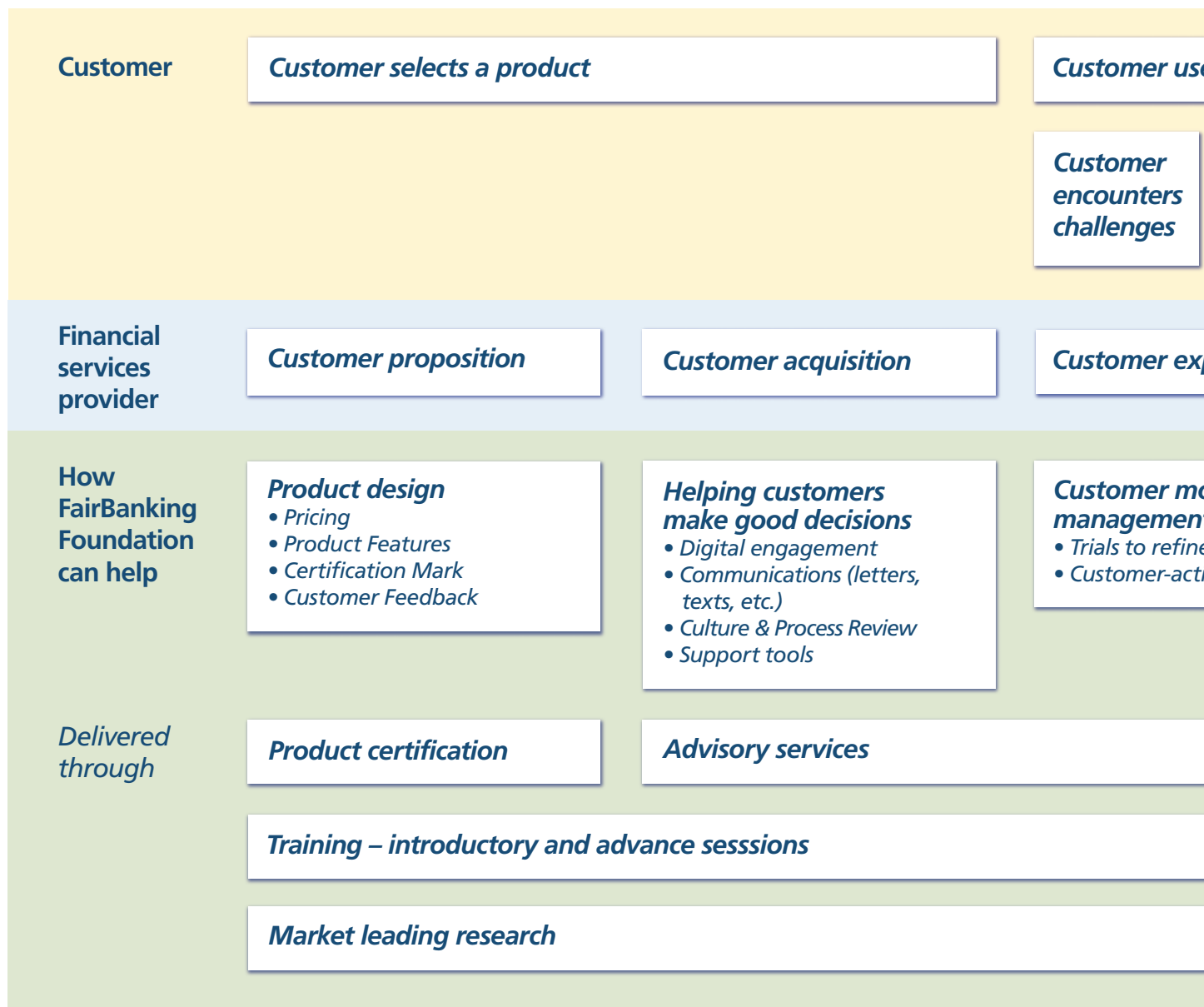


Working with you to improve the financial well-being of your customers



Working with you to improve the financial well-being of you

Customers now have the right to expect better service and better products from financial service providers. The FairBanking Foundation is a not-for-profit organisation created to assist providers of retail banking products to improve their service to customers, providing product certification, market leading research, and advisory services.



