Innovative money advice

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Workshop 2: Innovation tools and impact of new technologies
SEBI-OECD International Conference on Investor Education
Goa, 3-4 February 2012
moneyadviseservice.org.uk

The journey so far...

2006-11
Delivering Change Thoresen Review Money Guidance Pathfinder

April 2010

April 2011

June 2011

July 2011

health check Review
Debt advice

moneyadviseservice.org.uk
Digital is everyday

Attitudes are key

- Stressed; disorganised; decisions difficult (13%)
- Unworried; fairly organised; no risks (19%)
- Unworried; disorganised live for today (10%)
- Coping; fairly organised; live for today (15%)
- Not confident; prepared to take risks; unsure who to trust for help (17%)
- Confident; enjoys being organised; prepared to take risks (26%)
Attitude + life event = action

- Life event: retiring
  - Attitude: coping; fairly organised; live for today

- Life event: having a baby
  - Attitude: stressed; disorganised; decisions difficult

Building the new service

- Rich Media
- Social Media
- Mobile
- Web Chat
- Web
- E-mail
- Telephone helpline
- Face-to-Face
Online health check

New TV commercial
A new approach

Reach more people...with more choices...
...that motivate them to take action...

...actions that improve people’s long-term preparedness for life’s big changes, expected and unexpected