

Comply with Consumer Duty Rules with Enlighten AI for Vulnerable Customers

Create a Culture that Drives Standards of Conduct and Behaviour for All Customers

The UK's Financial Conduct Authority (FCA) oversees adherence of their Consumer Duty rule, which includes the mandate to meet the needs of "vulnerable customers." Consumer Duty is defined as a principle intended to drive conduct and culture, and standards of behaviour that the FCA expects from firms. Requirements include:

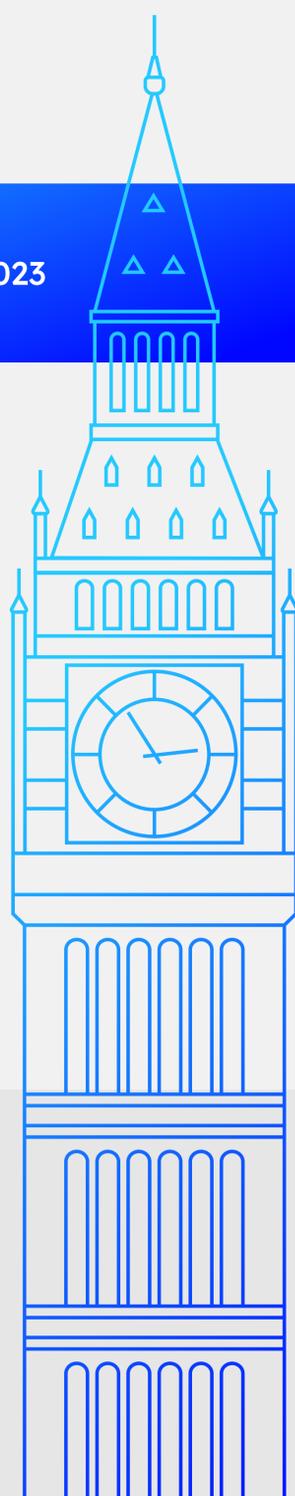
- Must act to deliver positive outcomes for retail clients at every stage of customer journey and across all customer touchpoints**
- Take all reasonable steps to avoid foreseeable harm to customers**
- Must consider and meet the needs of those who could be classified as "vulnerable customers"**
- Consistently act in good faith with customers**

73% of financial advisers are not ready to meet the July 31, 2023 Consumer Duty deadline¹

47%
An estimated 47% of UK adults show one or more characteristics of vulnerability in 2022²

25M
Nearly 25 million people experience poor health, recent negative life events, low capability, or low financial resilience³

£215M
Over £215 million in fines were handed out to UK companies in 2022⁴



Challenges of Identifying Vulnerable Customers

- ▶ Not all vulnerabilities are visible and clear
- ▶ Customers are unaware or unwilling to share they are vulnerable
- ▶ Subtle clues of vulnerability are easily missed

Embed Fair Treatment of Customers into Business Processes with Enlighten AI



Enlighten AI's purpose-built AI models provide a complete, objective, automated analysis of every interaction, making it possible for businesses to:

- ▶ **Analyse Every Interaction at Scale**
Objectively and completely view data from all channels
- ▶ **Automate Identification and Classification**
Accurately identify and categorise types of complaints and vulnerabilities using purpose-built AI models
- ▶ **Operationalise Insights**
Manage the outcomes and adhere to compliance rules with AI insights embedded into a complete out-of-the-box solution
- ▶ **Convert Data into Evidence**
Immediately surface and rank compliance risks based on data

Financial services firms must "put consumers at the heart of their business and focus on delivering good outcomes for customers," per the FCA.

Remove Uncertainty

Identify and classify with accuracy all interactions based on the FCA drivers of vulnerability

Embed Compliance

Monitor and demonstrate compliance with customised integrated reporting and remediation workflows

Upskill Frontline Staff

Automate quality and performance metrics and deliver targeted coaching

An Extra Layer of Protection and a Proactive Approach

Consumer Duty regulations require an extra layer of protection that is designed to ensure that firms are taking a proactive approach to protecting consumers, and not just doing the minimum to comply.

Enlighten AI for Vulnerable Customers makes it possible for businesses to respond to sensitive, high-risk vulnerabilities and complaints proactively, and demonstrate compliance with interaction data.



Report for Duty with Enlighten AI

Understand your level of customer vulnerability, achieve compliance, and deliver optimal outcomes for all vulnerable customers.

SOURCES

¹ Copia Capital Management Report – <https://www.moneymarketing.co.uk/news/under-three-quarters-of-advisers-not-ready-for-consumer-duty/>

^{2,3} FCA, Financial Lives 2022 Survey, insights on vulnerability and financial resilience relevant to the rising cost of living – <https://bit.ly/3nPUdRj>

⁴ FCA, 2022 Fines Report – <https://www.fca.org.uk/news/news-stories/2022-fines>