

















COMPLAINTS AND ROOT CAUSE ANALYSIS: GOOD PRACTICE AND AREAS FOR IMPROVEMENT

Consumer Duty compliance: in continual pursuit of good customer outcomes

The FCA Consumer Duty centres around delivering good customer outcomes, as outlined in [PRIN 2A.9 Monitoring of consumer outcomes – FCA Handbook](#). Since Consumer Duty is an outcome-based regulation, the onus is placed on firms to constantly assess, test and improve the outcomes they deliver to their customers. Hence the Consumer Duty board report and MI pack should comprise a range of metrics that demonstrate improvements in customer outcomes over time. However, financial service companies are struggling to measure the critical impact of cultural change in delivering those outcomes – and specifically, how employees become competent in delivering them. Only this way can a firm truly embed the right behaviours and continually drive a truly customer-focused culture.

That's where Clever Nelly can help...

FCA EXPECTS	HOW CLEVER NELLY CAN HELP
 MI Dashboards for Outcome Tracking & Harm Identification	 To bolster your firm's MI pack, Clever Nelly provides an out-of-the-box interactive dashboard offering real-time, granular views of employee competence related to complaints. This helps your firm identify areas of risk, enables proactive customer intervention and improves customer outcomes.
 Data Packs for Root Cause Analysis & Board Discussion	 To bolster your board report, Nelly provides an important temperature gauge on employee competence relating to their ability to both handle customer complaints and analyse the root causes of customer complaints. This is particularly important when support cases are more complex and nuanced.
 Data-Driven Improvement of Customer Outcomes	 By improving employee competence around Root Cause Analysis and complaints handling, Clever Nelly typically reduces complaints by 20%. This, in turn, improves both customer outcomes and customer satisfaction, and reduces costs.
 Reducing Human Errors	 People make mistakes all the time. But how do they learn from their mistakes? Clever Nelly automatically identifies employees' competency gaps and quickly delivers improvements in the identified areas. This ultimately reduces human errors (typically by 30%) and minimises disruption to customer service and customer outcomes.
 Going Beyond Mandatory Training: Deeper Interventions	 Mandatory training alone is insufficient in fostering a culture of competent employees and good customer outcomes. Clever Nelly continually assesses and automatically improves individual employee competence within the flow of work – taking up less than one minute per day. It also integrates with existing Learning Management Systems (LMS) to provide a richer training and competency programme, personalising the learning experience by role and function.
 Quantifying Impact of Change & Training Effectiveness	 Clever Nelly helps deliver the cultural change required to constantly improve the outcomes delivered to customers. Nelly can help embed, measure and quantify the effectiveness of any change programme.
 Shared RCA Responsibility Across the Business	 Identifying root causes and resolving customer complaints is a team-sport, often requiring input and insights from cross-functional team members. To shift the culture from reactive fire-fighting to a proactive, right-first-time culture, contact centres need to be empowered to improve First Contact Resolution (FCR) rates. Nelly accelerates the embedding of employee competence across the cross-functional teams required to deliver on that customer commitment.
 Cross-Functional Collaboration & Process Improvement	 Whilst RCA responsibility is frequently shared, firms also need to put in place proactive measures and cross-functional process improvements to mark the shift from reactive to proactive. In other words, firms need to reduce the number of complaints occurring in the first place. Clever Nelly helps identify the service design improvements required on customer journeys where employees struggle most to deliver good customer outcomes.



Proud to be an **Affiliate Member:**



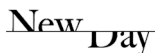
WHAT OUR CUSTOMERS SAY



*Clever Nelly's had more of an impact than we expected. We've seen some real changes in **employee retention**, a **reduction in the number of customer complaints** and a **reduction in the amount of rework** that's been needed as well. There have been improvements across the board.*



*Clever Nelly has been instrumental in reinforcing our renowned approach to individual employee learning. It ensures we can **continually embed key learning concepts** and **quantify the impact of learning on our KPIs**.*



*Clever Nelly supports our people to **improve their knowledge and confidence** and ultimately deliver a **better customer experience**. Colleagues have really embraced the tool and, by focusing solely on engagement, we are seeing all of the benefits play out naturally.*

CASE STUDIES

Clever Nelly is low-cost, easy to deploy, and uses less than one minute of an employee's time per day to engage with. We score 9.3 out of 10 for ease of deployment from new customers, have an NPS rating of 67, and provide award-winning customer service.



62.5% REDUCTION IN COMPLAINTS

Discover how LV= are growing customer value, improving service levels and reducing complaints.

[View case study >](#)



9% IMPROVEMENT IN CUSTOMER OUTCOMES

Discover how Moneybarn improved customer outcomes by 9% and generated a 300% ROI on their Clever Nelly investment.

[View case study >](#)