

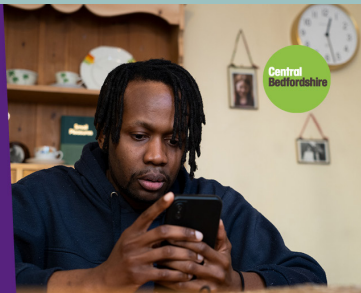
During our initial conversations with the Homelessness Intervention Team at Central Bedfordshire, it was clear they understood the value AdviceAid offered to their residents. They were determined to ensure that as many people as possible knew about the service, and could find the advice easily.

We worked closely with the web team to explore the best option to integrate AdviceAid on Central Bedfordshire's website.

The launch button offers a clear call to action. It is placed boldly on the housing pages and within 3-clicks of the homepage.

Introducing our self-serve tool

This new tool on our website is designed to make it easier for everyone to access the housing advice they need directly - whenever they need it.



You can access the tool 24/7 on our website centralbedfordshire.adviceaid.uk



We also worked with the communications team to devise a social media campaign to promote the service. This included a collection of branded artwork and videos.

The communication team were responsive to news events, for example promoting the service when the energy cap was increased. This has increased self-service traffic. By moving the pipeline of support upstream, more residents have been supported without additional capacity required in the Homelessness Intervention Team.

"Working with you has been so pleasurable – definitely one of the smoothest deployments I've been involved in. The feedback I've had from colleagues on AdviceAid has been really positive and just what we needed." Katie Voice (Homelessness Intervention Manager)

