

The Fairbanking Mark Current Account with Overdraft Specification



Fairbanking Foundation

The Fairbanking Foundation is a charity dedicated to encouraging and helping financial providers to improve the financial well-being of their customers and as a result the UK public.

We do this through;

Research and Ratings Reports

Industry wide, independent surveys of retail products in the market or along retail themes.

Advice and Training

A programme of services to help financial services providers capitalise on Fairbanking research, coupled with the latest thinking in behavioural economics, to create products and processes that better serve customers.

Fairbanking Marks

The Fairbanking Mark certification scheme is a market leading programme accredited by the UK Accreditation Service (UKAS) for financial products in the UK. Its certification procedure is similar to bodies such as the British Standards Institute (the "kitemark").

The methodology to analyse product features and their impact on financial well-being has been developed into 9 product specifications.

- ▶ Credit Card
- ▶ Current Account with overdraft
- ▶ Current Account without overdraft
- ▶ Personal Loan
- ▶ Personal Loan (High APR)
- ▶ Regular Savings
- ▶ Childrens' Savings Accounts
- ▶ Mortgages
- ▶ Student Current Accounts

Fairbanking research, combined with industry expert input, has identified drivers of financial well-being and identified money management practices that help customers positively change behaviour. These findings have generated benchmarks for products against which to measure the customer financial well-being that the product offers.



As part of a Fairbanking Mark assessment, we will work with you to identify, validate and confirm whether your products meet our functional standards and, if they do, the Fairbanking Mark will be granted in either a three, four or five star version. As part of our assessment process we survey, either via telephone or online, your customers' reactions to specific features.

In addition to the features outlined, we also consider a number of fairness factors to ensure that the product adheres to the Foundation's principle of fairness. These factors vary by product but will include a review of your product specific complaints, ensuring interest charges and fees are at an acceptable market level and that there are no restrictive practices relating to the product.

The product features outlined in this specification form the basis for our Current Account with Overdraft Fairbanking Mark assessment. To evaluate the potential for a Fairbanking Mark on your product, please either specify your answer by selecting Yes or No to the questions adding any relevant comments and submit the form. To contact our team to see how we can support you, please email us at info@fairbanking.org.uk or call our Certification Director, Sureena Santos on **07951 130640**.

Product Specification: Current Account with Overdraft

1. Keeping the customer informed and in control - account balances and alerts

This section looks at features that let the customer know exactly how much is available to spend at any given point in time giving the customer a sense of control and the ability to manage their finances.

- | | | |
|------------|---|------------|
| 1.1 | The product triggers a message if the balance has reached a certain level (set by the customer). The customer should not have to sign up for this alert. | Yes |
| | | No |

Comments:

- | | | |
|------------|---|------------|
| 1.2 | The product triggers a message if the account balance goes over a maximum level (set by the customer). The customer should not have to sign up for this alert. | Yes |
| | | No |

Comments:

- | | | |
|------------|--|------------|
| 1.3 | The product has features designed to increase the visibility of the account balance e.g. automatic balance on mobile app when turned on or account balance presented on last transaction. | Yes |
| | | No |

Comments:

2. Enabling the customer to keep track of income and expenditure

This section looks at features that let the customer track how much income they are receiving against how much they are spending, helping them to identify trends i.e. whether expenditure is less than income, a key factor of financial well-being.

- | | | |
|------------|---|------------|
| 2.1 | The product enables the customer to track their overall income and expenditure i.e. the product provides a summary of the overall income received for a period and the overall expenditure during that period. | Yes |
| | | No |

Comments:

- | | | |
|------------|--|------------|
| 2.2 | The product enables the customer to produce or receive an income/expenditure time profile i.e. the customer can look at the change in income and expenditure over time. | Yes |
| | | No |

Comments:

2.3 The product enables the customer to produce different views of income and expenditure (e.g. pictures and numbers).

Yes

No

Comments:

2.4 The product alerts the customer to opportunities for regular saving e.g. for rainy day or other reasons.

Yes

No

Comments:

3. Enabling the customer to keep track of expenditure by detailed category

This section looks at features that may help customers with being on top of their expenditure by providing an in-depth understanding of where they spend their money.

3.1 The product enables the customer to review expenditure by detailed category e.g. dining out, petrol, groceries, entertainment.

Yes

No

Comments:

3.2 The product enables the customer to review expenditure by category through time i.e. can the customer look at how expenditure categories change over time (e.g. pictures and numbers).

Yes

No

Comments:

3.3 The product enables the customer to produce different views of the expenditure categories e.g. pictures and numbers.

Yes

No

Comments:

3.4 The expenditure category functionality allows for comparison with others e.g. an average for other customers spending habits for each category (perhaps with similar income levels).

Yes

No

Comments:

3.5 The product enables forecasting of future expenditure (e.g. using information on regular bills to identify a potential deficit based on previous or current income).

Yes
No

Comments:

4. Enabling the customer to set a budget

This section looks at features that help customers to be realistic about the amount they receive and what they have to spend and help them to stay within their budget.

4.1 The product enables the customer to set an overall budget.

Yes
No

Comments:

4.2 The product enables the customer to set a budget by different categories e.g. dining out, petrol, groceries, and entertainment.

Yes
No

Comments:

4.3 The product tracks the actual expenditure against the set budget.

Yes
No

Comments:

4.4 The product provides alerts with helpful prompts to amend budget plan if circumstances change.

Yes
No

Comments:

4.5 The product gives incentives for achieving plan.

Yes
No

Comments:

5. Enabling the customer to manage an overdraft

This section looks at features that help customers to take control of their debts and to take realistic actions to reduce those debts.

5.1 The product has an automatic tool to forecast overdraft growth, provide alerts and identify appropriate options for reducing the overdraft amount.

Yes
No

Comments:

5.2 The product enables customers to set a plan to reduce debt.

Yes
No

Comments:

5.3 The product gives incentives to meet plan.

Yes
No

Comments:

5.4 The product notifies the customer with a message if the balance is near the authorised credit limit.

Yes
No

Comments:

5.5 The product notifies the customer with a message if a debit transaction/s will take the balance over the authorised credit limit that day enabling the customer to take remedial action.

Yes
No

Comments: