



PayPlan: Empowering Financial Well-being Through the BSI Inclusive Service Kitemark



PayPlan, a leading provider of free debt advice and debt management solutions in the UK, has demonstrated their commitment to inclusive and accessible services by being the first debt advice organization to achieve the BSI Inclusive Service Kitemark. This prestigious certification, achieved in January 2023, highlights PayPlan's dedication to delivering excellent customer experiences and supporting vulnerable individuals.

Background

With over 30 years of experience, PayPlan has been assisting individuals facing financial difficulties. Regulated by the FCA, their debt advice services aim to help people regain control of their finances and improve their overall well-being. The organization engages with more than 3,500 consumers weekly, providing comprehensive holistic advice. The demand for their services has surged during the cost of living crisis, with a wider range of people accessing support.

Recognizing the importance of inclusive and accessible services, PayPlan pursued the BSI Inclusive Service Kitemark as part of their commitment to excellence in customer service.

Find out more at
bsigroup.com/inclusive-service-uk

PayPlan®

PayPlan's Approach to BSI Inclusive Service Kitemark Certification

PayPlan approached the requirements for BS ISO 22458:2022 (Consumer Vulnerability) and the BSI Inclusive Service Kitemark in tandem, with the Kitemark building on the foundations of the standard. They assessed the inclusivity criteria by reviewing policies, processes, training schemes, and quality assurance measures. Using a risk matrix, they identified areas of weakness and set key dates for delivering the necessary enhancements, with designated owners responsible for each improvement.



In their pursuit of continuous improvement, PayPlan partnered with SignVideo in 2022 to provide debt advice services to the deaf community, utilizing British sign language for communication. This initiative addressed an audience of over 12 million people in the UK. Additionally, PayPlan utilized customer feedback and conducted focus groups to develop their inclusive offering and holistic support.

Benefits of the BSI Inclusive Service Kitemark for PayPlan

Enhanced Trust and Credibility

By achieving the BSI Inclusive Service Kitemark, PayPlan has demonstrated their dedication to providing inclusive and accessible services. This certification enhances trust and credibility among consumers, stakeholders, and industry peers. It reaffirms PayPlan's commitment to supporting vulnerable individuals with fairness and respect.

Improved Customer Experience

The BSI Inclusive Service Kitemark has provided PayPlan with a framework to assess and enhance their customer experience. Aligning their processes and practices with the Kitemark's requirements, PayPlan has implemented improvements to effectively address the needs of vulnerable consumers. These include streamlining communication channels, providing accessible information, and offering tailored solutions that consider a wide range of individual circumstances.

Robust Policies and Procedures

Obtaining the BSI Inclusive Service Kitemark necessitates the implementation of robust policies and procedures aligned with best practices. PayPlan has enhanced their internal processes to identify and support vulnerable individuals effectively. Clear guidelines for fair treatment have been established, comprehensive training programs for staff have been developed, and regular assessments ensure continuous improvement.

Empowering Vulnerable Consumers

The BSI Inclusive Service Kitemark empowers PayPlan to better support vulnerable consumers in managing their debts and improving their financial well-being. Through inclusive service delivery, PayPlan ensures that individuals from diverse backgrounds and with varying needs have access to tailored debt advice solutions. This fosters trust, security, and empowerment for those seeking financial assistance.

Positive Impact on Employees

The pursuit of the BSI Inclusive Service Kitemark has had a positive impact on PayPlan's employees. Staff members are actively engaged in delivering inclusive services and are equipped with the necessary knowledge and skills to support vulnerable consumers effectively. The Kitemark certification validates their commitment to providing high-quality services and strengthens their sense of pride in working for an organization dedicated to consumer protection and inclusive practices.

