



## Treating Customers Fairly Policy

We value our customers by providing a professional service and selling products that fit their needs.

We have embedded treating customers fairly principles within our business and our service.

### **Our Business**

- ✧ Our business operations are driven by the current and potential needs of our customers.
- ✧ We consider the impact of any changes to our business on our customers.
- ✧ Payments to our employees support the sale of appropriate products and services.
- ✧ Our employees receive regular training on treating customers fairly.
- ✧ We always strive to achieve the best outcome for our customers, considering the multiple elements within the car leasing industry.

### **Our Service**

- ✧ We explain key attributes of products and make sure that our documentation and advertising is clear, easy to understand and not misleading.
- ✧ We design our marketing campaigns and literature so that key messages are clear, balanced, and useful for our target customer segments.
- ✧ We regularly review our sales activity to ensure that we are selling products and services that meet the needs of our customers.
- ✧ Where a customer complains about our service, we treat their complaint seriously and react promptly. Our responses are clear and easy to understand.
- ✧ We use data to monitor and improve our customer service.

### **CVM's principles in treating customer fairly:**

- ✧ Outcome 1: Consumers can be confident that, when dealing with CVM Ltd, the fair treatment of customers is central to the corporate culture.
- ✧ Outcome 2: Products and services marketed and sold at CVM Ltd are designed to meet the needs of identified consumer group.
- ✧ Outcome 3: Consumers are provided with clear information and kept appropriately informed before, during and after the point of sale.
- ✧ Outcome 4: Where consumers receive advice, the advice is suitable and takes account of their circumstances.
- ✧ Outcome 5: Consumers are provided with products that perform as CVM Ltd has led them to expect, and the associated service is of an acceptable standard.

- ✧ Outcome 6: Consumers do not face unreasonable post-sale barriers imposed by CVM to change product, switch provider, submit a claim or make a complaint (Complete Vehicle Management Limited have a robust complaints procedure, details of which are included in this information pack).

## Consumer Duty

There are four outcomes that represent the key elements of the firm-customer relationship. The behaviour and actions of firms in relation to each of these outcomes are instrumental in enabling consumers to meet their financial needs and improve their financial wellbeing. The outcomes are:

1. The Product and Services Outcome
2. The Price and Value Outcome
3. The Consumer Understanding Outcome
4. The Consumer Support Outcome

The outcomes establish clearer guidance setting and rules to meet the FCA's expectations of firms under the Consumer Duty. Whilst these outcomes are listed individually they are interlinked with one another. For example, unclear pricing and product description may impact someone's understanding which could impact their decision making.

Across all outcomes there is an expectation that:

- Firms review their current procedures to bring them in line with the Consumer Duty requirements.
- The duty aims to make good customer outcomes a key business objective.
- Outcomes are regularly reviewed and monitored.
- Any issues identified are remedied or mitigated.

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