

# CONSUMER DUTY: JAMES SHARP CLIENT TESTIMONIAL



Sheriden Davy: **Chief Risk Officer** at James Sharp

## *Why we chose IIC to help us with Consumer Duty measurement and evidencing*

*We chose to work with IIC as we wanted a way to assess, and evidence, that the journeys our customers go on with James Sharp are effective, are understood by our customers, offer the personalisation needed, that our customers are supported throughout those journeys in the aim of ensuring that our customers receive good outcomes.*

*We are a small firm, so we also needed a solution which is not only proportionate but takes a job away from us in analysing the outcomes from our customer surveys and presents meaning Management Information back that we can action, where required. This type of closed feedback is invaluable to us in being able to **confidently attest that we are complying with the FCA's Consumer duty requirements**, but more importantly in giving us greater assurance that our customers understand what we are doing with them, why we are doing it and how it will hopefully derive good outcomes for them.*

## *Working with IIC*

*From the outset we have found **the implementation process with IIC very simple**. James has been fantastic in helping us ensure our customer journeys are documented as robustly as possible and our customer questionnaires are designed and effectively aligned to the FCA's customer outcomes, Charlie has been a massive help in ensuring that the whole process is implemented effectively helping us meet the challenging timescales which the FCA have placed upon us and in **ensuring that our customer surveys are aligned to FCA expectations, and kept simple and useable**, particularly after having had a number of rather challenging questions from me!*

## *What's next...*

*We are just about to embark on the surveying journey with our customers and we have set up a dedicated governance regime around the information and insights available from the IIC surveys – this will help ensure that we can close the loop effectively on any feedback and take any necessary actions to enhance processes where required. **The outcomes of which will enable the Board to confidently attest to Consumer Duty compliance on an ongoing basis.***