

Treating Customers Fairly video transcript, April 2019

Gordon Findlay, Technical Specialist, FCA:

Here at the FCA, we believe that treating customers fairly is key to making sure they get the financial services they need.

We also believe that by upholding the FCA principles you can reduce the risk of your customers getting into financial difficulties.

Voiceover for animation:

Your customers should feel confident that you will treat them fairly.

The products and services you market and sell should meet the needs of your customers and be targeted accordingly.

Keep customers well informed before, during and after sales.

Advice must be suitable and take into account your customers' circumstances.

All products and services should perform in a way that meets the expectations of your customers.

You should not put unreasonable barriers in the way for your customers to change product, switch provider, submit a claim or make a complaint.

Gordon Findlay, Technical Specialist, FCA:

Ask yourself, do your resources, systems, and policies and procedures enable you to achieve these outcomes for your customers?

Make sure your business meets the needs of your customers through sufficient record keeping and regular checks of whether your products are performing as expected.

Put yourself in your customers' shoes and make sure your business achieves the right outcomes for them.