

Ongoing Service and End of Agreement transcript, April 2019

Gordon Findlay, Technical Specialist, FCA:

Always remember your commitment to your customers does not end once they have signed up for one of your products.

Ask yourself:

Are your customers experiencing any issues?

How do you make sure all complaints are being identified and actioned?

Are you delivering the service and performance that you said you would?

Voiceover for animation:

To offer a helpful and comprehensive service to your customers, here are a few important things to think about:

When receiving and processing complaints, do you identify the problems promptly, fixing any issues while communicating clearly with the complainant and learning lessons?

What process do you have in place for any complaints that are referred to the Financial Ombudsman Service?

When addressing a customer problem, do you analyse the problem at its root, thinking about the wider implications and preventing it happening again? Or do you simply fix the problem without thinking about future failings?

Gordon Findlay, Technical Specialist, FCA:

Your customer service levels have a direct impact on the fair treatment of your customers and the success of your financial products.

Clear communication during the ongoing service and end of agreement is vital to ensure your products are meeting the customer's demands and needs throughout.