



Insight Portal

Feature Guide:

*Customer
Experience
Endorsements*





Customer experience endorsements

INTRODUCTION

Every six months we complete our customer experience ratings.

These ratings combine different data sources and analysis techniques to give a score for customer experience.

The ratings include:

- Polling data from a representative sample of over 10,000 financial service customers.
- FOS complaints data.
- Transparency analysis from mystery shopping product journeys.
- Document analysis on terms and conditions documents or policy wordings.

The best performers in each sector get awarded a gold ribbon, while other good performers are awarded silver and bronze ribbons.

We also have ribbons for the strongest performers in each section of our analysis.



Customer experience endorsements

ENDORSEMENTS

Brands can show off their strong performance and customer experience credentials by buying an endorsement from us.

This will allow you to display our ribbon on your products, letting customers to know that you're backed by an independent ratings agency.

Some brands that currently use our customer experience endorsements include:












Customer experience endorsements

HOW WE DECIDE ON RIBBONS

We work out who gets gold, silver and bronze ribbons by using a normal distribution of the overall customer experience scores in each sector.

This means the number of ribbons awarded each wave changes, but there will always be some brands getting gold, silver and bronze ribbons.

Brand	Customer happiness [?]	Customer trust [?]	Complaints performance [?]	Transparency rating [?]	Overall score [?]	Actions
 First Direct	81.68%	73.23%	58.62%	87.7%	75.31%	More details
 Starling Bank	82.62%	75.94%	67.22%	74.25%	75.01%	More details
 Monzo	83.26%	77.06%	68.5%	62.65%	72.87%	More details
 Nationwide	70.93%	68.47%	67.97%	82.54%	72.48%	More details
 CardOneMoney	65.09%	68.87%	86.25%	59.51%	69.93%	More details
 Halifax	62.83%	59.35%	71.47%	82.91%	69.14%	More details
 Lloyds Bank	62.25%	58.52%	70.31%	81.29%	68.09%	More details





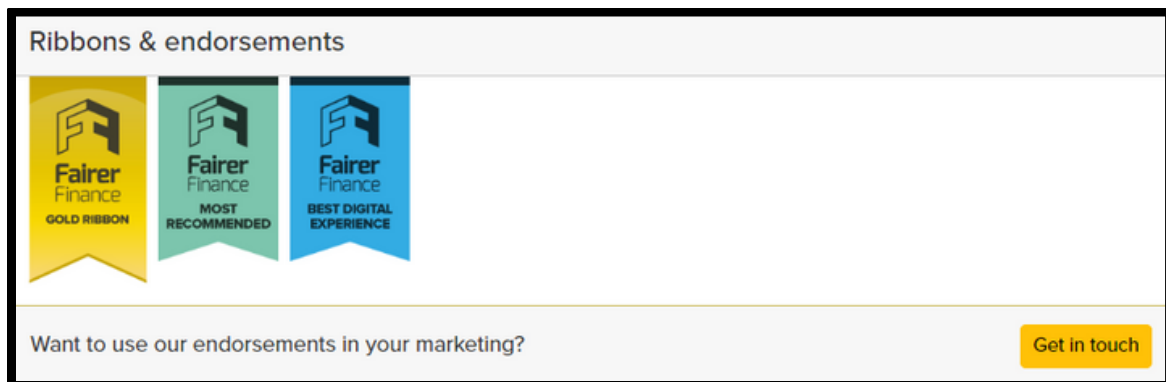
Customer experience endorsements

OTHER ENDORSEMENTS

As well as our gold, silver and bronze ribbons we have ribbons for brands that perform exceptionally in each section of our analysis.

Through our polling data we find out what customers think about different aspects of a brands performance. We can then see data points such as which brand has the happiest customers or which brands customers are most likely to recommend it. The top performers in each section are able to get additional ribbons.

If you're eligible for one of these endorsements you'll see a notification on your brand's customer experience ratings page in the portal.





Customer experience endorsements

OTHER ENDORSEMENTS LIST

The list of potential extra endorsements includes the following:

- Happiest Customers
- Most Trusted
- Best Digital Experience
- Most Recommended
- Most Transparent
- Best Complaints Handler





Customer experience endorsements

SECTOR SPECIFIC ENDORSEMENTS

We also have a 'Highest Claims Satisfaction' endorsement for insurance sectors and a 'Clearest Communications' endorsement for banking sectors.





Customer experience endorsements

GET IN TOUCH

To learn more about our endorsements and enquire about purchasing one please contact:

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Customer experience endorsements

TRY IT OUT

To see if you qualify for a ribbon and to explore our data go to:

<https://insight.fairerfinance.com/>