

Fairer Finance Insight Portal		
Feature	Free	Premium
CUSTOMER INSIGHTS – HAPPINESS, TRUST, NPS, CUSTOMER SATISFACTION SCORE, RETENTION RATE, FINANCIAL PRODUCT MAKE-UP, DIGITAL CAPABILITY & CLAIMS SATISFACTION		
See how your customers are rating 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 , Customer Satisfaction Score , and much more	✗	✓
[For insurers] See how your customers are rating the claims experience your brand provides	✗	✓
Find out what your customers think of your brand's digital experience	✗	✓
Break down customer polling results by key segments, such as age and gender demographics	✗	✓
Compare all customer insights against all of your rated competitors and the industry average	✗	✓
COMPLAINTS PERFORMANCE		
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 and the industry average	✗	✓
TRANSPARENCY – 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	✓	✓
See your brand's transparency score over time against the industry average	✓	✓
Compare individual purchase journey aspects against all of your rated competitors	✗	✓
Compare individual document aspects against all of your rated competitors	✗	✓
Compare every aspect of your brand's transparency against all of your rated competitors	✗	✓
See explanations and actionable feedback on how your purchase journey has been rated	✗	✓
See explanations and actionable feedback on how your key document has been rated	✗	✓
PRODUCT RATINGS		
See how your brand's products have been rated	✓	✓
Assess where your brand's products need improving to meet our Red Line Requirements	✓	✓
View other product features that aren't part of our ratings	✓	✓
View and monitor updates when your brand's competitors change their products	✗	✓
Assess how your brand's policies compare to the policies of your competitors	✗	✓
Compare each key policy feature against the entire market	✗	✓

ADDITIONAL TOOLS & FEATURES		
Keep up to date with news, blogs and functionality updates	✓	✓
View the customer experience and product rating ranking tables	✓	✓
View and download our quarterly sector insight reports	X	✓
Run reports and carve up the data in more ways using the data explorer tool	X	✓
Stay ahead with market updates on changes to competitor products	X	✓
Assess key documents for jargon using the jargon checker	X	✓

Premium+ subscription

Draw on Fairer Finance's expert analysis of how your brand and partners have been performing in our ratings with our Premium+ service. In addition to the benefits from a premium subscription, our team will present on a quarterly or twice-yearly basis:

An up-to-date, in-depth look at how your brand is performing in our customer experience data twice a year

- Drawing on customer polling data from an independent panel of 45,000 customers
- Analysing metrics including satisfaction, trust, retention, and NPS; with a demographic breakdown and which financial providers customers have their products with
- Feedback on FOS complaints handling performance
- Practical steps to enhance the clarity of the purchase journey and key documents

A product by product sector overview for the areas where we have data on your brand's products

- Reviewing feature and pricing changes to competitor products
- A study of emerging pricing trends both within our data and external sources
- Insights from the market research findings that inform our product rating reviews each December
- Updates on any changes to our methodologies being considered
- An overview of regulatory and political developments relevant to your product areas and Fairer Finance's independent view on the key issues and outlook for the months ahead

Contact us today for your free login

Call us **020 3026 8541** or drop us an email corporate@fairerfinance.com