Press Release

18 October 2024

Artificial Intelligence (AI) support for AdviceUK Members

AdviceUK members are set to benefit from a new partnership the charity has just established with ACMS Ltd (who provide the AdvicePro case management system) and Wyser Ventures Ltd. Wyser offer a range of small language AI products that have been proven to support frontliner advisers with client note-taking and developing options for client's next steps; both helping to free-up advisers so they can spend more time with their clients.

A key part of this ground-breaking partnership will be, overtime, to add two of Wyser's tried and tested AI products – ASSIST and INFORM – as upgrades to AdvicePro. This will enable AdviceUK members and other users who wish; to build AI into their service delivery using these products tailor-made for advice services.

Liz Bayram, *AdviceUK* chief executive, explained: "Ever-increasing demand for our members' free and independent advice and ongoing challenges in securing the funding and staff to meet that demand makes AI something many members are keen to explore. Indeed, some are already utilising AI to free up their advisers' capacity.

"Both ASSIST and INFORM have been proven to support frontline advisors by taking on the tasks that reduce the time they can spend with clients. So, we are delighted to be working with Wyser and our colleagues at AdvicePro, helping more of our members explore if AI is something that can support them too."

AdviceUK and ACMS Ltd have each invested £250,000 in Wyser Ventures Ltd because they believe AI will play a key role in supporting advice services to grow their capacity. They both want to support AdviceUK members and the wider sector to benefit from AI that is safe, secure and specifically designed for advice-giving rather than rely on generic AI.

One organisation that Wyser is already delivering consultancy support to using ASSIST is *Citizen's Advice Scotland*. David Hifferty, their Director of Impact, has been working with Wyser for the last 18 months to develop the ASSIST product to help their advisers' save time so they maximise the time they spend with clients. David said: "How we support people in ever more urgent and complex circumstances when services are already stretched to breaking point is one of the prevailing

challenges for us. This type of approach is potentially transformational for getting life-changing advice to the people who need it most."

Ali McLaren, Managing Director of *ACMS Ltd* said: "AdvicePro is a trusted and much valued system and we believe, by working with Wyser, we will be able to embrace AI as part of the support we offer our users and to do so at an affordable price. Between now and the start of 2025, WyserASSIST will be integrated into AdvicePro and a trial will be run with a small number of existing AdvicePro users. The aim is to make the upgrade available early in the new year. In time, we plan to also integrate WyserINFORM and, through this partnership, work with our users to further improve AI support for advice services."

Mark Pearce, *Wyser* CEO and Founder; said: "We are passionate about improving access to expert advice and guidance for everyone in the UK. Our new partnership is an opportunity to help AdviceUK members and other AdvicePro users to increase their efficiency, so that they can help even more people.

"WyserASSIST streamlines case management by automatically transcribing audio recordings of advisor-client phone calls or face to face meetings; it generates correct downloadable transcripts, and creates concise summaries in a range of styles, tailored for easy integration into CRM systems. By cutting the need for manual notetaking during and after calls, this tool frees advisers from administrative tasks, allowing them to focus on client interaction. Advisers stay in full control of what information is recorded in the CRM, boosting efficiency, and ensuring more time is spent on delivering a quality service."

AdviceUK will keep members up to date on the progress of this exciting partnership and, as part of its launch, will provide members with guidance and support on how to utilise AI in your service. Any members wanting to be kept up to date on this please register your interest here - www.adviceuk.org.uk/ai-solutions/

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For media enquiries contact: -

For more information and to speak to Liz Bayram, Ali McLaren or Mark Pearson, please email influencing@adviceuk.org.uk

NOTES TO EDITORS

1. AdviceUK is a charity supporting independent organisations that give free advice to members of the public. Established in 1979, with currently 699 members we are the largest network of independent advice centres in the UK.
2. Our members work in some of the poorest parts of the UK, often with marginalised communities, helping people to exercise their rights and solve their legal, housing,

and social welfare problems. For more information on AdviceUK please visit the AdviceUK website at www.adviceuk.org.uk