

## SpringFour and Avant Partner to Power Financial Health

*“Early metrics show that our customers are eagerly taking advantage of SpringFour’s resources. Since launching the partnership, we’ve been able to connect over 24,000 Avant customers to financial aid resources within their communities, and we expect this number will continue to rise with increased awareness from upcoming communications campaigns.”*

Amid the financial strain of COVID-19, Avant, a financial technology company that gives middle-income consumers access to the credit they deserve, partnered with SpringFour to help their customers locate much needed financial resources. As a result, customers were increasingly able to make repayments on time, and Avant strengthened its relationship with its customers. In our short interview with Avant’s team, we explore what led to this partnership, the benefits to Avant and its customers, and how this work fits into Avant’s COVID-19 response and beyond.

**SPRINGFOUR:** Please tell us more about why you decided to work with SpringFour in 2020.

**AVANT:** Our goal is to provide customers with the tools they need to achieve financial freedom and wellness. We succeed when our customers succeed. SpringFour allows us to provide additional resources that help our customers improve their financial health. These resources have been especially useful during the pandemic.

**SPRINGFOUR:** Could you talk about the benefits of SpringFour for Avant and its customers?

**AVANT:** Our customers are everyday American consumers. Unexpected expenses and financial hardships can have a major impact on the financial wellness of our customers. SpringFour is one of the resources we provide to help our customers overcome financial challenges. With SpringFour, we’re able to offer our customers local nonprofit and government resources for critical needs, ranging from food and medication savings to employment opportunities and financial counseling. Beyond deepening our relationship with our customers, SpringFour also supports our customers in getting back to a place of financial wellness and on track with their payments.

**SPRINGFOUR:** This past year was so challenging given the pandemic. What was your strategy to deal with COVID-19, and how do you see SpringFour fitting into that strategy?

**AVANT:** For many, COVID-19 caused added financial strain, adding stress to everyday tasks such as making on-time debt repayments. Partnering with SpringFour has unlocked an opportunity to build added trust and further strengthen our relationships with customers. SpringFour complements and extends our efforts to help customers achieve financial wellness, which has been hugely beneficial from a customer support and satisfaction perspective. We wanted to ensure our customers felt supported by Avant as they faced financial challenges brought on by the pandemic. During COVID-19, we amended payment plans and eliminated late fees for customers affected by COVID-19. We feel it’s our job to provide them with access to credit through innovative financial products, as well as tools and education to expand their financial resources and knowledge.

[SpringFour](#) is a Chicago-based Certified B Corporation and social impact fintech company focused on bringing financial health resources to consumers through innovative call center and direct-to-consumer cloud-based applications that are used by the financial services industry. SpringFour offers access to 20,000 vetted, local nonprofit and government resources in more than 25 categories of financial assistance.

[Avant](#) is a Chicago-based financial technology company that gives middle-income consumers access to the credit they deserve. Avant focuses on providing access to transparent, affordable personal loans and credit to consumers who have been underserved by traditional financial institutions. Avant and SpringFour began working together during the 4th quarter of 2020 to provide financial health resources to Avant customers through the use of SpringFour's direct to consumer platform, S4direct.

*For media: To schedule an interview with executives from SpringFour and Avant, please email Rachel Sales at [rachel@enunciate.xyz](mailto:rachel@enunciate.xyz).*