



# Insight Portal

*Feature Guide:*

*Fair Value  
Reports*





# Fair value reports

## INTRODUCTION

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We've introduced fair value reports to help portal subscribers understand the value their product's are providing for consumers.

We split our analysis into three sections:

- 1) Product
- 2) Price
- 3) Service


We use our unique customer experience and product ratings to compare products to market averages.

To see your fair value report just click on the product benchmarking report shown below and choose your brand.

After clicking into the reports and selecting the sector you're interested in you'll see a list of products with a summary of their scores.

### Insight tools

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 **New Product Benchmarking Report**

See at a glance how comprehensive your products are compared to the rest of the market. You can also benchmark your products on price and service and generate benchmarking reports.

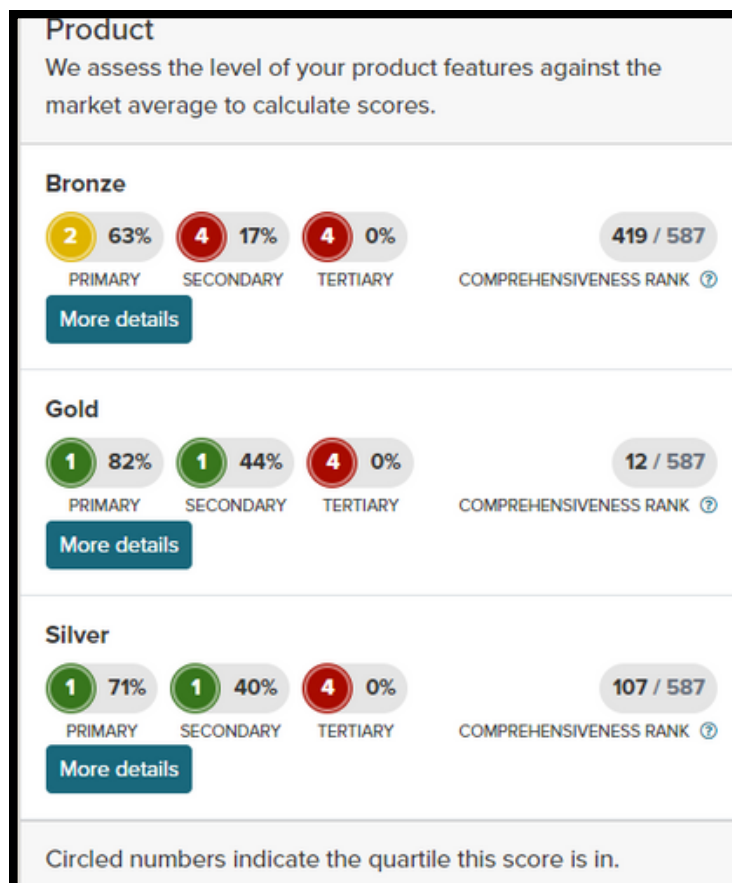


# Fair value reports

## PRODUCT ANALYSIS

We benchmark each provider's product features against the wider industry to produce a score. This allows providers to see if their features are better than others.

We group features into one of three categories, primary, secondary and tertiary. The scores for each feature within a group are averaged to give a score each category.





# Fair value reports

## PRODUCT ANALYSIS

We show a breakdown of the score for each product feature.

A feature with the best level in the market will score 100%, a feature with the worst level will score 0%.

The bars on the right visualise the product's performance relative to the market.

Primary features [Show league table](#) More comprehensive than average **75%**

Feature	Value	Score	Performance against market <a href="#">?</a>
Type of cover <a href="#">?</a>	Lifetime, annual		<b>MODE</b> Lifetime, annual
Medical cover limit <a href="#">?</a>	£12,000.00 <a href="#">?</a>	75%	WORST  BEST
Annual policy limit <a href="#">?</a>	£12,000.00	67%	WORST  BEST
Co-payments for older pets <a href="#">?</a>	20%	75%	WORST  BEST
Annual condition limit <a href="#">?</a>	Not applicable <a href="#">?</a>		
Lifetime policy limit <a href="#">?</a>	Unlimited <a href="#">?</a>	100%	WORST  BEST
Lifetime condition limit <a href="#">?</a>	Not applicable <a href="#">?</a>		
Dental cover (if due to an accident) <a href="#">?</a>	£12,000.00	75%	WORST  BEST
Cruciate ligament damage <a href="#">?</a>	£12,000.00	75%	WORST  BEST
CT scans <a href="#">?</a>	£12,000.00	67%	WORST  BEST
MRI scans <a href="#">?</a>	£12,000.00	67%	WORST  BEST





