual sick pay from their employer - this could give them more money, and for longer, than statutory sick pay. For example, it could start from the first day of their illness.

It doesn't have to be the same as full pay, for example it could be 50% or 25% of their normal pay. But it can't be less than the statutory amount of £89.35 a week for up to 28 weeks - contractual sick pay is an extra on top of statutory sick pay.

You can use the [statutory sick pay calculator](#) on GOV.UK to check the minimum they should get.

Checking for contractual sick pay

[Add reference](#)

Employers should provide written details of contractual sick pay. Your client should check their:

- contract
- written statement of terms and conditions of employment
- staff handbook or intranet
- policy document

If they don't have a written contract, they might have a verbal agreement that gives them more than statutory sick pay.

In this section

Sick pay

[Check if you're entitled to sick pay](#)[How to get sick pay](#)[Getting money when you're off work sick](#)[Getting sick pay when you're pregnant](#)**ADVISER**

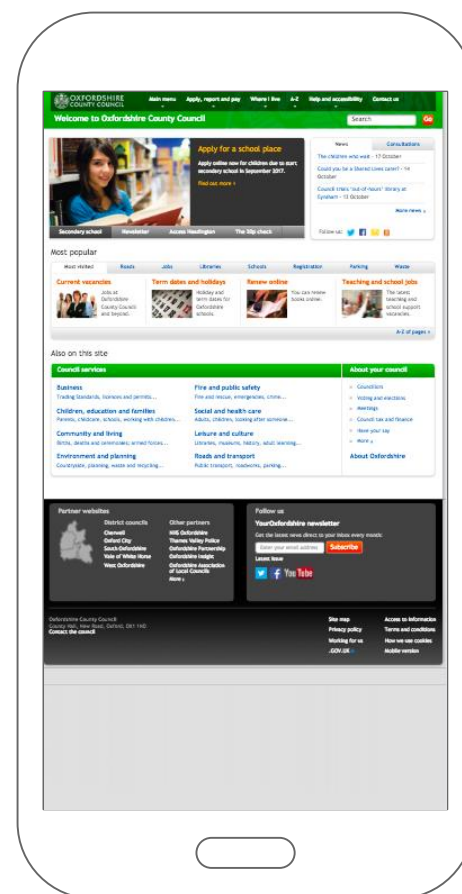
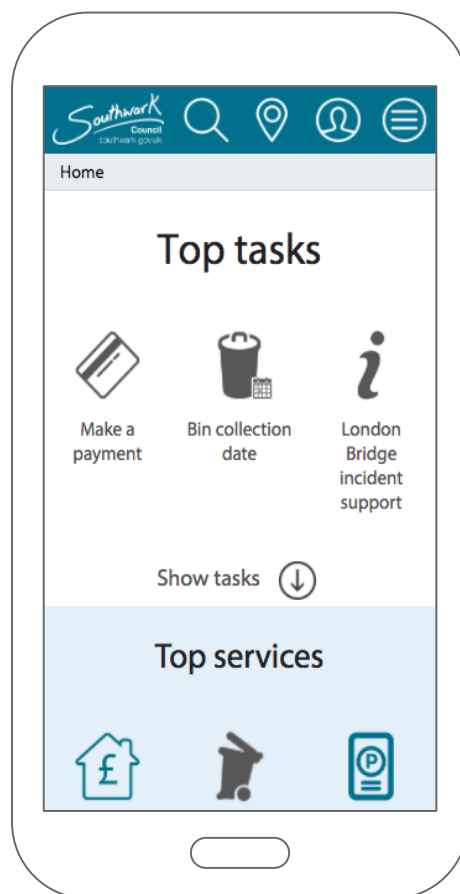
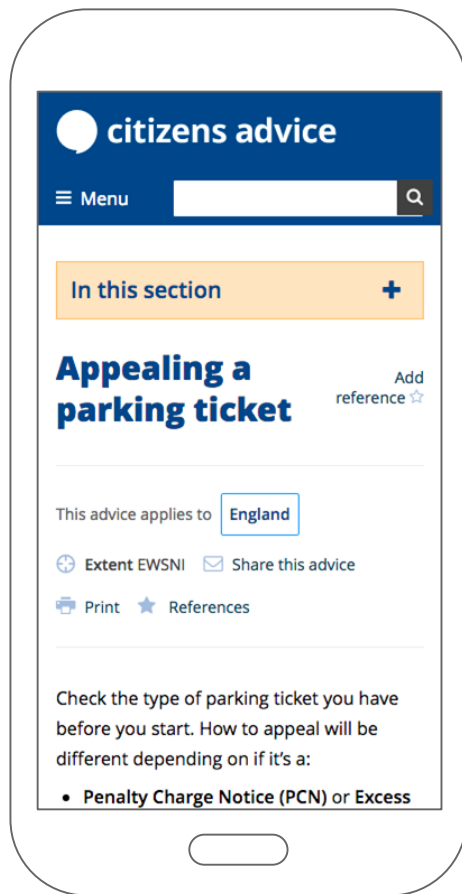
Contractual sick pay

