Gearing Up for Consumer Duty

7 Must-Have Surveillance Capabilities

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Consumer Duty is the most significant UK regulatory overhaul of the past decade. Is your firm ready?

With its proposed Consumer Duty rule, the Financial Conduct Authority (FCA) is signaling a paradigm shift in expectations for financial services firms under its watch. The idea behind the impending regulation is to ensure a fairer, more consumer-focused and level playing field for everyday retail financial consumers.

More than simply regulating firms, Consumer Duty is a cultural reset designed to make firms more consumer-centric, with the ultimate goal of enhancing confidence in financial markets. Consumer Duty will impose higher standards of care at every stage of the customer lifecycle, making it clear that firms (and their management and financial representatives) owe their first loyalty to consumers, and are expected to figuratively 'walk in their shoes,' considering customer wellbeing in everything they do, and at every touchpoint.

Rather than simply reacting to regulatory rules, Consumer Duty places the onus on firms to prioritize and deliver good outcomes to retail consumers, provide evidence of these positive outcomes, and intervene and act when expectations fall short. Simply put, Consumer Duty is the most significant UK regulatory overhaul of the past decade, since the Retail Distribution Review of 2013.

When it goes into effect on **July 31, 2023**, Consumer Duty will put all regulated UK financial services firms in the hotseat, whether they have a direct relationship with retail customers, or are involved in the design of products and services. In this eBook we will focus on the former types of firms whose financial representatives provide investment advice to every-day retail consumers.

Gearing up for Consumer Duty: The Time to Get Started is Now

After the latest round of consultations, the final Consumer Duty rules and guidelines are expected to be published this July. This will give firms nine months to prepare. The FCA has emphasized that it expects firms to use the implementation period fully, that it will monitor firms during this crucial time-frame, and expects them to be able to demonstrate progress when asked.

Countdown to the Consumer Duty July 2023

FCA FINANCIAL CONDUCT AUTHORITY

After the regulation goes into effect, the FCA will assertively monitor firms, to ensure they're fully complying. The regulator has said that it will exact "real and meaningful consequences for firms and individuals who do not adhere to Consumer Duty" and will only authorize firms to do business if they can demonstrate continued compliance.

Although Consumer Duty is not yet cemented in stone, there are things your firm can and should be doing today to get out in front of the regulation.

In this eBook, we examine the essential elements of Consumer Duty, why legacy surveillance solutions may make it difficult to comply, and how to address these technology gaps to get ready.

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The 3 Key Elements of Consumer Duty

1. The Consumer Principle

The Consumer Principle is intended to drive conduct and culture and defines standards of behavior that the FCA expects from firms: namely that a firm must act to deliver positive outcomes for retail clients at every stage of the customer journey, and across all customer touch-points. The Consumer Principle supersedes the FCA's Principles 6 and 7 as achieving good outcomes is a step up from previous principles of simply treating customers fairly.

2. Cross-Cutting Rules

Cross-cutting rules establish overarching expectations about how regulated firms and employees should conduct themselves as they interact with retail consumers in their mission to deliver good customer outcomes. Specifically, they will be required to:

A. Take all reasonable steps to avoid foreseeable harm to customers. (This requires firms to be both proactive and reactive. For example, regulated employees should not cause harm by their conduct. At the same time firms need to take appropriate actions to mitigate the risk of actual or foreseeable harm. Where harm does occur it must be understood and addressed quickly to eliminate the chance of reoccurrence.)