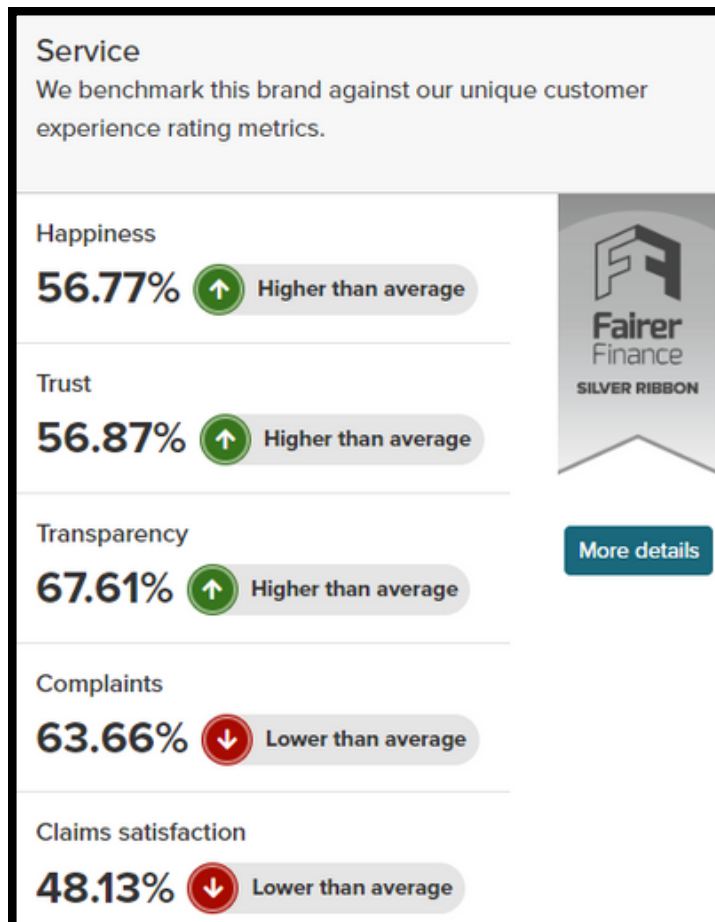
# Fair value reports

## SERVICE ANALYSIS

We also use our unique customer experience ratings to analyse service quality.

We poll over 10,000 financial service customers every 6 months to generate a range of scores, including happiness and trust.

We also have a team of researchers who mystery shop hundreds of products to analyse how transparent key information is during a product journey.





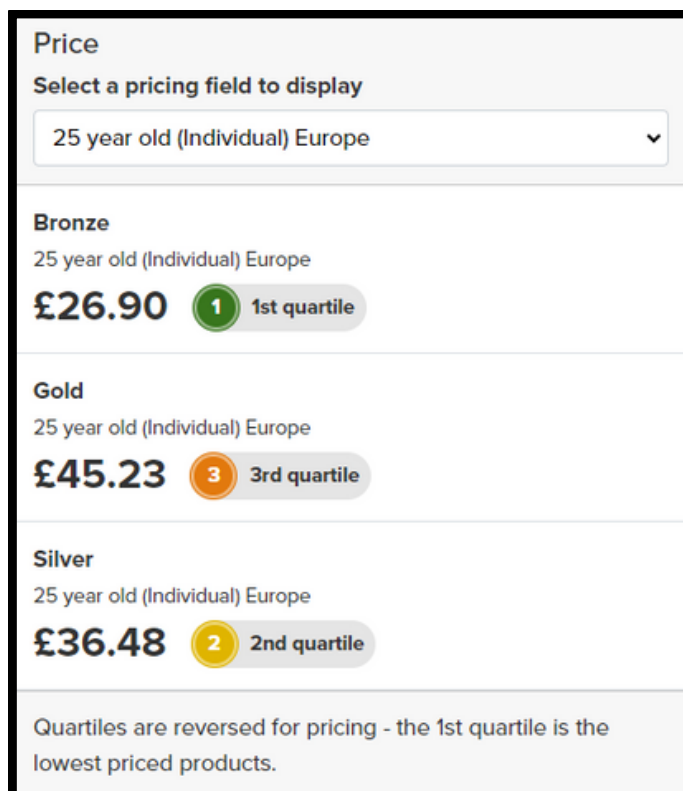
# Fair value reports

## PRICE ANALYSIS

For sectors where we have price data we also benchmark products against the rest of the market.

This enables you to quickly see if your prices are higher or lower than the market.

When combined with our product analysis this can be a powerful tool to help you understand if your products are offering fair value.





# Fair value reports

## BENCHMARKING

Through our product benchmarking tool you can see a table of all the products in the sector, ranked by our comprehensiveness score.

We weight the primary, secondary and tertiary feature scores to give our overall comprehensiveness score.

Primary features are weighted 65% of the overall score, secondary features 25% and tertiary 10%.

Product benchmarking » Annual multi-trip insurance

Select a pricing field to display: 25 year old (Individual) Europe

KEY: 1 1st quartile, 2 2nd quartile, 3 3rd quartile, 4 4th quartile

DISPLAYING RESULTS 201-250 FROM A TOTAL OF 587

Brand	Product	Comprehensiveness rank	Star rating	Primary	Secondary	Tertiary	Fees, charges & excesses	Price	Action
CoverForYou.com	Gold	201	FAIR Finance ★★★★ Rated by Experts	1 69%	4 22%	2 20%	1 95%	3 £58.50	View
Outbacker	Silver	202	FAIR Finance ★★★★ Rated by Experts	2 68%	3 32%	4 0%	4 53%	1 £31.27	View
CCS Insurance Services	Premier Plus	203	FAIR Finance ★★★★ Rated by Experts	2 68%	3 32%	4 0%	3 77%	2 £38.94	View
Campbell Irvine	Direct Travel insurance	204	FAIR Finance ★★★★ Rated by Experts	2 67%	3 32%	4 6%	4 72%	3 £66.13	View
Holiday Extras	Silver Cruise	205	FAIR Finance ★★★★ Rated by Experts	3 61%	3 30%	1 50%	2 83%	2 £39.52	View



# Fair value reports

## TRY IT OUT

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To see how your products compare and to explore our data go to:

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