Need help now?[Chat on-line to one of our advisers.](#)

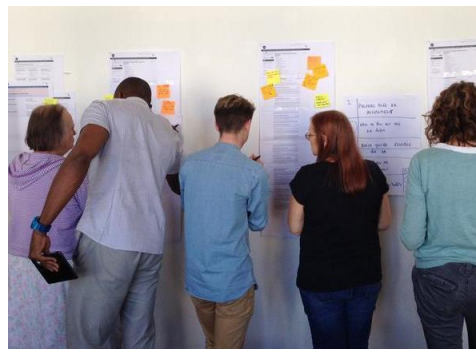
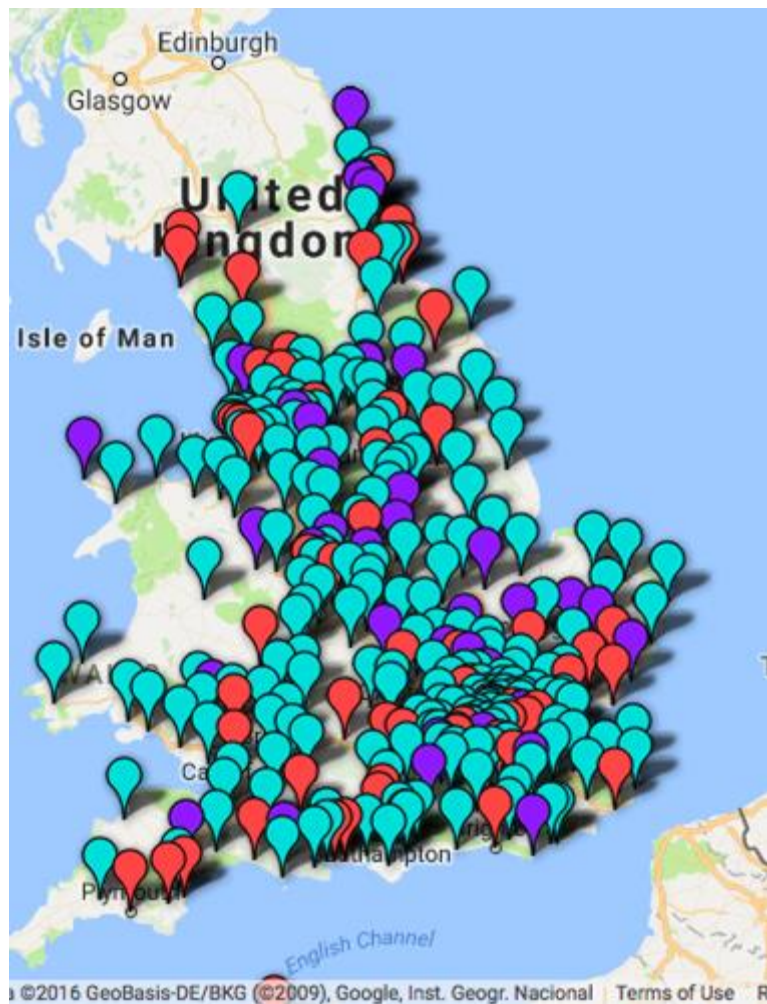
Confirm you're happy with our terms and conditions stating that we'll collect and store personal information you provide, but won't share it.

[Please click here for more information.](#)☐ I consent[Start chat](#)

"It's much clearer. The English is much more plain, more straight to the point. And I think it's better organised. It's good that it's shorter. That's a big improvement from before."



Start small and test, test, test



Monthly income breakdown

Income	
Benefits	£1,356.55
Total	£1,356.55

Monthly spending breakdown

Spending	
Bills	£334.96
Household	£611.25
Leisure	£65.00
Transport	£91.00
Family and pets	£174.17
Debt management and other payments	£100.00
Total	£1,776.43

Reset Print

Enter the amount you spend on these bills. Skip any that don't apply to you.