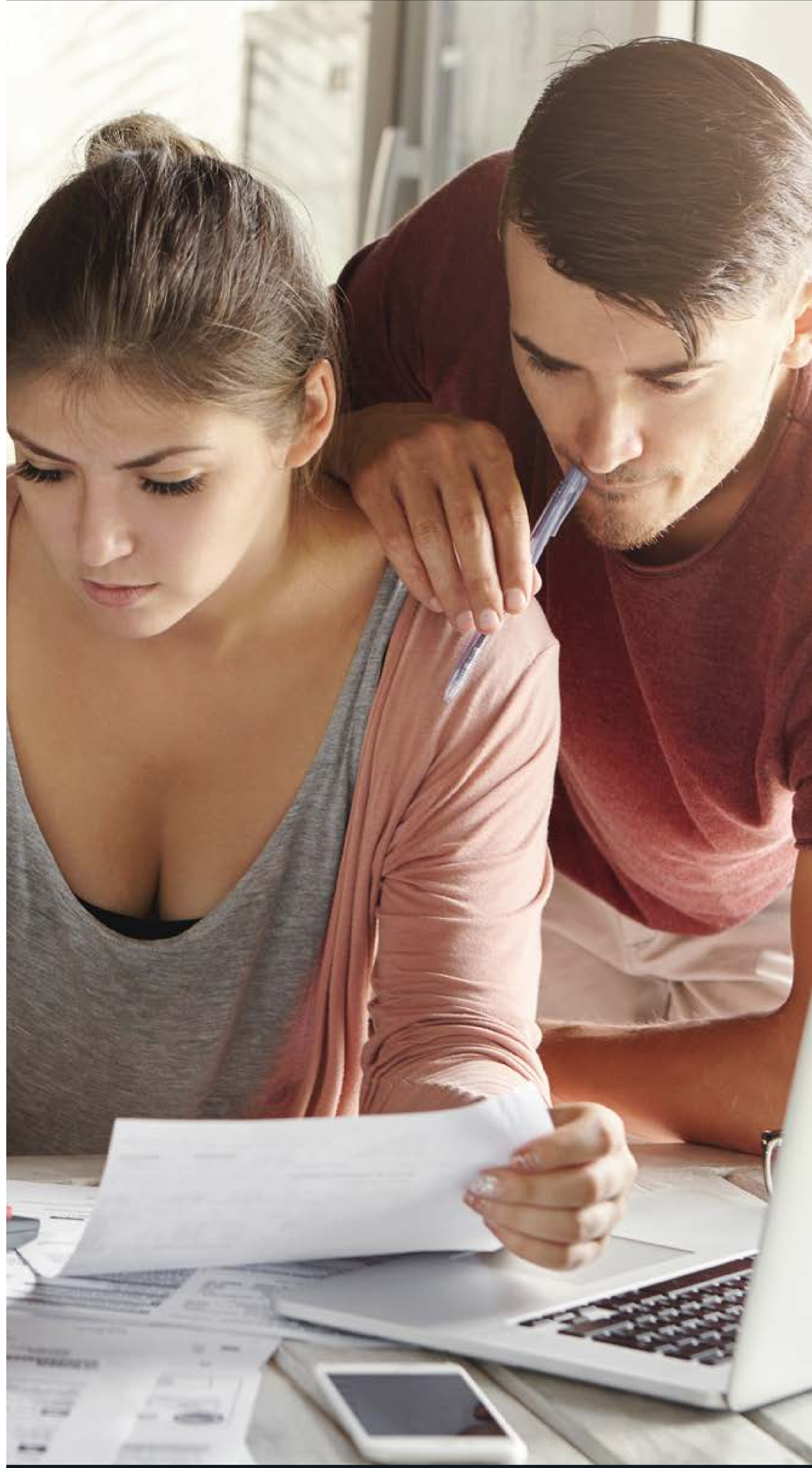
B. Take all reasonable steps to support customers in pursuit of their financial objectives. (Firms and financial representatives should do their best to support and empower consumers to make good financial choices, taking into account all available knowledge and data. This means making sure customers have the right information they need, when they need it, to make informed decisions. Firms' representatives should consider each retail customer's legitimate interests, financial objectives, unique risk profiles and specific characteristics/vulnerabilities when recommending products, and properly disclose relevant information to customers.)

C. Consistently act in good faith with customers. (In other words, firms and financial representatives need to be clear, honest, fair and open in all customer communications and dealings.)

