



Insight Portal

*Feature Guide:
Jargon Checker*





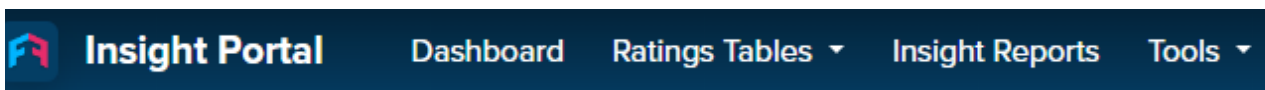
Jargon Checker

INTRODUCTION

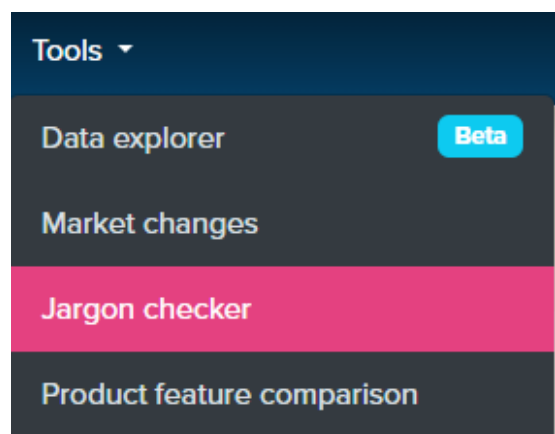
Our jargon checker feature allows you to test your documents for jargon.

Complex words make it difficult for customers to understand documents. Brands that use too much jargon also get marked down in our transparency ratings.

This tool lets you quickly assess your key documents for jargon and compare them against the rest of the market.



Click on 'Tools' in the toolbar at the top of the Portal and then on 'Jargon checker' to load it up.





Jargon Checker

HOW TO

First select your brand and the product type you're analysing.

Then select the type of document, for example a policy wording and upload your file.

Make sure the file is a PDF or Microsoft Word document.

Click 'Run jargon check' and you'll get your results.

The screenshot shows the 'Jargon checker' web interface. At the top, it says 'Assess your documents for uses of jargon.' Below this is the heading 'Analyze a document'. A light green box contains the instruction: 'Your file must be a PDF or Microsoft Word document.' There are three dropdown menus: 'Brand' with 'AA' selected, 'Product type' with 'Home insurance (building and contents)' selected, and 'Document type' with 'Policy Wording' selected. Below these is an 'Upload your file' section with a 'Choose file' button and a text box containing the filename 'aa-home-insurance-pl...let-december-2021.pdf'. At the bottom is a dark blue button labeled 'Run jargon check'.



Jargon Checker

OUTPUT

The jargon checker will show you a score for the document from 'poor' to 'excellent'.

The jargon checker will also show you a list of some of the most complex jargon in the document.

| Examples of jargon |
|--|
| Here are some of the most serious uses of jargon found in your document. |
| Jargon term |
| comply |
| liable |
| accordance |
| wilful |
| arisen |
| periodically |
| terminate |



Jargon Checker

USE CASES

Want to see why your transparency score is low in our customer experience ratings? It could be because of jargon in your documents.

The tool is a great guide to show you how much jargon your documents have.

If it doesn't score well we can offer consultancy services to help get your document up to scratch.





Jargon Checker

CONSULTANCY SERVICES

We offer consultancy services like document rewrites to help improve documents.

We'll work with you to simplify the document by removing jargon, using more conversational tone and reducing the reading grade.

If you're interested in this or other comms solutions please get in touch:

George Johnston
Head of Business Development
07498489599
georgej@fairerfinance.com





Jargon Checker

TRY IT OUT

You can try out this feature and others now on our insight portal:

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