



Treating Customers Fairly (TCF) Training for professionals

Learning strategy

Specific Outcome	Assessment Criteria	Knowledge component	Skills component	Resources required	Lessons reference
Introduction to TCF	1. What is TCF	What does TCF stand for			1.1
		Who implements and oversees TCF			1.1
		Why was TCF implemented			1.2
		From when is TCF effective			1.3
	2. What is the purpose of TCF	To whom does TCF apply			2.1
What are the 6 TCF outcomes firms are expected to demonstrate and how this impacts the employee	3. List the 6 TCF outcomes	What are the 6 TCF outcomes			2.1
	4. Customers can be confident they are dealing with firms where TCF is central to the corporate culture	What does this mean	How can this be implemented	BuddyCentral Group – Treating your Customer Fairly Policy – 3 Policy aim and purpose	2.2
			Responsibility as employee		
	5. Products & services marketed and sold in the retail market are designed to meet the needs of identified customer groups and are targeted accordingly	What does this mean	How can this be implemented	BuddyCentral Group – Treating your Customer Fairly Policy – 4 Product design	2.3
			Responsibility as employee		
	6. Customers are provided with clear information and kept appropriately informed before, during and after point of sale	What does this mean	How can this be implemented	BuddyCentral Group – Treating your Customer Fairly Policy – 5 Promotion and marketing	2.4
			Responsibility as employee		

	7. Where advice is given, it is suitable and takes account of customer circumstances	What does this mean	How can this be implemented	BuddyCentral Group – Treating your Customer Fairly Policy – 6 Advice	2.5
			Responsibility as employee		
	8. Products perform as firms have led customer to expect, and service is of an acceptable standard and as they have been led to expect	What does this mean	How can this be implemented	BuddyCentral Group – Treating your Customer Fairly Policy – 7 Sales and info after point of sale	2.6
	9. Customer do not face unreasonable post-sale barriers imposed by firms to change product, switch providers, submit a claim or make a complaint	What does this mean	How can this be implemented	BuddyCentral Group – Treating your Customer Fairly Policy – 8 claims	2.7
			Responsibility as employee		
	10. What are the penalties for non-compliance with the TCF outcomes	What are the penalties		BuddyCentral Group – Treating your Customer Fairly Policy – 9 Complaints	3.1
Appropriate action in the event of non-compliance or arising of deficiencies					