

Feedback and the Consumer Duty



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VERIFIED REVIEW ✓

Brokers throughout the UK are getting to grips with their obligations around the Consumer Duty and the need to ensure good outcomes for their clients.

As a broker, how can you balance meeting obligations and understand your clients experience with your product without increasing workload for headcount?

Your customer experience? ×

Rate your customer experience



Tell us more!

Our broker listened carefully to our needs and took us through some suitable policy option.

Cancel

Submit

Get proactive



What do you think when you see a business that has perfect reviews across the board? It can raise your suspicions, and it could have the same effect for the regulator. They may see only five stars (or no feedback) and think it warrants further investigation.



By collecting honest and verified feedback, and responding to negative reviews, you not only prove to clients that you act quickly on concerns but also prove to regulators that you resolve issues quickly.

Proactively collecting and displaying feedback helps to show that you're working to avoid foreseeable harm and acting in good faith, in accordance with 2 of the 3 cross-cutting rules.

Five steps to measuring client experience:

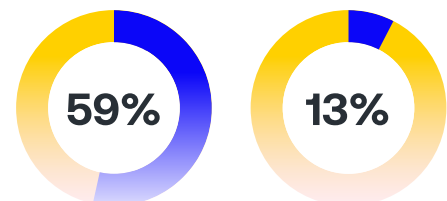
- 1.** Set proactive alerts for negative feedback to enable you to act quickly, prove that you acted quickly and avoid foreseeable harm.
- 2.** Listen and engage with your client feedback to strengthen relationships, understand the end-to-end experience and close the loop on any issues.
- 3.** Make feedback collection part of your continual business improvement strategy, to attract new clients, find cross-selling opportunities and take the legwork out of compliance tasks.
- 4.** Check the pulse of your business. Measure client experience at key touchpoints. Such as after buying a policy, a claim or at renewal. Collect feedback privately, for example for insights on claims, or display reviews publicly after resolution.
- 5.** Get key reports to help you analyse your feedback, respond to concerns and track consumer outcomes. You'll discover actionable insights and be able to analyse the outcome of issues, as well as uncover cross-selling opportunities.

Automated assistance for three areas of your brokerage:

- ✓ Compliance assistance – Some brokers tell us they spend up to 20% of their time on compliance tasks. What would you do if you had that time back?
- ✓ Online marketing – Feefo is a Google partner. Set up Feefo with ease and have it working hard in the background to attract new leads for your business.
- ✓ Client research – Gain a fresh perspective on your business and your clients.

All this is available on one-simple platform, starting at **£99 + VAT per month.**

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Since partnering with Feefo, Heath Crawford has seen a **59%** YoY increase in website traffic and **13%** YoY growth.

Book a **30-minute meeting** with one of our consultants to learn how Feefo can help your brokerage grow:

Get In Touch

