



# Treating Customers Fairly Initiative: where are we and what are the implications for the retirement fund industry?

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# Discussion Points

1

*Customers are confident that they are dealing with firms where the fair treatment of customers is central to the firm culture.*

2

*Products and services marketed and sold in the retail market are designed to meet the needs of identified customer groups and are targeted accordingly.*

3

*Customers are given clear information and are kept appropriately informed before, during and after the time of contracting.*

4

*Where customers receive advice, the advice is suitable and takes account of their circumstances.*

5

*Customers are provided with products that perform as firms have led them to expect, and the associated service is both of an acceptable standard and what they have been led to expect.*

6

*Customers do not face unreasonable post-sale barriers to change product, switch provider, submit a claim or make a complaint.*