



# Consumer Duty and Trustpilot:

 Why every UK financial services business needs customer reviews

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# 01

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## Introduction

Ever since The Financial Conduct Authority (FCA) announcement of Consumer Duty, life has been a little uncertain for businesses in the financial services sector. How strict the FCA will be around these guidelines, how aggressive they will be with fines, and how financial services businesses can be certain they're following guidelines correctly are all questions at the top of everyone's minds.

It's tempting to see regulations like this as extra work for your businesses, but it's important to note that they exist because trust and reputation are so important when it comes to financial services. As consumers, these are some of the largest decisions we will make in our entire lives. And they're also some of the most confusing.

Consumer Duty exists to eliminate a lot of that confusion and make these purchases easier for everyday consumers in the UK. And that's exactly what Trustpilot does for businesses in all sectors, by helping you build trust with consumers and improve your business in areas where you aren't currently serving your customers as well as you could be. In financial services, these areas are often around better communication and education to ensure your customers are empowered to make the right decisions for them.



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# 02

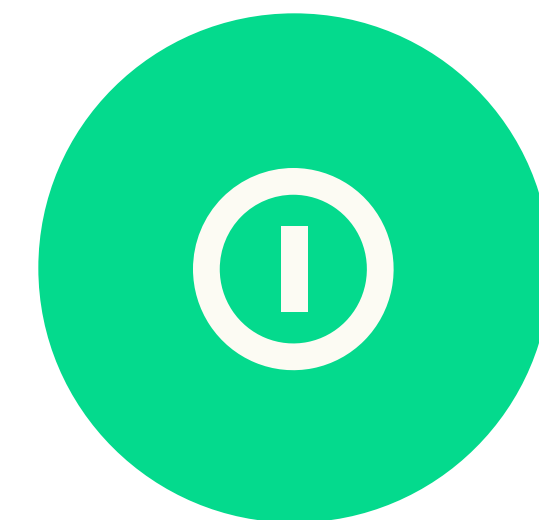
## Fines and FCA scrutiny

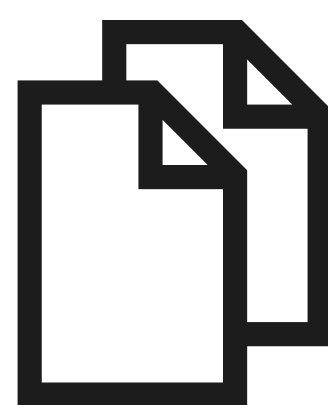
Exactly how strict the FCA will be when it comes to Consumer Duty (and how high the fines will be) is still yet to be determined. When it comes to fines, there were already £3.8M in fines for the wealth management sector from 2023 and this number is **likely to increase significantly in 2024 due to the implementation of Consumer Duty**. And in 2024 already, some of the biggest financial institutions in the UK like **HSBC** and **Citigroup** have already been fined in the millions by the FCA.

And because 41% of customers in the UK notice no change since Consumer Duty implementation, it seems likely that businesses haven't been making enough improvements around consumer trust.

If businesses haven't really been making changes and consumers aren't noticing a difference, the FCA is likely to increase scrutiny — and fines — to encourage the change that Consumer Duty was intended to bring to the financial services sector.

**Proactive players in the UK have already begun to take steps to improve consumer trust** and ensure they're ahead of the curve. And regardless of how regulations and enforcement pan out, the more work financial businesses put into building trust with consumers, the less likely they are to face investigation by the FCA at all.





# 03

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## FCA guidelines and how we can help

The FCA has released some guidelines on the different areas of Consumer Duty that includes good practices they've seen in firms and areas for improvement that should be focused on. There's so much Trustpilot can help your business with when it comes to Consumer Duty in terms of helping you grow your business and build trust, and much of it is done automatically, just from using our platform.