3. The Four Outcomes

The FCA expects firms to deliver positive outcomes across all four key pillars of the firm-consumer relationship listed below:

1. Communications should equip consumers to make effective, timely and properly informed decisions about financial products and services. The idea is to help consumers make effective choices so they can act in their own best interest. Whatever their form, and at whatever stage in the customer journey, communications should be fair, clear and not misleading. This also implies proper disclosures.
2. Products and services should be specifically designed to meet the needs of consumers, and sold to those whose needs they meet. In short, advice and products sold must be suitable for the customers they're sold to, taking into account consumer attributes and vulnerabilities.
3. Customer service should meet the needs of consumers, enabling them to realize the benefits of products and services, and act in their own self-interest without undue hindrance.
4. The price of products and services should represent fair value for consumers.



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Ensuring Accountability at Every Level

Firms must put appropriate and robust systems and controls in place to ensure compliance.

It's interesting to note that the four outcomes of Consumer Duty are not overly prescriptive. The FCA itself has acknowledged that what constitutes a duty of care cannot be exhaustively defined. This places accountability on firms to come up with specific definitions for each of these good outcomes, based on the firm's unique culture, strategy, and business model. Once outcomes are defined, firms will need to implement supporting processes and procedures to monitor, assess, understand and evidence the outcomes customers are actually receiving.

The FCA further states, "Where firms identify that consumers are not receiving good outcomes, we would expect them to take appropriate action to rectify the causes."

Through the support of the Senior Managers and Certification Regime (SM&CR), Consumer Duty affirms the obligation of UK financial services firms to put consumers' interests first and makes it clear that senior managers will be held accountable when this doesn't happen.

This includes not only firm board members, but senior managers across every design, distribution and delivery channel. In line with this expectation, the FCA suggests firms consider annual reporting documenting the degree to which they are delivering positive outcomes, consistent with Consumer Duty.

The FCA is also looking to amend SM&CR individual conduct rules to require "all conduct rules staff within firms to act to deliver good outcomes for retail customers' where their firms activities fall within scope of the Consumer Duty."

At the end of the day, this means firms must put appropriate and robust systems and controls in place to ensure compliance.

If your firm is just starting to consider how to comply with Consumer Duty, you're probably wondering how you'll be able to address your obligations with your current surveillance processes and technology. The answer is – it may not be easy.

Here are seven things to look for as you upgrade your surveillance capabilities to comply with Consumer Duty.

> "Where firms identify that consumers are not receiving good outcomes, we would expect them to take appropriate action to rectify the causes."
>
> **FCA**

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Must-Have #1

Monitoring Communications Across All Channels

A firm's Consumer Duty obligations cut across all communications with customers – from pre-sale to post-sale, and from traditional voice calls and unified communications to emails, instant messages and chats. Many financial advisors also keep detailed notes and logs on customer interactions and meetings in CRM systems.

Regardless of when or how they take place, communications are expected to consistently meet the information needs of customers and support them in their quest to make informed financial decisions. Firms must ensure customers are given the information they need, at the right time, in a manner they can understand, and any advice given for products sold must be suitable for the customers they're sold to.

Communications should also take into account specific customer characteristics and vulnerabilities. These requirements hold true regardless of the mode of communication, or when the communication takes place in the customer lifecycle.

To ensure they're complying with Consumer Duty firms are called on to regularly monitor communications with retail customers to ensure they're meeting desired outcomes, and investigate and correct any deficiencies.

The problem is – it's impossible to do this if your firm is not capturing these communications in the first place. So while Consumer Duty does not have a specific requirement to record communications, the need is implied.

It's also important to note that compliance doesn't stop at the financial representative's door. Consumer Duty's reach extends to all communications, including any interactions with retail customers that occur before, during, and after any sale of a product. This includes areas that have traditionally not been regulated, like customer service and support. This implies that these interactions, in every form, should be recorded and monitored for compliance as well.

