

## “TREATING CUSTOMERS FAIRLY”

### THE FINANCIAL SERVICES AUTHORITY

THE FSA HAVE DETERMINED THAT FOR ADVISERS TO BE IN A POSITION TO DELIVER A SERVICE THAT COULD BE DEFINED AS “TREATING CUSTOMERS FAIRLY” THERE ARE SIX CRITICAL “OUTCOMES”. BY THE END OF MARCH 2008 FIRMS SHOULD HAVE SYSTEMS AND MANAGEMENT INFORMATION IN PLACE AND TO BE ABLE TO TEST THEY ARE “TREATING CUSTOMERS FAIRLY”. BY THE END OF DECEMBER 2008 THEY SHOULD BE ABLE TO DEMONSTRATE THEY ARE CONSISTENTLY “TREATING CUSTOMERS FAIRLY”.

### OMNII SOLUTIONS LIMITED

OMNII AND ITS CHECKIT™ AND CHECKIT™ PLUS SOLUTIONS AGGREGATE A RANGE OF IMPORTANT CLIENT AND PROPERTY INFORMATION AT THE START OF AN ADVISORY PROCESS. COMBINING THIS INFORMATION WITH A NUMBER OF TOOLS AND CALCULATORS WILL ASSIST ADVISERS IN DEMONSTRATING THAT A “TREATING CUSTOMERS FAIRLY” (TCF) APPROACH HAS BEEN FOLLOWED.

### CHECKIT™

CUSTOMER IDENTIFICATION  
CUSTOMER DUE DILIGENCE  
RISK ASSESSMENT  
AUTOMATED PROPERTY VALUATION

### CHECKIT™ Plus

CUSTOMER IDENTIFICATION  
CUSTOMER DUE DILIGENCE  
RISK ASSESSMENT  
AUTOMATED PROPERTY VALUATION  
REINSTATEMENT VALUE  
ACORN CODE

#### **OUTCOME ONE**

**“CONSUMERS CAN BE CONFIDENT THAT THEY ARE DEALING WITH FIRMS WHERE THE FAIR TREATMENT OF CUSTOMERS IS CENTRAL TO THE CORPORATE CULTURE”.**

#### **OMNI COMMENT**

**CHECKIT™ IS A TANGIBLE DEMONSTRATION OF AN ADVISERS COMMITMENT TO “TREATING CUSTOMERS FAIRLY” BY DELIVERING EARLY ON IN THE ADVISORY PROCESS IMPORTANT INFORMATION THAT HAS A DIRECT BEARING ON THE APPROPRIATENESS AND ACCURACY OF SUBSEQUENT ADVICE AND RECOMMENDATIONS.**

#### **OUTCOME TWO**

**“PRODUCTS AND SERVICES MARKETED AND SOLD IN THE RETAIL MARKET ARE DESIGNED TO MEET THE NEEDS OF IDENTIFIED CONSUMER GROUPS AND TARGETED ACCORDINGLY”.**

#### **OMNI COMMENT**

**CHECKIT™ ALLOWS ADVISORS AND NETWORKS TO CLASSIFY CLIENTS AS WELL AS THE OVERALL TRANSACTION IN QUESTION. THIS FOCUSED APPROACH TO CLIENT AND TRANSACTION ASSESSMENT ALLOWS FOR A MORE ACCURATE INTERPRETATION OF AVAILABLE PRODUCTS BEING TARGETED AT CONSUMER GROUPS**

#### **OUTCOME THREE**

**“CONSUMERS ARE PROVIDED WITH CLEAR INFORMATION AND ARE KEPT APPROPRIATELY INFORMED BEFORE, DURING AND AFTER THE POINT OF SALE”.**

#### **OMNI COMMENT**

**CHECKIT™ DELIVERS AT THE VERY START OF THE ADVISORY PROCESS IMPORTANT INFORMATION TO BOTH THE ADVISER AND THE CLIENT SETTING EXPECTATIONS REGARDING THE PROBABLE OUTCOME OF SUBSEQUENT ADVICE AND RECOMMENDATIONS.**

**OUTCOME FOUR**

“WHERE CONSUMERS’ RECEIVE ADVICE, THE ADVICE IS SUITABLE AND TAKES ACCOUNT OF THEIR CIRCUMSTANCES”.

**OMNI COMMENT**

CHECKIT™ DELIVERS HIGHLY APPROPRIATE AND FOCUSED INFORMATION ENHANCING THE ADVISERS ABILITY TO PROVIDE ACCURATE AND SUITABLE ADVICE AND RECOMMENDATIONS.

**OUTCOME FIVE**

“CONSUMERS ARE PROVIDED WITH PRODUCTS THAT PERFORM AS FIRMS HAVE LED THEM TO EXPECT AND THE ASSOCIATED SERVICE IS BOTH OF AN ACCEPTABLE STANDARD AND AS THEY HAVE BEEN LED TO EXPECT”.

**OMNI COMMENT**

CHECKIT™ ALLOWS AN ADVISER TO PROVIDE MORE ACCURATE ADVICE REDUCING THE OCCURRENCE OF SCHEME CASCADING AND LENDER REJECTION LEVELS THUS MATCHING IF NOT EXCEEDING CLIENT EXPECTATIONS.

**OUTCOME SIX**

“CONSUMERS DO NOT FACE UNREASONABLE POST-SALE BARRIERS IMPOSED BY FIRMS TO CHANGE PRODUCT, SWITCH PROVIDER, SUBMIT OR MAKE A COMPLAINT”.

**OMNI COMMENT**

CHECKIT™ BY ENHANCING THE ADVISORY PROCESS ADVISERS REDUCE OR NEGATE POST COMPLETION DISSATISFACTION AS CLIENTS HAVE ACQUIRED THE MOST APPROPRIATE PRODUCT IN A TIMELY AND EFFECTIVE MANNER.



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