# 04

## Culture, governance, and monitoring



### StaySure

StaySure uses Review Insights to understand how the trends in their reviews can improve and shape processes for their marketing, change process, and product & pricing departments

### The FCA's published good practices:

Increase customer focus at Board level



Update staff bonus structures to ensure incentivisation is in line with Consumer Duty



Develop new data and metrics to better understand their customers



Being ready for the FCA to evaluate your business instead of waiting until they notice or investigate an issue



Improving data and monitoring strategies ahead of time before any behavior is noticed or investigated



### How Trustpilot can help

Use insights and reporting to get a quantitative understanding of customer feedback that you can regularly share with important stakeholders like the Board

Apply key metrics like your TrustScore to influence their bonuses, ensuring bonus structures are based off unbiased feedback directly from consumers

With deep insights tools you can automate regular reporting that shows you the biggest areas for improvement to your business, based on the sentiments in your customer feedback

We help you build better relationships with your customers long-term by improving your business through their feedback, this way there's no need to be reactive to things like potential FCA evaluation

We automate data collection and monitoring for you and the customer insights you're looking for are always easy to find

# 05

## Consumers in vulnerable circumstances

Consumer Duty ensures consumers can be sold products and services that are designed to meet their needs, characteristics, and objectives.



[Learn more about setting Insights topics around the keywords that are most relevant to your business](#)

### The FCA's published good practices:

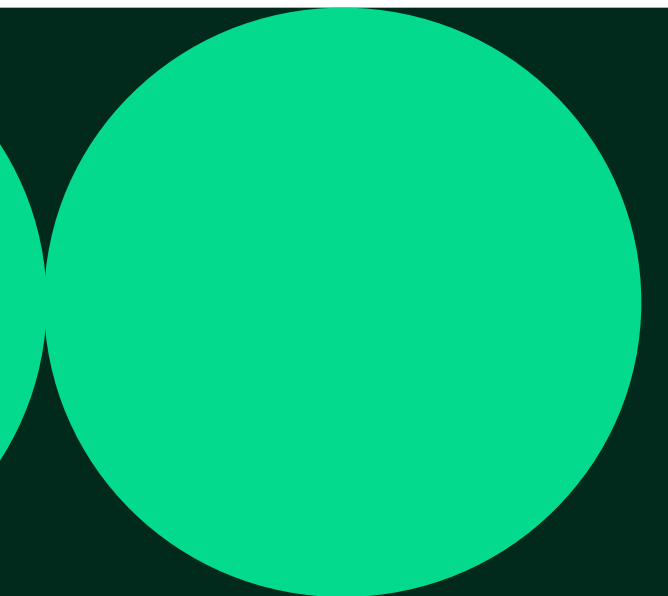
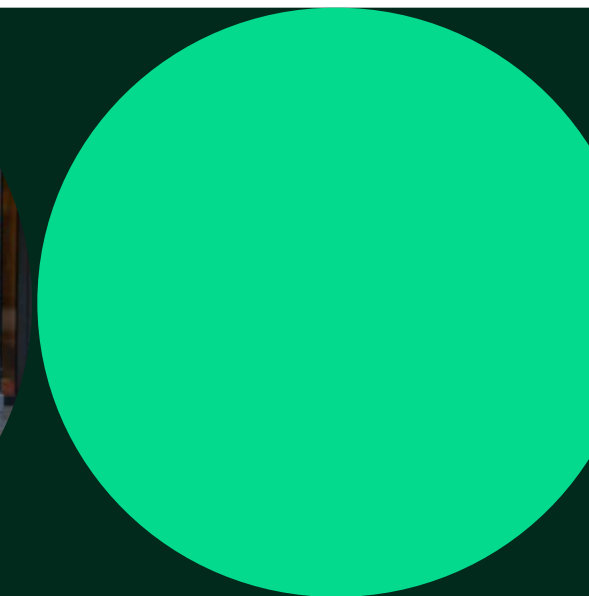
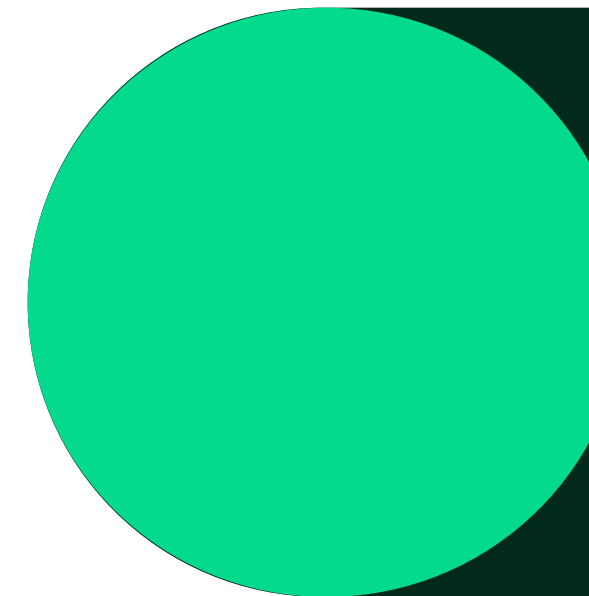
Reviewing their approach, systems and processes, and operations around vulnerability so they can have specialist staff to handle vulnerable customers by specialist staff, capture data and trends around vulnerable populations