Recommendation: Extend Omnichannel Communications Recording and Surveillance to Customer Service and Support Teams

Today, financial advisors have countless ways to communicate with retail consumers – in person, over the phone, via email, or even on social media. As you prepare for Consumer Duty, look for an omnichannel solution capable of recording and archiving all of the different modalities and devices your regulated employees use.

You'll also want to look for a holistic surveillance solution that can monitor communications across all of these same channels. Many legacy solutions only monitor emails, which can cause compliance gaps, or limit a compliance analyst's ability to link and analyze communications across different channels.

To address this challenge, you'll need a surveillance system that can intelligently monitor all types of financial representative/consumer interactions (voice, electronic, meeting notes in CRM, etc.), leveraging artificial intelligence (AI) and analytics to accurately detect and alert on various conduct issues (read more under the topics 'AI-Driven Analytics,' 'Detection Analytics' and 'Custom Analytics' on the pages to follow).

You should also consider extending your recording and surveillance capabilities to customer service and support teams who interact with retail customers daily, if you're not already capturing and monitoring these conversations.

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Must-Have #2

AI-Driven Analytics

Consumer Duty sets a high bar for how financial services firms communicate with retail customers. Whatever their form (verbal, visual or in writing), at every stage in the customer journey, communications should be fair, clear and not misleading. The information provided needs to be in plain and intelligible language (avoiding technical jargon), and accurate, understandable and relevant.

This duty extends beyond the financial representatives and customer service reps who interact with retail customers, to the compliance organization which has oversight and responsibility for ensuring that regulated employees don't engage in inappropriate practices.

Given above, Consumer Duty will undoubtably place a heavy emphasis on communications surveillance. Without the right technology, Consumer Duty's new regulatory hurdles might very well overwhelm time-strapped compliance staff.

The problem with most legacy surveillance solutions is that they rely strictly on lexicons, and lexicons focus narrowly on finding words rather than understanding the true context of communications. As a result, they generate high numbers of false alerts. Compliance analysts can waste a lot of time reviewing communications that could otherwise be weeded out by a more intelligent system.

For example, a large tier 1 firm with one million-plus monthly communication records indicated its lexicon-based solution generated over 50,000 alerts, and the large majority of these turned out to be false.

Consider a lexicon model trained to alert when the words "private" and "information" appear in close proximity. The lexicon-based system would alert on innocuous statements like, "I'll send you information about the private party." Why? Because the system is only searching for key words, instead of looking at the context of what was said.

Finally, primitive lexicon-based systems also never learn from their mistakes.

"What tends to happen with these older systems is the compliance analyst reviews all the irrelevant false positives, but the system never learns from it," said **Steve LoGalbo**, Director, Compliance Product Management, NICE. "Each day, the analyst is still wasting time reviewing more of the same types of irrelevant communications."

Recommendation: Upgrade from Legacy Lexicon to More Intelligent Analytics

Consumer Duty's focus on communications outcomes necessitates a more intelligent approach to surveillance. Firms can best achieve this by incorporating surveillance solutions that are powered by artificial intelligence technology like Natural Language Processing (NLP).

This advanced technology trumps lexicon-based solutions every time. It won't tell compliance analysts whether or not financial representatives are complying with Consumer Duty, but it can do a much more effective job of highlighting problem communications so your compliance analysts can take a closer look.

For example **SURVEIL-X**'s NLP understands and analyzes communications in 45 different languages, automatically detecting people, places, products, companies, trades, assets classes and conversation topics to reveal what really happened.

Fine-tuned for financial markets, it can even detect jargon indicative of inappropriate sales practices, or aggressive behavior. Additionally, the AI engine even gets smarter over time. In a recent side-by-side test, **SURVEIL-X**'s NLP helped produce positive alerts 92 percent of the time and reduced false positives (as compared to lexicon-based surveillance) by 78 percent.

