



Student Loan Coaching

A premium sponsored benefit for employees with student loan debt



A winding road for borrowers



2020-2022

Federal student loan moratorium – freeze was extended **eight** times over three years. President Biden then announced widespread relief, blocked by lawsuits



2023

Supreme Court canceled Biden's plan; Biden confirmed return to repayment and announced initiatives to ease the transition



Return to repayment

Monthly payments resumed with many scrambling to understand their situation – along with reports of difficulty reaching servicers¹.

Many still struggling

With sky-high inflation, borrowers are forced to make trade offs to meet their monthly bill²



Some relief

New programs like SAVE can offer relief, yet many don't know their options

The need for expert guidance



772

Increasing frustration

Candidly logged **772 coaching calls since July 2023** and tracked borrower sentiment – the overwhelming feeling from borrowers was fear, confusion, dread, and frustration.

2.5M

Mass confusion

In October 2023, **2.5 million borrowers** did not receive timely notices from their loan servicer, resulting in hundreds of thousands of borrowers missing payments.³

500B

Loss of productivity

Employees' financial stress costs employers **\$500 billion** due to lost productivity and turnover.⁴

1:1 Coaching is here to help



Every borrower's best path forward is unique to where they're coming from and where they want to go.

Our **expert student loan coaches** offer personalized guidance and actionable insights, so users can take their next steps with confidence.

- Coaches hold Certified Student Loan Professional accreditation, with decades of collective experience across the team.
- One-on-one virtual video appointments, with seamless in-platform scheduling



Answering questions like...

Q: When is refinancing a good option for federal loans?

Q: How long will it take for my remaining debt to be forgiven?

Q: Can I "skip" payments during the on-ramp period?

The results are in



76% boost in confidence*

We asked how confident users were about their student loan strategy before and after their coaching session.

Pre-call survey confidence score:



2.5/5.0

Post-call survey confidence score:



4.4/5.0

80%

Improvement in confidence

*All survey data is since August 2023. Pre-call survey is required to book with 100% completion, and post-call survey is not required with a 32% completion rate.

High NPS for Coaching*

*national benchmark 70

90

Average projected savings*

\$18,316

Average projected savings per 30-minute call

\$611

Average projected savings per minute

*Internal Candidly data tracked from 800+ coaching calls

Glowing reviews from hundreds of sessions



Coaching user

"This call was incredibly helpful. It's actually **the most advice I've gotten on student loans** ever, so thank you! I was just desperate and this is such a great service that my employer is providing."

Coaching user

"This meeting **changed my economic future** and I could not be happier with the services he helped me with. I cannot say 'thank you' enough!"

Coaching user

"I really appreciate you for clearing all of this up and...I feel like **I can breathe a little better!**"

"Thank you so much for your time and for the wonderful information"

Coaching user

"I was pretty anxious about my situation with my student loans and **the coaching session with James gave me hope.** He was easy to talk to, and he answered all my questions in a kind-hearted manner. I don't have words to describe how it felt to regain my peace after speaking to James."

An example of coaching's impact



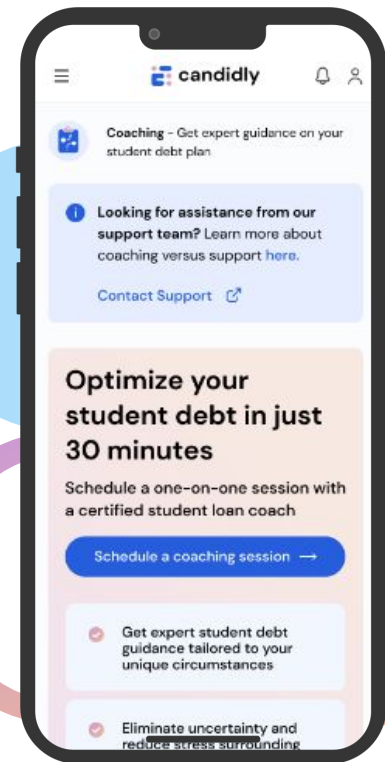
A nurse with one young child, Sarah still owes **\$29,000 of student loan debt*** from her undergrad degree. Her and her husband hoped to have another baby, but with the cost of childcare, they want to get out of debt as quickly as possible.

Sarah met with a student loan coach through Candidly, who showed her how to use the Public Service Loan Forgiveness tool and provided options so Sarah determined the best strategy for her. Now, **her loans are on track to be forgiven in just 5 years.**

Coaching outcome

- ✓ **5 years of credit** for forgiveness using Candidly's PSLF tool
- ✓ **Cut payment in half** next year by qualifying for the SAVE Plan
- ✓ **Lowered monthly payment** by filing taxes separately

*Note: Personas are a fictional representation inspired by real coaching sessions and is to be used for illustrative purposes only.



Meet our core coaching team



Our team of student loan & financial wellness coaches offer deep industry experience – and Candidly can scale quickly based on demand.



Carli Reddy

Co-Head Coach, CSLP, CCFS



James Sheridan

Co-Head Coach, CSLP



Robbie Morris

Coach, CSLP



Enjoli Ramsey

Coach, CSLP, CFP

Helping employees nationwide