Reviewing communications and making changes to support vulnerable customers (an example is offering literature in alternative formats like braille or audio with enlarged texts)

### How **Trustpilot** can help

You're able to set custom topics around any keywords you'd like, making it easier to get insights from your customer reviews around vulnerable customers to help you improve your business for them

You can set topics around keywords that have to do with miscommunication as well, to understand where your communications can be clearer or which alternative formats seem to be needed most often by your customers



# 06

## Products and services

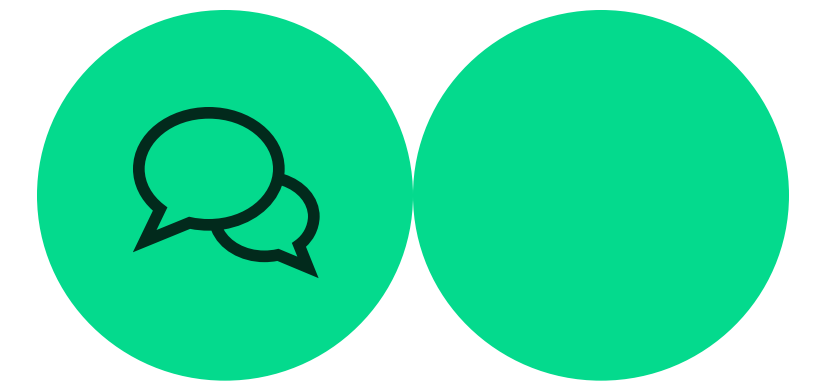
Consumer Duty ensures consumers can be sold products and services that are designed to meet their needs, characteristics, and objectives.



### Lovebook

[LoveBook creates a custom Review Insights topic each time they release a new feature or product to measure customer satisfaction and make changes in real-time](#)

Starling Bank uses product reviews to ensure each visitor can get the customer feedback that's relevant to the specific product they're considering



### The FCA's published good practices:

Adapt products and services to deliver additional benefits for their customers



Making positive changes to their product development processes, with greater focus on how new products will meet the needs of a specific target market and deliver good outcomes for them (including more consumer research and testing to help ensure products work well)



Making it quicker and easier for consumers to identify the products that are right for them by doing things like simplifying their product offerings



### How Trustpilot can help

Review Insights identifies singular negative sentiments in otherwise positive reviews, helping you make changes to your business that take your satisfied customers and turn them into ecstatic ones by delivering them additional benefits

Set up reporting around new product launches to measure customer satisfaction in real-time and understand adjustments you can make to better meet the needs of your customers

Including product reviews on your site makes it extremely easy for anyone to read the experiences of other customers who have bought that specific product, helping them quickly find the right products for them

# 07

## Price and value

Consumer Duty helps the FCA ensure that consumers can get products and services which offer fair value.

