

# Ratings Comparison

FAIRER FINANCE



## PURPOSE

why the rating exists

## METHODOLOGY

how it's calculated

## ENDORSEMENT

the results

### CUSTOMER EXPERIENCE

to assess the experience a customer faces with the brand

analyse consumer metrics using surveys

analyse a brand's complaints handling record at FOS

analyse transparency of a brand's communications

awarded ribbons (gold, silver, bronze) to top-performing brands

ratings based on brand's performance against the rest of the market

### PRODUCT RATINGS

to assess the quality of a product

analyse key features of product by setting red lines to be met

all brands awarded star ratings from 1 to 5

ratings based on meeting our redline criteria