



**REGULATE
COMMUNICATE
INNOVATE**

Consumer Support



Consumers receiving inadequate support, preventing them from enjoying benefits of their products and services

Sludge practices preventing customers from taking action

Unreasonable additional costs

CONSUMER SUPPORT

Ensure that the whole end to end customer journey is slick, so it's as easy to apply as it is to withdraw from the advice journey – or complain

Must meet the needs of the customer base, including those with vulnerability characteristics – don't forget these will change over time, so we must adapt