### The FCA's published good practices:

Examining whether the total cost to consumers (including fees, charges, and other costs) provides fair value relative to their benefits

Reducing or removing charges that are deemed too high relative to benefits provided

Having proof that they're not charging customers for services they aren't benefiting from

### How **Trustpilot** can help

Easily set up reporting for keywords around cost and value to monitor customer sentiment around the value they receive for the price they pay and adjust accordingly

Easily analyse reviews that include phrases like "overpriced" "extra charges" or "rip-off" to understand how value is perceived by your customers

Businesses on Trustpilot are not able to remove reviews and anyone can easily filter to all of a business's negative reviews in just a few clicks, making it easy to determine whether or not a business's customers are complaining of scamming or fraudulent charges



# 08

## Consumer understanding

Consumer Duty helps ensure that consumers understand the information they are given and can make timely and informed decisions.

Industry jargon can really get in the way of consumer understanding, [see how The Insurance Surgery uses Trustpilot to gauge whether or not their communications easy to understand](#)



**Evri**

[Evri's tech team pulls insights around UX to improve their app for their customers, helping them to win app of the year](#)

### The FCA's published good practices:

Improving accessibility of websites, making it easier for customers navigate to contact details and reach customer support



### How **Trustpilot** can help

Our site and widgets for our customers site are designed to be accessible for all vulnerable consumers

Redesigning customer journeys focusing on how consumers behave in practice



Reviews will help alert you when there's confusion or customers don't understand something and these types of trends will be highlighted in your Review Spotlight

Developing ways to test customer understanding such as surveys, experiments, and interviews



Minimise the need for this by automating review collection after a purchase or interaction

# 09

## Consumer support

Consumer Duty helps provide consumers with support that meets their needs.

### The FCA's published good practices:

Introducing positive interventions to customer journeys (for example, directing online customers to speak with an agent to receive additional support)