LoGalbo explains: "When it comes to communications, surveillance is especially challenging because it's unstructured content. AI is continuously evolving and getting more advanced and can help firms learn a lot about employees based on their communications. With AI focused on employee behavior, we can see how people are interacting with one another, who they're interacting with and how frequently, what they're saying, and how they're saying it, by extracting context and sentiment from communications. This, in turn, can surface potential issues and provide an early warning to supervisors when behaviors aren't in line with the outcomes that Consumer Duty requires."

For example, intelligent analytics could help firms comply with Consumer Duty by detecting:

1. Disparities between what a financial representative said to a retail customer verses what appears in a product prospectus
2. Communications that don't match up (e.g. instances where a financial representative is communicating conflicting things over time)
3. Conversations containing promises, false assurances and guarantees
4. Sludge tactics, like pressure selling, or intentional friction in communications
5. Signs of aggression, pushiness on the part of a financial advisor, or client confusion and hesitation when discussing products. (Note: intelligent surveillance systems that support anomaly detection on entities, can also identify how a particular employee's sentiments or emotions are changing over time, and if negative behaviors are building.)
6. Defensive communications, defined as a tendency to attack the self-concepts of other people in order to inflict psychological pain. Examples included name calling, put-downs, sarcasm, taunting, and yelling.
7. Overuse or misuse of technical jargon which can be hard for customers to understand
8. Disclosures, both verbally and in written form, and whether they were timely and adequate*.

**Note: The Consumer Duty Consulting paper states that "Firms should continue to follow legislative and regulatory disclosure requirements, as they remain necessary to achieve particular outcomes, such as demonstrating suitability or enabling consumers to compare products across a market." This is alluding to Principle 7 which is not superseded by Consumer Duty.*

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Must-Have #3

Proven Out-of-the-Box Detection Analytics

Selling an investment product to a retail customer only equates to a good outcome if the product is suitable to the customer's needs. In its 2020 Financial Lives market research survey, the FCA found, among other things, that certain businesses had engaged in selling products that were not actually suitable for the people buying them.

It's not surprising then, that the concept of suitability of products and services is core to Consumer Duty. Products and services should be specifically designed to meet the needs of consumers, and sold to those whose needs they meet.

While Consumer Duty does not impose a fiduciary duty, financial services representatives are expected to take all reasonable steps to support customers in pursuit of their financial objectives, and to avoid foreseeable harm.

Arguably, it wouldn't make sense for a financial rep to recommend a risky investment to a 94-year old customer living on a fixed income. But what makes for common sense doesn't always happen in practice. This is why monitoring and surveillance are necessary.

The problem is – it isn't possible to monitor and surveil every single recommendation and transaction to make sure they meet this customer best outcome test. That would be a manual effort and immense undertaking.

But you can let analytics do the work for you.

Recommendation: Leverage Out-of-the Box (OOTB) Analytical Surveillance Models

Make sure the solution you choose incorporates proven out-of-the box (OOTB) analytical models that can automatically detect prohibited sales practices and determine whether your financial services representatives are fulfilling their Consumer Duty obligations.

The most advanced analytics incorporate a 'Best Product Alternative' model which can analyze, highlight and display products that would have been more suitable for the financial representative to recommend, given a retail customer's profile.

Similarly, these analytics can help firms proactively support customers in pursuit of their financial objectives by highlighting and displaying products that are suitable for the financial representative to recommend, given the customer's risk profile. Presenting registered reps with a fast and efficient method to analyze product recommendations will arguably lead to increased productivity, improved overall recommendations, and superior service to retail clients.

Advanced risk detection models can also detect a broad range of other inappropriate marketing and sales practices, such aggressive selling, commission loading, churning, and more.

Additional models (tailored to specific types of investment products, like life insurance, annuities, account rollovers, and loans) can: 1) determine the suitability of a life insurance policy or variable annuity based on a specific retail customer's financial resources; 2) detect spikes in replacements, surrenders or withdrawals (tied to specific advisors and accounts) and 3) look for other tell-tale signs of risky behavior (for example when customers take out loans on long-term insurance policies to purchase other investment products).

