



Insight Portal

Feature Guide:

*Product Feature
Comparison*



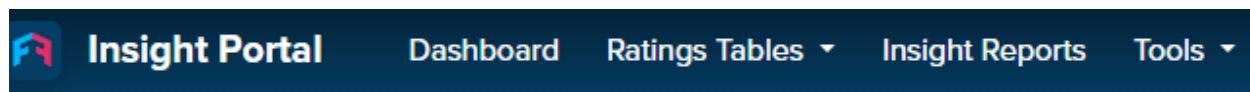


Product Feature Comparison

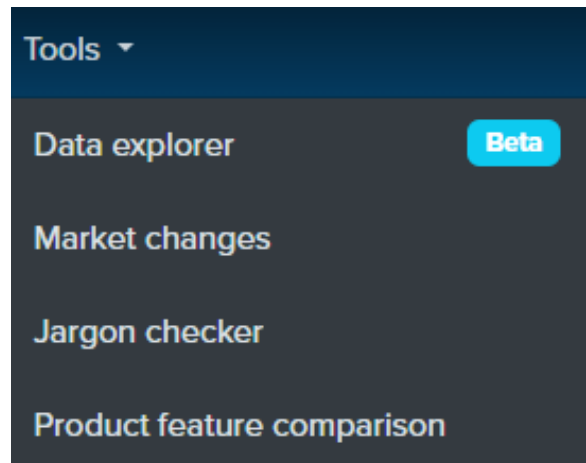
INTRODUCTION

Our product feature comparison tool allows you to see the market averages for key product features.

The best and worst performers are also displayed, along with any specific brands you're interested in.



Click on 'Tools' in the toolbar at the top of the Portal and then on 'Product feature comparison' to load it up.





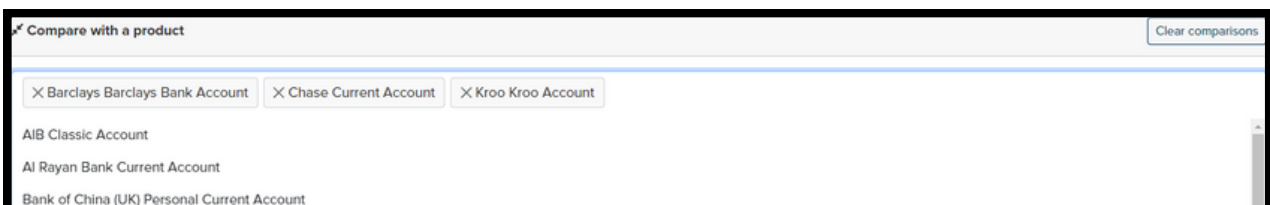
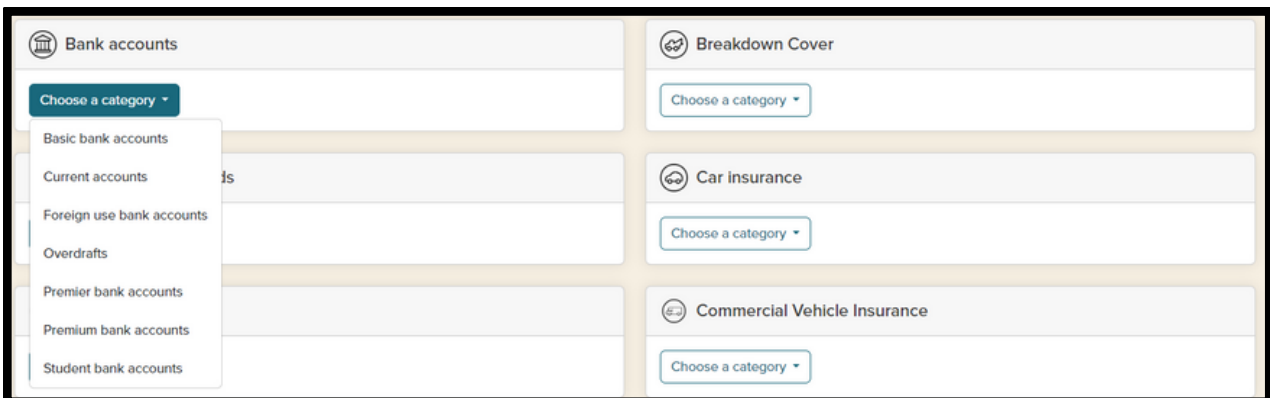
Product Feature Comparison

HOW TO

First select the sector and product type you're interested in.

This will bring up a table with the market averages for the key features of that product type.

If you want to see a specific product compared alongside the averages you can type it into the search bar, shown below.





Product Feature Comparison

OUTPUT

All the information is displayed in a table, like the one shown below.

Compare with a product

Barclays Barclays Bank Account
 Chase Current Account
 Kroo Kroo Account

	Interest rate (AER)	Value of switching / sign up incentive (£)	CHAPS fee (sending)	Foreign cash withdrawal fee	Foreign cash withdrawal additional charge	Foreign purchases fee
Barclays Barclays Bank Account 	0%	£0.00	£0.00	2.99%	£0.00	2.99%
Chase Current Account 	1%	£0.00	Not available	0%	£0.00	0%
Kroo Kroo Account 	4.35%	£0.00	£20.00	0%	£0.00	0%
Median	0%	£0.00	£23.00	2.75%	£0.00	2.75%
Mode(s)	0%	£0.00	£25.00	2.75%	£0.00	2.75%
Mean	0.448%	£32.14	£19.71	2.094%	£0.37	2.053%
Worst	0% State Bank of India Current Account and 37 others Show all	£0.00 State Bank of India Current Account and 40 others Show all	£30.00 Danske Bank Choice and 6 others Show all	4.99% UBL UK ACE Current Account	£2.00 State Bank of India Current Account	2.99% TSB Spend and Save account and 13 others Show all
Best	4.35% Kroo Kroo Account	£200.00 Royal Bank of Scotland Reward and 6 others Show all	£0.00 Santander Edge Current Account and 6 others Show all	0% Santander Edge Current Account and 12 others Show all	£0.00 Santander Edge Current Account and 34 others Show all	0% Santander Edge Current Account and 12 others Show all



Product Feature Comparison

USE CASES

The product features comparison tool is great for helping you understand where your own products are relative to the market, and those of your closest competitors.

It allows you to quickly see and compare all the most important features in your sector.

	Initial period to make 0% balance transfer	0% offer period for balance transfers	Representative cash transaction interest rate (monthly)	Balance transfer fee during promotional period (%)
Median	3 months	17 months	2.1062%	2.99%
Mode(s)	3 months	24 months, 12 months	2.207%	2.99%
Mean	2.517 months	17.045 months	2.05%	2.288%
Worst	2 months Co-operative Bank Balance Transfer Credit Card and 27 others Show all	3 months TSB Advance Mastercard	3.141% Fluid Credit Card	3.49% Ulster Bank Longer Balance Transfer Credit Card and 4 others Show all
Best	3 months Sainsbury's 28 Month Balance Transfer Credit Card and 29 others Show all	30 months Barclaycard Up to 30 month balance transfer Platinum card	1.527% Nationwide Member Credit Card with Balance Transfer offer and 1 other Show all	0% Santander Everyday No Balance Transfer Fee Credit Card and 9 others Show all



Product Feature Comparison

TRY IT OUT

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

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