



Insight Portal

Feature Guide:

Product Ratings





Product ratings

INTRODUCTION

Our insight portal has ratings for over 6000 products across 27 sectors covering both banking and insurance.

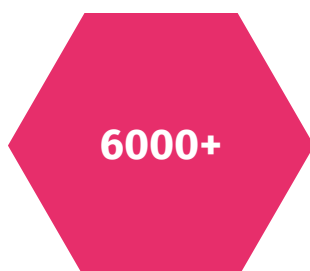
We create scoring criteria known as red lines for each sector and assess products against these red lines. Products are scored between one and five stars.

Only products that pass every red line get a rare five star rating.

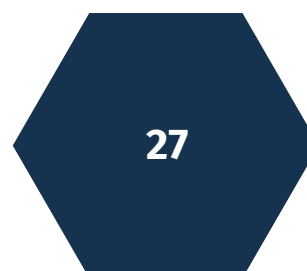
We set red lines for the most important product features, based on market averages and customer needs.

Red lines are reviewed annually or when there are significant market changes.

**Number of products
covered:**



**Number of sectors
covered:**





Product ratings

PORTAL

The product ratings for your brand will be listed within your brands page on the portal.

Search for your brand from the dashboard and the option to see your product ratings will be on the right of your screen.

Just click 'view the ratings' to get started.

☆ Product ratings
See all the detail behind our product ratings.

Fairer Finance
★★★★★
Rated by **Experts**

We rate products based on core product features, helping consumers to pick a policy with enough cover for the important things.

[View the ratings](#) We've rated 5 Starling Bank products.



Product ratings

PORTAL

The next page will show you all the different sectors we have ratings in for your brand and a summary of the star ratings.

Bank accounts [View ratings](#)

We've rated 32 **Lloyds Bank** products in our **Bank accounts** product area.
Lloyds Bank's best ratings include **4 products** rated 5 stars.

Rating	Count
5 stars	4
4 stars	3
3 stars	2
2 stars	5
1 star	18

Click view ratings and you'll see a list of every product we've rated in that sector under any relevant sub-sector headings.

Basic bank accounts

- Lloyds Bank Basic Account**
Fairer Finance Rating: 3 stars (Rated by Experts)

Current accounts

- Lloyds Bank Club Lloyds**
Fairer Finance Rating: 5 stars (Rated by Experts)
- Lloyds Bank Classic Account**
Fairer Finance Rating: 3 stars (Rated by Experts)



Product ratings

RATINGS

If you click into any rating you'll see a list of all the data points we've collected for that product type.

You'll also be able to see which product features are red lines, if the product passed and what the pass requirements are.

RED LINE Cost scenario ?	To pass this red line the cost scenario must be £13.16 or less.	£20.31 FAILED
RED LINE Top up fee ?	Top up fee must be £0 to pass this red line	£0.00 PASSED
RED LINE Cancellation/ Close Account fee ?	Closing account fee must be £0 to pass this red line	£0.00 PASSED
RED LINE CHAPS fee (receiving) ?	CHAPS fee (receiving) must be £0 to pass this red line	£0.00 PASSED
RED LINE Status enquiry (bankers reference) ?	Status enquiry (bankers reference) must be ≤£20 to pass this red line	£10.00 PASSED
RED LINE Part of FSCS ?	The provider must be covered by the Financial Services Compensation Scheme (FSCS) to pass this red line	✓ PASSED



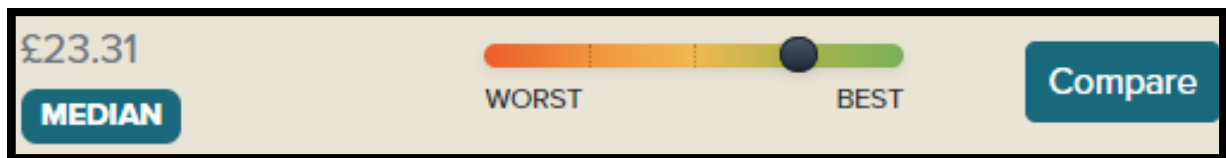
Clicking on the question mark next to each feature will give a more detailed explanation of what that feature is showing.