The FCA also states that "firms may need to consider introducing new product review trigger events linked to profitability or commission rates as a prompt to consider whether a product is delivering fair value for the customer." Out-of-the-box analytics can also address this problem by detecting irregularities in financial representative commissions or customer charges and fees.

Must-Have #4

The Ability to Easily Create Custom Analytics

Many of the expectations under Consumer Duty are subjective and will require firms to apply their own judgment. Additionally, Consumer Duty will cover various types and sizes of firms, making it impossible to have a one-size-fits all approach to monitoring.

The implication – firms will need to be able to create their own analytical models tailored to their desired Consumer Duty outcomes and needs.

Consumer Duty also places an emphasis on considering the needs of different groups of customers, especially those who could be classified as vulnerable, for example elderly populations.

The assumption is that consumers who are in vulnerable circumstances are at greater risk of financial harm. The FCA also places a special obligation on firms and financial representatives to consider how they can best support vulnerable customers in their financial decisions.

Additionally, where monitoring indicates that distinct groups of customers get different outcomes from a firm's products or services, the FCA will expect firms to investigate why.

To complicate matters further, depending on how one defines vulnerability, a client's vulnerability can change over time as they move up or down the vulnerability spectrum.

All of these things point to the need for firms to be able to create their own custom analytics.

Recommendation: Upgrade to a Surveillance Solution with Self-development Analytics Capabilities

Look for a surveillance solution with self-development analytics capabilities built in. This will enable your firm to easily create, test and deploy your own custom analytical models, without expensive and time-consuming custom development and programming. Instead of wasting time coding, and sourcing and scrubbing data, your business analysts can focus their time, energy and expertise creating models that address specific Consumer Duty issues.

With **SURVEIL-X** Studio, for example, non-technical business analysts can effortlessly create models using a drag-and-drop interface, choosing from an expansive library of customizable templates or easily building their own rules from scratch. **SURVEIL-X** Studio also features built-in integrations to data services (including trading data, customer data, and market data), and common business functions (including portfolio management and financial planning tools).

Testing and implementing models is fast, easy and seamless. Business analysts can deploy rules into tests and promote them to production with a single click.

Paul Cottee, Director, Compliance Line of Business at NICE, believes this capability is a game-changer. "You can build or modify analytics to suit your business, which is what regulators are increasingly demanding, and you're not fighting for a place in a vendor's development queue to accomplish it."

With do-it-yourself (DIY) analytics, firms can easily adapt OOTB analytics or create new rules to gain insight into (and alert on) specific concerns relating to Consumer Duty. For example they can:

1. Identify when specific Consumer Duty outcomes (as defined by your firm) have not been met
2. Flag inappropriate financial representative recommendations involving potentially vulnerable (e.g. elderly) populations
3. Identify when an advisor is consistently receiving client complaints, or when customers are routinely frustrated
4. Identify advisor conflicts of interest related to investment recommendations provided to clients

Firms can also build additional checks into their surveillance systems to identify financial representatives with excessive alerts and put them under heightened supervision.

Finally, it's important to note that with any new regulation, monitoring and surveillance best practices evolve over time. DIY analytics gives firms the ability to learn, adapt and thrive.

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Must-Have #5

An Open Surveillance Solution

Given the complex requirements of Consumer Duty, monitoring for compliance will be complex.

When it comes to compliance, data is your first line of defense. As with any surveillance system though, the data you put in will dictate the insights that come out.

Data also directly impacts the types of analytics you can run. So ultimately, having the right data and being able to analyze it efficiently and effectively, is the key to effective compliance.

The problem is – data resides in different places, so unless your surveillance system can readily integrate to all the requisite data sources, your compliance analysts will be spending all of their time manually collecting, aggregating and analyzing data in spreadsheets.

In addition to consuming inordinate amounts of time, this approach severely restricts what can be accomplished through surveillance.