Using behavioural research for the good of your customers

The combination of financial technology, regulation, competition and insight from behavioural economics means that customers now have the right to expect better service and better products from financial service providers.

That applies to all customer types ranging from the less sophisticated and/or less affluent customers to

those who are wealthier and/or better informed.

Looking at customer behaviour helps us understand what customers really need, a call to action to work together as part of a broader agenda for UK growth of lending activities and enhanced customer engagement across all phases of the customer engagement lifecycle and experience.

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Customer experience

- Customer engagement and communications
- Focus on customer motivation
- Measurement of results

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How Fairbanking can work with you

Using market-leading behavioural techniques and research, Fairbanking can support your work throughout the customer journey from customer proposition and acquisition to tools to encourage financial health as well customer interaction *and* action when they encounter periods of financial challenge.

The Fairbanking Mark

The Fairbanking Mark is the only financial certification scheme in the UK granted accreditation by the UK Accreditation Service (UKAS). We work with you to evaluate your products against features that are known to improve financial well-being based on extensive customer research and academic/behavioural theory. A key part of your certification journey includes independent customer research to ensure your customers recognise the improvement your product features have made to their financial health. We currently offer Marks in nine products.

Training

Working the leading academics, the Fairbanking Foundation has developed an accessible, interactive workshop, rooted in behavioural economics and market-leading research. With course lengths designed to meet your organisational needs, we help participants refine and develop products and processes to enable positive customer behaviours and identify, mitigate and avoid unintended consequences. Both introductory and advanced sessions can be delivered, tailored to your needs.

Advisory services

We offer advisory services to financial institutions, industry associations and other bodies to encourage the development and improvement of financial products and processes to ensure improved customer experiences and financial well-being.

Research

In partnership with academics and other bodies, we conduct market leading research to better understand what drives financial well-being of the UK public and provide insight around key market themes to encourage and assist in producing financial products and services that enable customers in the UK to manage their finances better.

The Fairbanking Foundation team



Antony Elliott OBE FCIB *Founder*

Antony founded the Fairbanking Foundation in 2008, which conducts research, provides advice and is the certification body for the Fairbanking Mark.

Prior to this he had spent over ten years as Group Risk Director of a major retail bank having worked for a number of UK and international banks previously.

Antony has a degree in Banking and International Finance from City University and a master's degree in Operational Research from Imperial College, London. In 2014 he was awarded an OBE for services to bank customers.



Ivo Vlaev

Ivo is a Professor of Behavioural Science, Warwick Business School, University of Warwick, with his graduate and doctorate education in Psychology from the University of Oxford. Prior to Warwick, Ivo worked at University College London and

Imperial College London. His research in psychological sciences and behavioural economics is published in peer-reviewed academic journals, book chapters and government reports, including co-authorship of the famous UK Cabinet Office MINDSPACE report. Widely used across both local and central government and in the commercial sector, MINDSPACE provides a framework for designing effective policy utilising the latest insights from the field of behavioural economics. His consulting work with public and private organisations is on applying behaviour change principles to change people's decisions about their health, finances and environment.



Aidene Walsh *Chief Executive*

Aidene recently joined as Chief Executive Officer of The Fairbanking Foundation. Prior to this, she has spent over 25 years in senior executive leadership roles in a number of global and domestic banks including Citigroup, ABN

Amro, RBS and Lloyds within Transaction Banking (Cash Management and Trade Finance) and Relationship Management Businesses. Her most recent banking role was MD of Cardnet and Commercial Cards for Lloyds Bank before leaving to undertake the FT Non-Executive Diploma.

She has a BSc Accounting and Financial Management (Loughborough University) and an MSc Masters International Business (UMIST).

She is currently on the board of The Kite Multi Academy Trust and is a senior advisor to AELM Ltd.



Cosette Reczek

Cosette has over 30 years of professional experience, including senior executive leadership roles in a number of global and domestic banks including HSBC, Barclays, RBS, Deutsche Bank and Citigroup and consulting experience with PWC.

Most recently, she formed and leads her own advisory business, Permuto Consulting Limited, is a Form Tutor for the FT Non-Executive Director Diploma, and a Trustee and Chair of the Audit Committee of UNICEF UK.

She holds a BA in Mathematics and Computer Science and an Executive MBA from London Business School.

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