

# Fairer Finance Insight Portal

Feature	Free	Premium
<b>CUSTOMER INSIGHTS</b> – HAPPINESS, TRUST, NPS, DIGITAL CAPABILITY, CUSTOMER RETENTION & CLAIMS SATISFACTION		
• See how your customers rate your brand on happiness and trust	✓	✓
• See how your brand ranks for happiness and trust against your competitors	✓	✓
• Assess how your brand’s happiness and trust scores have changed over time	✗	✓
• View your brand’s Net Promoter Score and Customer Retention score	✗	✓
• See how your customers rate your brand’s claims experience	✗	✓
• See how your customers rate your brand’s digital capability	✗	✓
• Break down customer polling results by key demographics, such as age and gender	✗	✓
• Compare all customer insights against all of your rated competitors	✗	✓
<b>COMPLAINTS PERFORMANCE</b>		
• See how your brand ranks for complaints performance against your competitors	✓	✓
• See how your brand’s complaints performance has changed over time	✗	✓
• Compare your performance against all of your rated competitors	✗	✓
<b>TRANSPARENCY</b> – PRODUCT JOURNEY & DOCUMENTS		
• Assess the key aspects of your brand’s purchase journey and documents for transparency	✓	✓
• See how your brand’s purchase journey and documents rank against your competitors	✓	✓
• Compare individual purchase journey aspects against all of your rated competitors	✗	✓
• Compare individual document aspects against all of your rated competitors	✗	✓
• See your brand’s transparency score over time against the industry average	✗	✓
• Compare every aspect of your brand’s transparency against all of your rated competitors	✗	✓
<b>PRODUCT RATINGS</b>		
• See how Fairer Finance has rated your brand’s policies	✓	✓
• Assess where your brand’s policies need improving to meet our Red Line Requirements	✓	✓
• View other product features that aren’t part of our ratings	✓	✓
• Receive alerts when your brand’s competitors change their products	✗	✓
• Assess how your brand’s policies compare to the policies of your competitors	✗	✓
• Compare individual policy features against the entire market	✗	✓

## Key competitive benefits of your premium login

- Gain an in-depth understanding of how you and your competitors are regarded by customers, broken down by key demographics, to inform your sales and marketing
- Identify key areas where your brand’s purchase journey needs improvement to keep up with, and stay ahead of, your competitors
- Identify key areas where the clarity of your communications can be improved, to encourage customer comprehension and retention, while reducing the risk of complaints
- Understand how the key features of your policies compare to the entire market, to inform product design and marketing
- Have full, easy-to-use access to all policy features to inform call centre staff on your policies, and their potential benefits over all competitors
- Receive alerts when your competitors alter their products to stay on top of individual and industry changes