4. Bills

5. Household

6. Council Tax / Rates

7. Transport

8. Car

9. Family and pets

10. Debt management and other payments

11. Debt interest

12. Savings and investments

Result

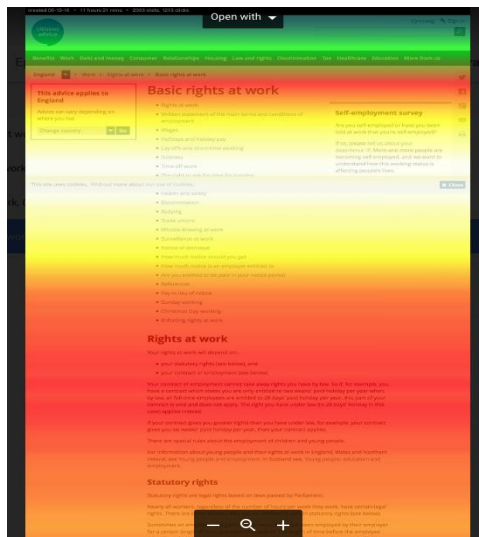
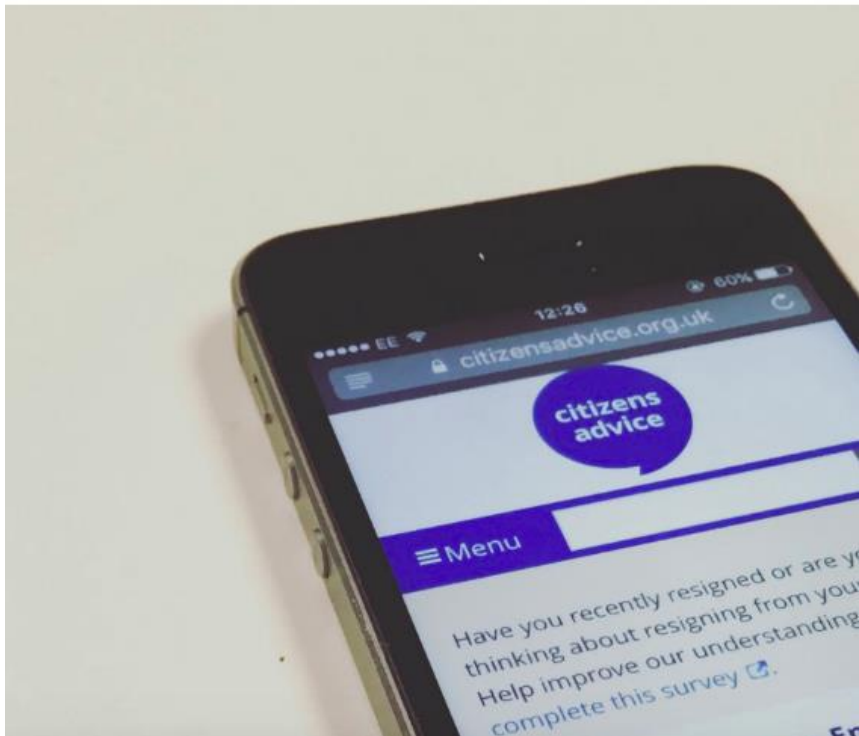
Decide with data



Follow

Apr 12 · 4 min read

Why we removed the most visited advice page on our website



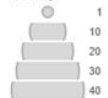
Text Date

(All)

AICPart1

- ☐ (All)
- ☐ Null
- ☐ Benefits & tax credits
- ☐ Consumer goods & services
- ☐ Debt
- ☐ Discrimination
- ☐ Education
- ☐ Employment
- ☐ Financial services & capability
- ☐ Health & community care
- ☐ Housing
- ☒ Immigration & asylum
- ☐ Legal
- ☐ Not recorded/not applicable
- ☐ Other
- ☐ Relationships & family
- ☐ Tax
- ☐ Travel & transport
- ☐ Utilities & communications