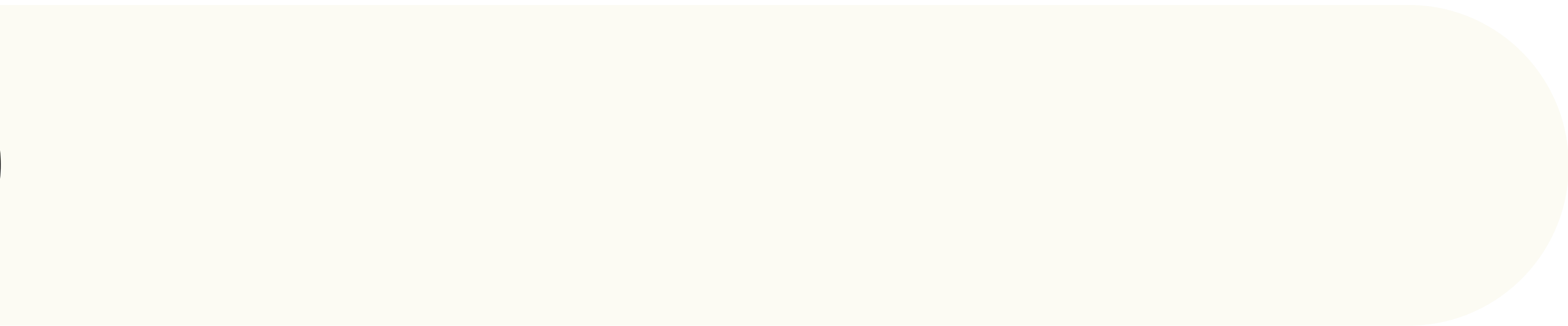
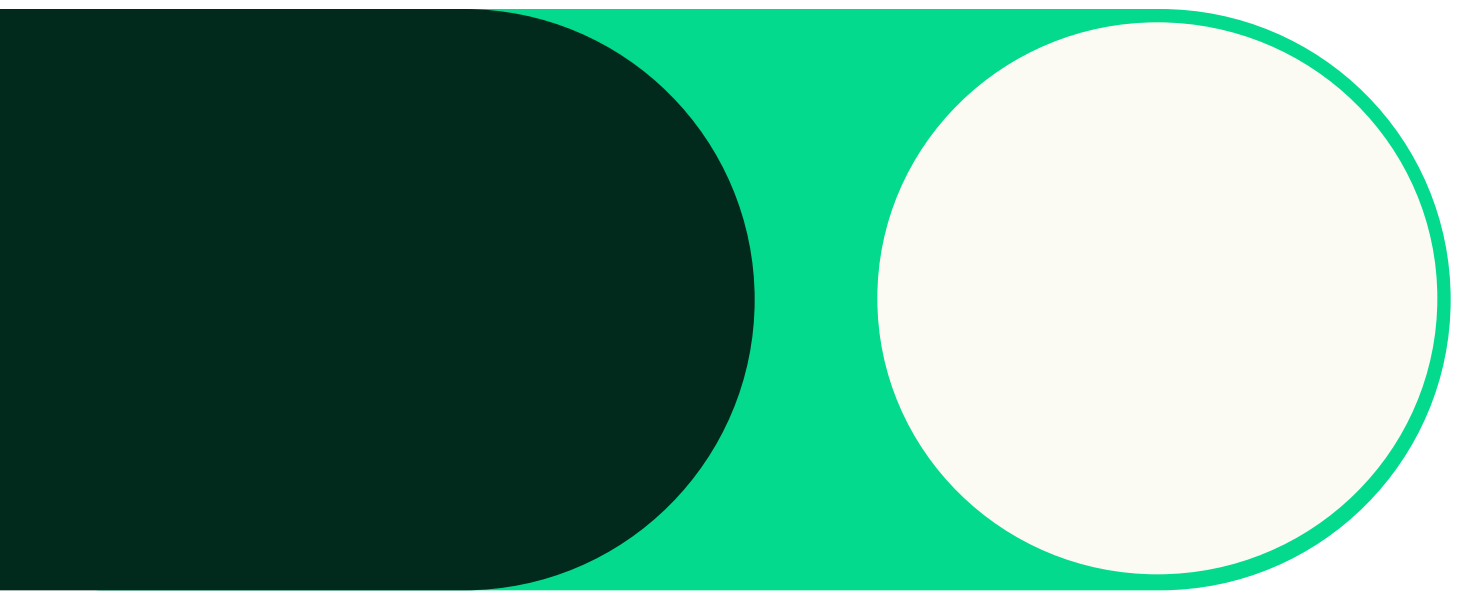
### How Trustpilot can help

By asking for reviews proactively we're encouraging feedback and giving all customers the chance to voice when customer journeys could have improvement for them

Putting processes in place to monitor the support they provide and identify areas for improvement



You already have process in place to track reviews around customer service and support



# 10

## Better Consumer Duty preparedness and a stronger bottom line

Because our platform helps you better understand, communicate with, and serve your customers there's a natural synergy between the FCA's suggestions and what Trustpilot can do for your business. And although some of these (like including review metrics in your board meetings or setting up review reporting to monitor new product launches) do take a little bit of extra effort from your teams, many of the improvements around Consumer Duty happen automatically for any business working with Trustpilot.

Between the fact that 82% of UK consumers agree that a good Trustpilot score makes them more likely to trust a brand and 56% say they wouldn't buy from a brand that had a poor Trustpilot score, Trustpilot's impact on consumer trust in the UK is clear

And because financial decisions often involve large amounts of money and a lot of uncertainty, that consumer trust is even more important for your business. These are very personal decisions for consumers. Trustpilot and Consumer Duty both exist to protect consumers and guide them through decisions just like this.

With so much uncertainty around how strict the FCA will be around fines — and how expensive those fines will be — a platform that helps you get ahead of Consumer Duty is a small investment to make to give your business peace of mind. And that's not even taking into account all of the extra benefits you would get using Trustpilot that improve your bottom line, from increased conversion rates to improved SEO.

[Request a demo](#)