Recommendation: Ensure All Relevant Data can be Ingested and Analyzed

Consumer Duty expects firms to deliver good outcomes to customers across four dimensions – ranging from communications and customer service, to products and services, and pricing.

Under Consumer Duty, firms will need to identify sources of data which will enable them to assess whether the outcomes that their customers are experiencing are consistent with their obligations under Consumer Duty.

This means, if your firm wants to understand if its complying with Consumer Duty, you'll need a surveillance solution that can ingest the desired data.

This could include wealth management data (e.g. fund information and product ratings), market data (e.g. Pershing, Albridge, Morningstar), Level 2 market data, trade data, captured communications across a myriad of channels (voice, email, IM/chat, social media, mobile, unified communications, etc.), CRM data, client risk profiles, customer demographics, advisor-related data (e.g. HR, meeting logs, payroll, etc.), data related to customer fees and advisor commissions, and so on.

Essentially any data that could be required to measure good outcomes under Consumer Duty might need to be integrated into surveillance.

For example, the FCA expects firms to engage in complaint root cause analysis, defined as "investigating complaints fully to understand the cause of customer complaints, not just dealing with the symptoms." This implies firms need to go beyond simply reviewing customer complaints regarding communications, to understanding the root causes of complaints by reviewing related customer communications.

One thing that can frustrate customers is when financial representatives communicate in a manner that is too technical or above an ordinary customer's level of understanding. Under Consumer Duty, the FCA expects that consumers will be given the information they need, at the right time, and presented in a way they can understand.

The FCA further asserts that "communications should be effective regardless of the channel of communication that is used." This requirement extends to all types of direct communications that customers may have, with either financial representatives or customer support team members.

As a measure of customer understanding, firms may therefore want to integrate customer survey results as another data point in surveillance, linked to communications.

The takeaway is – as you gear up for Consumer Duty, make sure your surveillance system already ingests data from all of these different sources. And if doesn't, make sure it has an open API (Application Programming Interface) so additional data sources can be easily integrated when the time comes.

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Must-Have #6

All-in-One Holistic Surveillance Approach

Voice and eComms recording, communications surveillance, sales practices and suitability surveillance – even if your firm has pieces of the technology puzzle needed for Consumer Duty compliance – if they were purchased separately from different companies, they probably won't work well together.

Why does this matter? Imagine your financial advisors use multiple channels to communicate but you record and surveil these communications in separate systems. Now imagine your trade data is in a different place. Now consider that you need to analyze financial representative recommendations or disclosures using analytics and data in still another system.

By its very nature, Consumer Duty requires the ability to link and analyze different pieces of information. It follows that disjointed legacy systems will only add unnecessary manual steps and layers of complexity, confusion and cost to Consumer Duty compliance.

Consider, for example, the Consumer Duty requirement that advice and products sold must be suitable for the customers they're sold to, taking into account consumer attributes and vulnerabilities.

To know whether financial representatives are complying with this you would need to link and correlate multiple sources of information: 1) the communications (highlighting what the financial representative advised/recommended), 2) the trade (what the customer actually bought), 3) the customer's risk profile and 4) products that would have been suitable for the customer to buy, given #3.

Recommendation: Take a Holistic Approach to Consumer Duty Across Communications and Trade Data

If your surveillance systems can't bridge data and analytics results from different systems, you'll never be able to understand what the data is trying to tell you.

To address this problem, chose a surveillance solution that is holistic – meaning it integrates all of the surveillance capabilities you need in one turnkey platform.

For example, whereas much of the current surveillance technology available today is limited to generating an alert using one data set (e.g. trades, electronic Communications or voice calls), **SURVEIL-X** uses machine learning and analytics to analyze and link alerts and data across systems.

SURVEIL-X leverages these upstream systems to generate a single alert (enriched with all relevant correlated alerts, communications and transaction data). Your compliance analysts get everything they need to review and disposition alerts, in a single pane of glass.

To be able to act on information, you also need to be able to put it into proper context and visualize the story behind it. With **SURVEIL-X** analysts are able to intuitively visualize all of the information they need to understand and evaluate risks, and quickly connect the dots, draw conclusions and make decisions.

