



Objectives & Learning Outcomes Player Overview



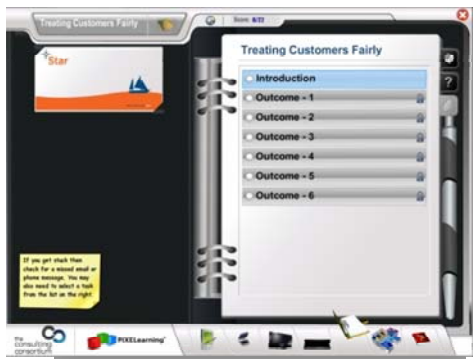
Treating Customers Fairly

A serious game by:

The Consulting Consortium
www.theconsultingconsortium.com

developed by our partner:

PIXELearning
www.pixelearning.com



Objectives & Learning Outcomes – Overall Learning Objective

The game will start with a generic overview of what Treating Customers Fairly (TCF) is in relation to the FSA’s expectations and, in particular, the six consumer outcomes. Throughout the Six Consumer Outcomes ‘Mini’ Games the user will adopt various functions within a financial services firm. This allows the user to experience TCF from various viewpoints and will assist in embedding a TCF culture within the individual.

Module Objectives and Learning Outcomes

Module	Objectives of the Game	Learning Outcomes
<p>Consumer Outcome One: - “Consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture”.</p>	<p>In this game the player takes the role of a newly appointed Senior Manger within a firm. The player will then be providing with instructions to visit relevant department heads and interview them with regard to Treating Customer Fairly. At the end of each interview the player will be asked to rate the departments with regard to how ell TCF has been embedded into that particular area.</p>	<p>Players of the game will gain an understanding of:</p> <ul style="list-style-type: none"> ■ The importance of TCF Culture within a firm; ■ Behaviors that may be TCF unfriendly; ■ The relationship between different departments in delivering TCF principles; and, ■ Conflicts that may arise between different departments in delivering TCF outcomes.

<p>Consumer Outcome Two: - “Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly”.</p>	<p>In this scenario the user is playing the part of a Marketing Executive who is tasked with launching a new product to market. The user is provided with a brief from the Board with a date in which the product must be launched and how much profit they aim to make. The user can decide to launch the product at any stage. However, the profitability and the influences over the launch date maybe ‘red herrings’ and the user has to decide on whether launching the product is TCF ‘friendly’.</p>	<p>Players of the game will gain an understanding of:</p> <ul style="list-style-type: none"> ■ Different steps that should be taken in the design of a new product; ■ The relationship between different departments in product design; and, ■ TCF considerations when launching a new product.
<p>Consumer Outcome Three: - “Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale”.</p>	<p>In this scenario the user plays the role of a newly appointed Compliance Auditor who has been tasked with the job of auditing the firms financial promotions in order to ensure they are compliant and adhere to the high level principle of ‘clear, fair and not misleading’. The user has to decide what changes to make to the financial promotion in</p>	<p>Players of the game will gain an understanding of:</p> <ul style="list-style-type: none"> ■ The ‘clear, fair and not misleading’ principle behind all advertising in financial services; ■ The key things to watch out for in order to make an advert compliant; and, ■ The requirement to provide customers with clear information.

	order to ensure they are compliant and adhere to regulatory rules and TCF principles.	
Consumer Outcome Four: - “Where consumers receive advice, the advice is suitable and takes account of their circumstances”.	In this scenario the user plays the role of an adviser who is presented with a client. The user has review sufficient information from the customer in order to make an appropriate recommendation from a range of products.	<p>Players of the game will gain an understanding of:</p> <ul style="list-style-type: none"> ■ The importance of ‘knowing your customer’ before providing advice; ■ How external influences can affect recommendations which may be against TCF principles; and, ■ The importance of ‘risk’ in relation to advising customers.
Consumer Outcome Five: - “Consumers are provided with products that perform as firms have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect”.	In this scenario the user will play the role of a Business Analyst within a firm who has been asked to analyze the MI that has been produced in respect of the whole product range, The Business Analyst has to identify if there are any products which give cause for concern and may raise a question as to whether they have performed as well as the company has expected and fulfilled customer expectations.	<p>Players of the game will gain an understanding of:</p> <ul style="list-style-type: none"> ■ The types of Management Information (MI) that is commonly used to test whether firms are Treating Customers Fairly; ■ The difference between customer satisfaction and Treating Customers Fairly; and, ■ The reasons why some products may ‘fail’ the requirement to Treat Customers fairly.

<p>Consumer Outcome Six: - “Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint”.</p>	<p>The game will start with a complaints scenario whereby a customer faces several barriers from a firm in making a complaint. The user will then play a ‘game show’ based game whereby they have to answer questions within a certain time frame about the firms adherence to TCF Consumer Outcome 6.</p>	<p>Players of the game will gain an understanding of:</p> <ul style="list-style-type: none"> ■ The importance of understanding complaints procedures and not putting up barriers for customers.
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Player Overview

Introduction

The game will start with a generic overview of what Treating Customers Fairly (TCF) is in relation to the FSA’s expectations. Throughout the Six Consumer Outcomes, you, the player will adopt various functions within a financial services firm. This allows you to experience TCF from various viewpoints and will highlight what it means to adopt a TCF culture.

