

How to ensure your vulnerable customers are **fairly treated**

With 78% of advisers admitting they find it difficult to identify a vulnerable customer, ensuring they're accurately flagged let alone treated fairly is a challenge for firms. With the release of the FCA's final guidance on the fair treatment of vulnerable customers, it has become a growing priority on many companies' agendas.

The FCA's guidance has far reaching implications for firms from how they hire and train staff to capturing customer information, surfacing insights to inform products and services and adapting to changing customer needs. So how do you do this in a financially viable way?

The most effective way is to adopt a technology that can identify and understand if a customer is vulnerable, present insight and information back into the business that drives decision making across product, service and customer processes. The answer is also to use this technology to target

staff training, ensuring high risk customers have been dealt with appropriately. That's the only way to get assurances that you're monitoring and assessing 100% of interactions.

And this is where AI-driven Natural Language Processing (NLP) solutions such as Aveni Detect is a game-changer for firms wanting to turn their commitment to the fair treatment of customers into action. We've embedded the FCA's guidance into our platform ensuring firms can make good on their promise to treat each customer fairly.



Aveni Detect

Ensuring the fair treatment of vulnerable customers

We improve the identification and treatment of vulnerable customers, helping you gain deeper insight, using the latest in bespoke speech analytics.

We've embedded the FCA's guidance on the fair treatment of vulnerable customers into our platform :

Current challenges	How Aveni Detect can help
Inaccurate and inconsistent identification of vulnerable customers	We analyse customers interactions leading to an accurate and automated method of identifying vulnerable customers. Understand, from a population level, how all vulnerable customers are treated.
Shallow understanding of a vulnerable customer's needs	We give you a deeper, richer understanding of all your customer vulnerability and associated needs across 100% of interactions. This provides invaluable insight to product and service development.
Agents not having the skills to properly identify and serve vulnerable customers	How staff are trained to identify and treat potentially sensitive issues and dealing with people in challenging positions is imperative to successfully managing vulnerability. Aveni Detect creates a live feedback loop between identifying vulnerability and agent performance when dealing with a vulnerable customer.
Sporadic and inconsistent treatment of vulnerable customers with large customer teams	The subjective nature of determining some vulnerabilities can lead to two professionals assessing the situation differently. By having a view of 100% of vulnerabilities you can surface any differences in customer treatment.
Inability to monitor and analyse vulnerable customer data effectively	Gain insight across whole populations, enabling you to test calls of high interest and assess whether agents have handled the calls appropriately. Resources can be directed toward trends that emerge from the data, ensuring a rapid response to any issues in treatment of vulnerable customers.
Inability to act in real-time to a difficult call involving a vulnerable customer	We can flag vulnerabilities to agents, in-call, and to supervisors when critical issues are discussed. This represents a fundamental shift from second line detection to first line prevention.

How it works