Analysts get insights into market events, trading patterns, and advisor conversations, and can clearly see what was done and said and why, with links to related market data, news, communications, customer data, and more.

In addition to vastly improving your compliance analyst's efficiency, this holistic approach results in fewer false positives, and more accurate alerting.

Surveillance of all captured interactions is essential for regulated firms

By leveraging holistic surveillance solutions, firms can analyze communications, alongside trade and lots of other data, to detect and prevent market abuse and conduct risk, reconstruct events, and better understand the intent behind trader actions.

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Must-Have #7

Reporting on Outcomes

When fully implemented, Consumer Duty will require firms to continually monitor outcomes experienced by their customers, assess whether they are delivering good outcomes and address any resulting issues.

While the FCA proposed Consumer Duty rule does not require firms to report on specific metrics, it will in principle require them to regularly review outcomes (annually) and demonstrate how they are meeting their obligations under the new regulation. This implies the need to maintain appropriate records.

Where harm does occur it must also be understood and addressed quickly to eliminate the chance of reoccurrence. This means that in addition to identifying when consumers are getting poor outcomes, firms will be tasked with demonstrating that they have identified and addressed the root causes. The FCA expects firms to be able to provide evidence of such actions upon request.

Recommendation: Empower Managers with Investigation and Reporting Capabilities, and Data Visualization

To streamline and strengthen accountability, firms need strong investigation and reporting capabilities to synthesize data.

Look for a surveillance solution that can transform data into actionable information and put it in the hands of compliance managers. As an example, **SURVEIL-X**'s investigation and reporting capabilities offer 360-degree visibility so firms can confidently understand whether they're meeting various Consumer Duty obligations, by answering these questions:

- Were requisite disclosures provided for correlated trades?
- Do correlated trades match up with the recommendations made by and agreed to by the customer?
- Is there evidence of any other communications between the financial representative and the customer regarding a trade?
- Did financial representatives use proper sales practices?
- Were customers offered the best possible products based on their unique needs and characteristics?
- How do individual financial representatives compare to their peers from the standpoint of Consumer Duty compliance?

Finally, look for a solution that includes a built in data visualization and reporting tool that empowers your firm to develop its own dashboards, so you can understand how you're complying with Consumer Duty and where improvements need to be made. Any data or alerts that are ingested into **SURVEIL-X** can be analyzed and presented in dashboard format.

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NICE Financial Markets Compliance

NICE is a leading financial compliance solution provider, serving more than 90 percent of the largest investment banks globally. NICE's compliance solutions assist customers in the capture of trade conversations and trades, analyzing them for potential risk, and correlating trade conversations with trades for trade reconstruction. The company's compliance solutions make automated and intelligent holistic trade compliance programs possible and enable FSOs to more efficiently comply with regulatory requirements, including the future Consumer Duty rules , MiFID II, MAR, FX Code of Conduct, Dodd-Frank and future directives.

NICE Actimize's SURVEIL-X Holistic Conduct Surveillance offers unparalleled risk coverage for online brokers, buy-side and sell-side firms, insurance companies, crypto exchanges, regulators, and more by enabling accurate detection and rapid, thorough investigation of market abuse, inappropriate sales practices, conduct risk, and otherwise undetectable compliance risks to insulate firms from fines and reputational damage.

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About NICE Actimize

NICE Actimize is the largest and broadest provider of financial crime, risk and compliance solutions for regional and global financial institutions, as well as government regulators. Consistently ranked as number one in the space, NICE Actimize experts apply innovative technology to protect institutions and safeguard consumers' and investors' assets by identifying financial crime, preventing fraud and providing regulatory compliance. The company provides real-time, cross-channel fraud prevention, anti-money laundering detection, and trading surveillance solutions that address such concerns as payment fraud, cybercrime, sanctions monitoring, market abuse,customer due diligence and insider trading.