Game Overview

In this Serious Game you will be employed by Star Organisation. Star is a multi product financial services company that is authorised and regulated by the Financial Services Authority (FSA). Throughout the game you will be set tasks in order to demonstrate your and Star Organisations Adherence to the FSA’s Principle of Treating Customers Fairly (TCF).

As part of the FSA’s drive to ensure that customers are consistently treated fairly the regulator has published six TCF Consumer Outcomes that will affect Star Organisation in different ways.

Throughout the game you will therefore take on different roles within Star Organisation to test your understanding of the six TCF Consumer Outcomes. You will have to make decisions about how the firm operates and deals with different situations as well as ensuring that you closely follow the instructions of the Managing Director. On occasion you will also be asked

to ensure that tasks are done in a timely manner or you may have to maximise the profits for the company.

During the game you will be provided with assistance by various characters. However, whilst some characters will provide you with sound guidance there are other people who may only have their own interests at heart!

The Outcomes

Consumer Outcome One: - “Consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture”.

In this game you take on the role of a newly appointed Senior Manager within Star. You will then be provided with instructions to visit relevant department heads and interview them. At the end of the game you must confirm their final risk ratings in relation to how well they have adopted TCF principles within their specific business areas.

Consumer Outcome Two: - “Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly”.

In this scenario you play the part of a Marketing Executive who is tasked with launching a new product to market. You are provided with a brief from the Board with a date in which the product must be launched and how much profit they aim to make. You will have to make decisions based on key steps that you may wish to take to ensure that the launch complies with TCF Consumer Outcome Two, but be vigilant; your decisions will impact on sales and profit.

Consumer Outcome Three: - “Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale”.

In this scenario you play the role of a newly appointed Compliance Auditor who has been tasked with the job of auditing the firms financial promotions in order to ensure they are compliant and adhere to the high level principle of ‘clear, fair and not misleading’. You will have to review the promotions and decide on what steps, if any, need to be taken to ensure that they are compliant.

Consumer Outcome Four: - “Where consumers receive advice, the advice is suitable and takes account of their circumstances”.

In this scenario you play the role of an adviser who is presented with a client file. You have to gather sufficient information from the data in order to make an appropriate recommendation from a range of products.

Consumer Outcome Five: - “Consumers are provided with products that perform as firms have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect”.

In this scenario you will play the role of a Business Analyst within a firm who has been asked to analyse the Management Information that has been produced in respect of the whole product range. You, as the business analyst have to identify if there are any products which give cause for concern and may raise a question as to whether they have performed as well as the company has expected and fulfilled customer expectations. You will also have to provide a view, following interviews with certain Heads of Department, what the Management Information is telling you about Treating Customers Fairly.

Consumer Outcome Six: - “Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint”.

The game will start with a complaints scenario whereby a customer faces several barriers from a firm in making a complaint. You will then play a ‘game show’ based game whereby you have to answer questions within a certain time frame about the firm’s adherence to TCF Consumer Outcome 6.

How to Play

The game consists of an Introduction and 6 TCF Consumer outcomes that you will have to work through in turn. The game will last approximately 1 Hour.

During each ‘Outcome’ you will have to complete all the tasks listed in your workbook as well as ensuring that you have opened and read every e-mail and videophone message.

For each task successfully completed you will be awarded points. You will also be provided with feedback with regard to your performance and adherence to TCF values.

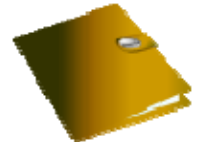
Your Tools

The Navigation Bar

You always have access to your Navigation bar. You can use it to access all tools listed below by clicking on them.

Workbook

The Workbook is the central point for all of the tasks you'll need to complete. Click on the tasks to start them.



PDA

The PDA provides access to incoming emails. To view a message, click the relevant title on the PDA screen (new messages are at the top). Some emails have attachments, which you can download to your Laptop into the folder 'Received Files'.



Videophone

The Videophone provides access to video messages. To view and listen to a message, click the title. Click View Narration to see a transcript of the audio message.



Laptop

You can access the following items on the TCF outcomes which is available always, once activated, and outcome 1 through outcome 6, enabled and disabled, based on what outcome you are. To use



any of these, click on the menu bar within the Laptop screen.

Map

Click the Map icon in the Navigation bar to launch an interactive map of the various locations you can go to. To close the map, click the icon again. Click on each location's name to go to it. When you visit different locations, characters may appear for you to speak to. If so, you'll see an icon of the characters face in the space near the character.



TV

The TV provides access to Mini Digital Video player, through which you can view the TCF briefing video. Click the icon in the Navigation bar to launch the TV on the screen. To close the TV, click the icon again. To view the video, click the video icon in the Mini-DV player. The video will play. Use the controller options below, to Rewind, Play/Pause & Stop the video.



Glossary

The glossary contains definitions of terms used in the game. Click the glossary icon to open it. Use the alphabetical listings to find the definition.



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