

CONSUMER DUTY

EXAMPLE CHECKLIST: CONSUMER UNDERSTANDING

- A standardised approach is in place when creating, reviewing, and testing communications. The same effort should be given to make sure they are delivering good customer outcomes as they are to generating sales and revenue.
- Insights are used to decide how best to keep consumers engaged in their consumer journey, whilst also ensuring they are given the right information at the right time to make decisions.
- Thought about how to test the effectiveness of your communications ensuring consumers understand the information they have been given. Ensure you act on the results from this testing.
- Communications have been adapted to meet the needs of consumers with characteristics of vulnerability and tested that these adaptations are effective.
- Have consider data and management information used to monitor the impact of communications on customer outcomes. Reviewed this data regularly and ensured appropriate action is being taken as a result.

Please note: Any information provided is for guidance only. It does not constitute legal advice and must not be relied upon as such.

