



# CONSUMER DUTY: IIC MEASUREMENT & EVIDENCING

Repeatable email surveys to key groups of customers, identifying stages in product life cycle, asking about company performance vs one or all Four Outcomes

Consumer Duty 'Essential' covers all regulated firms' basic needs:

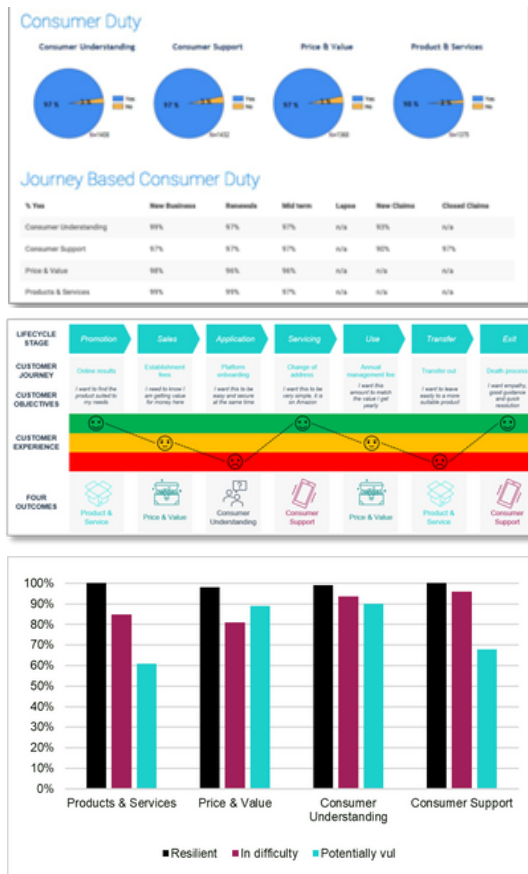
- Customer Outcome measurement versus the Four Outcomes
- Outcome measurement for new vs long-term customers
- Measurement vs journey stage (sale/new/use/exit etc)
- Focus on highest risk customer touchpoints
- Department/function level view of outcome delivery
- Qualitative insights for customer-led Consumer Duty/CX change plan
- NPS scoring
- Repeatable surveying for ongoing measurement if required

**CONSUMER DUTY ESSENTIAL**

## HOW IT WORKS

- Invites and responses on a monthly basis to different clients at **different stages of their customer lifecycle**
- Touchpoints surveyed **aligned to the Four Outcomes**
- Capturing data for both **Customer Experience improvement and Consumer Duty evidence**
- Real-time response **notifications & dashboards** to access client feedback
- Fully **managed programme** with reviews from Customer Experience and Consumer Duty experts

## ACTIONABLE INSIGHTS



## INDEPENDENT VERIFICATION



Investor in Customers provides **independent verification and benchmarking** to support the **evidence** you provide to the FCA.

You can also upgrade to a full **IIC award** by adding additional questions related to IIC's unique methodology and assessing how well your employees understand their role in delivering acceptable outcomes to your customers, and a **customer experience** that will delight them.

**Contact us for more information**