

## **Learning Outcomes – Complaints Handling**

Demonstrate the ability to analyse and, using the information provided, interpret circumstances and apply suitable solutions taking account of background regulation, organizational policy and ethical considerations combined with knowledge and understanding of:

- changes in societal perception of financial services and the cultural changes that encourages consumer redress
- the regulatory and legislative response and the role of the consumer lobby
- the full spectrum of the UK retail financial services products and the regulatory and legal frame work for giving advice
- customer segmentation and possible causes of complaints
- Recent major issues in complaints handling, mortgage endowment review, pension and investment miss-selling
- the role of the complaints handler in identifying and applying appropriate solutions
- the role of the complaints handler in reversing negative perceptions and encouraging future relationships

## Complaints Handling

### Unit 1 – Fundamentals of Regulated Complaints Handling

Attainment Level	Outcome/Element	Indicative Content	Weighting
Demonstrate knowledge and understanding of	Changes in societal perception of financial services and the cultural changes that encourages consumer redress.	<ul style="list-style-type: none"> <li>• The expansion of financial services provision and competition.</li> <li>• The evolution of a sales culture in financial services.</li> <li>• The end of consumer deference and the rise of the litigious society.</li> <li>• Recent “mis-selling scandals”</li> </ul>	10%
Demonstrate Knowledge and understanding of	The regulatory and legislative response and the role of the consumer lobby.	<ul style="list-style-type: none"> <li>• The role and interplay of the Financial Services Authority and other parties.</li> <li>• The Financial Services and Markets Act.</li> <li>• The Consumer Credit Act</li> <li>• The Data Protection Act</li> <li>• Financial Services Compensation Scheme</li> <li>• Dispute resolution (DISP) Rules</li> <li>• Anti-Money Laundering Rules</li> <li>• Ombudsmen Services</li> <li>• Treating Customers Fairly</li> <li>• Which/Consumers Association</li> </ul>	30%

Demonstrate knowledge and understanding of	The full spectrum of the UK retail financial services products and the regulatory and legal frame work for giving advice.	<ul style="list-style-type: none"> <li>• Investment – direct and collective</li> <li>• Saving</li> <li>• Mortgages, lifetime mortgages, Home Reversions and other loans.</li> <li>• protection</li> <li>• Retirement planning</li> <li>• Estate and tax planning</li> </ul>	30%
Demonstrate a knowledge and understanding of	Customer segmentation and possible causes of complaints	<ul style="list-style-type: none"> <li>• Prime</li> <li>• Sub-prime</li> <li>• Non-conforming</li> <li>• Non-performance</li> <li>• Mismanagement</li> <li>• Charges</li> <li>• Lifespan and changes in circumstances</li> <li>• The advised sales process</li> </ul>	10%
Demonstrate a knowledge and understanding of	Recent major issues in complaints handling, mortgage endowment review, pension and investment miss-selling	<ul style="list-style-type: none"> <li>• Regulated and “non-regulated” products</li> <li>• Mortgage Endowment</li> <li>• Pensions shortfalls</li> <li>• Pre – A Day complaints</li> <li>• Investment mis-selling</li> </ul>	20%

## Unit 2 – Regulated Complaints Handling Solutions

Attainment Level	Outcome/Element	Indicative Content
Demonstrate an ability to apply	the role of the complaints handler in identifying and applying appropriate solutions	<ul style="list-style-type: none"> <li>• Regulatory requirements               <ul style="list-style-type: none"> <li>- Banking Code</li> <li>- Conduct of Business Rules</li> </ul> </li> <li>• Legislative considerations</li> <li>• Range of information required</li> <li>• Organisational policy</li> <li>• Dealing with difficult customers and controlling interactions</li> <li>• Verbal and non-verbal communication</li> <li>• Establishing and demonstrating empathy</li> <li>• Gaining ownership</li> <li>• Questioning techniques</li> <li>• The complaints investigation cycle</li> <li>• Common investigation processes</li> <li>• Redress calculations and considering dispute v settlement</li> <li>• Maintaining a proactive dialogue</li> <li>• Recordkeeping and management information</li> <li>• Closure</li> </ul>