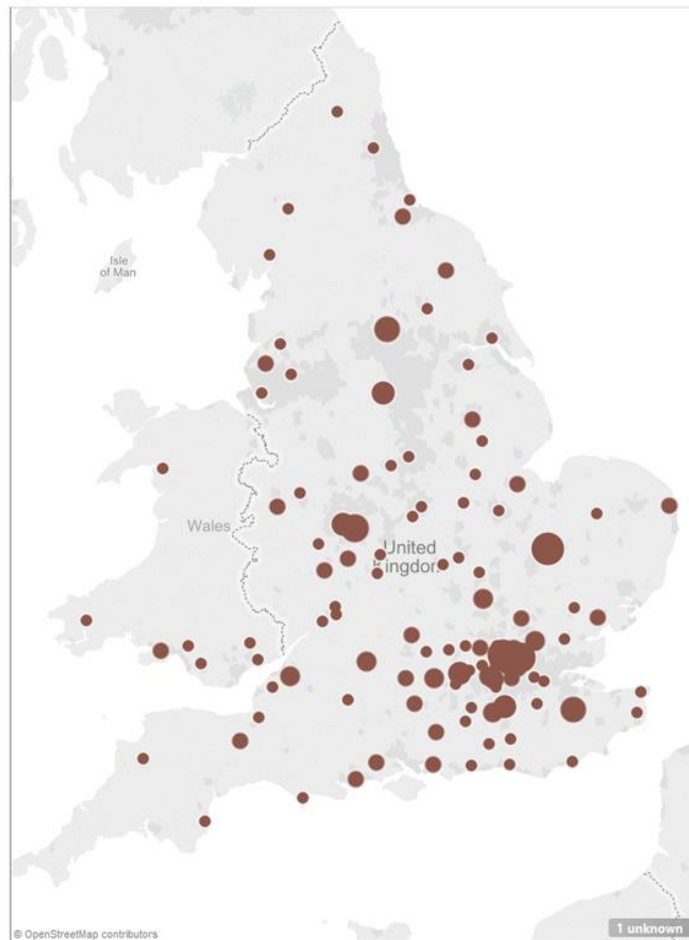
Quantity



AICPart1

- Immigration & asylum

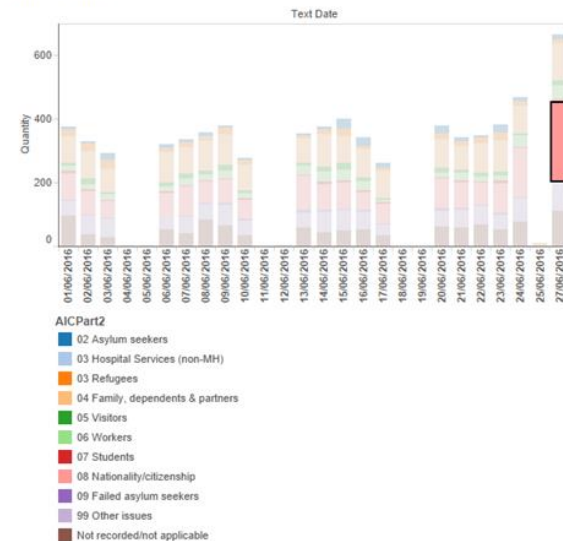
Map



Numbers

AICPart1	AICPart2	Text Date	
		27/06/20...	Gran...
Immigration...	08 Nationality/citizenship	242	242
Grand Total		242	242

Immigration





Citizens Advice Digital Team Priorities

Doing great



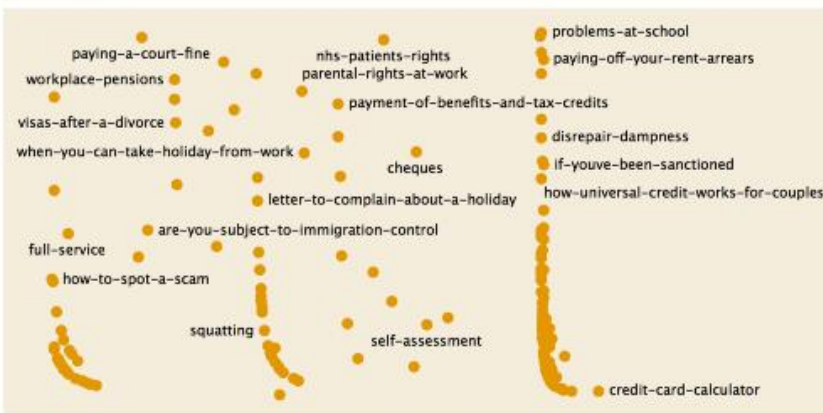
Keep going



Need to improve

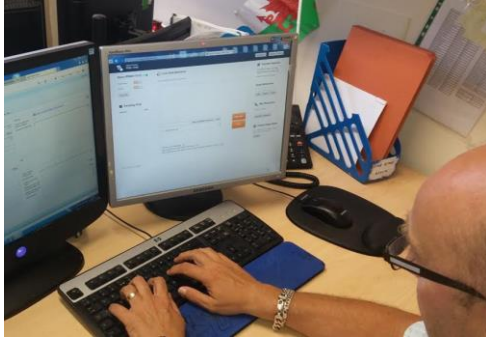


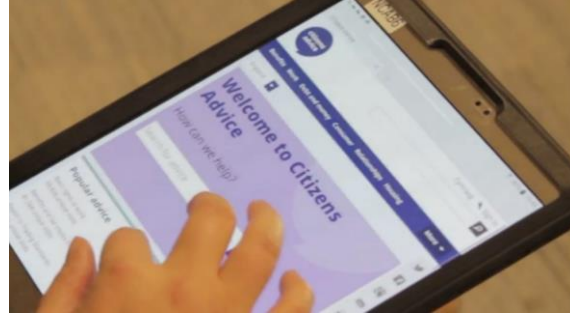
Need to rethink



**Looking ahead - from digital
advice to user-centred services**

We need to offer services where people are, around their lives





?



Better self-service and triage

Chat and messaging services

Shared standards and tools

Redesigning most common journeys

Thank you!

Any questions?