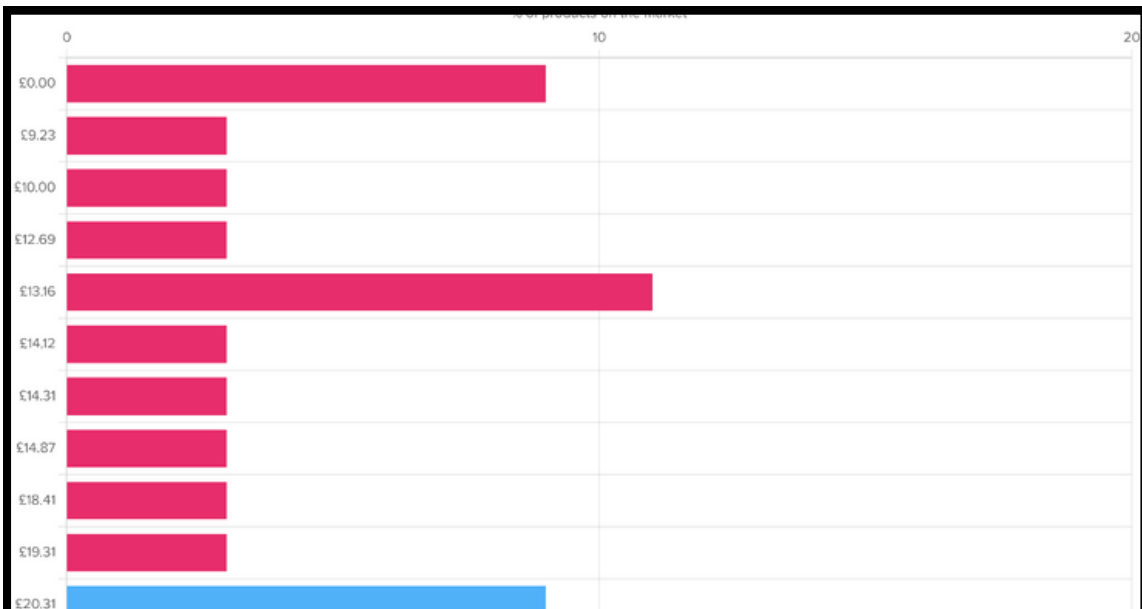
Product ratings

FEATURES

Alongside each product feature you'll see the market average and a bar showing how that particular product does relative to the other products in the sector.



Clicking the 'Compare' button will show you a graph with the values for that product feature for each product in the sector.





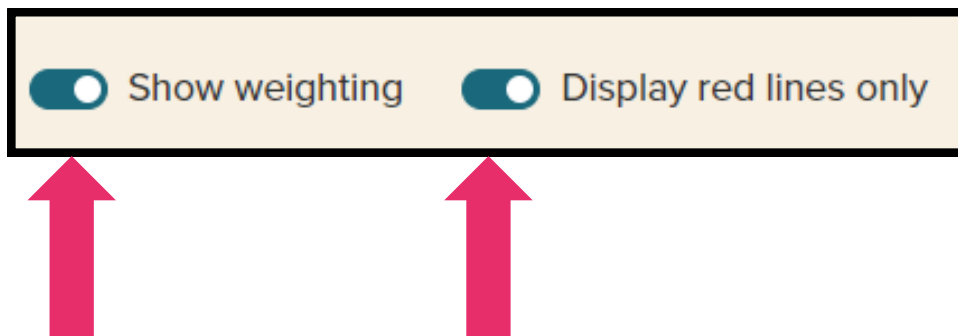
Product ratings

FEATURES

Near the top of the product screen you'll see two switches that can help you understand our ratings better.

The 'Show weighting' switch lets you see how much of the overall rating each red line makes up.

The other switch lets you hide all the non red line features so the most important ones can be easily identified.





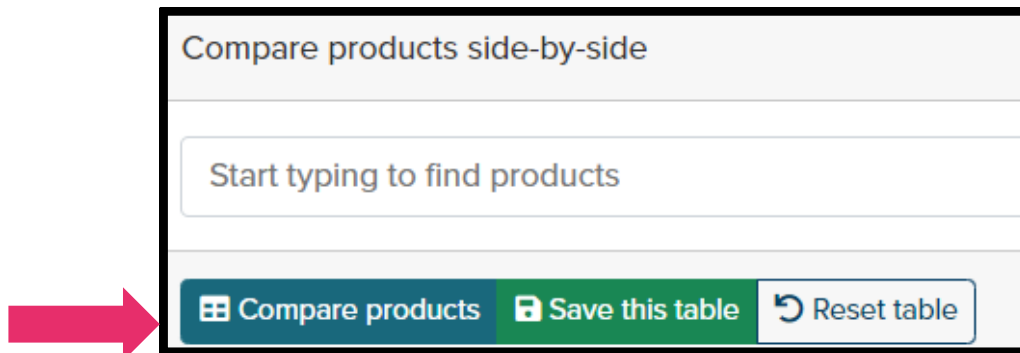
Product ratings

COMPARE FEATURE

At the top of the product page you'll see a search bar. This lets you bring up other products in the sector and compare the values for each feature alongside your product.

This is great for directly comparing your products with competitors and seeing where you out perform them or fall short.

You can also download your customised tables and save them for later.



Feature	Lloyds Bank Basic Account	Co-operative Bank Cashminder	Cashplus Activeplus
Star rating as Basic bank account	★★★★★ Rated by Experts	★★★★★ Rated by Experts	★ Rated by Experts
Star rating as Foreign use bank account <small>Click the product link above to see the red lines for Foreign use bank account</small>	★ Rated by Experts	★ Rated by Experts	★ Rated by Experts
Standard Features A group consisting of all the standard banking functions such as spending money and setting up payments.			
RED LINE Cost scenario ?	£20.31 FAILED	£13.16 PASSED ↑ Better	£209.55 FAILED
RED LINE Top up fee ?	£0.00 PASSED	£0.00 PASSED	£0.00 PASSED
RED LINE Cancellation/ Close Account fee ?	£0.00 PASSED ↑ Better	£0.00 PASSED ↑ Better	£10.00 FAILED



Product ratings

TRY IT OUT

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

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