

Digital vs Human Touch

Anna Roughley, Head of Insight & Engagement, LSB

Introduction

Primary self-regulatory body for banking and lending industry

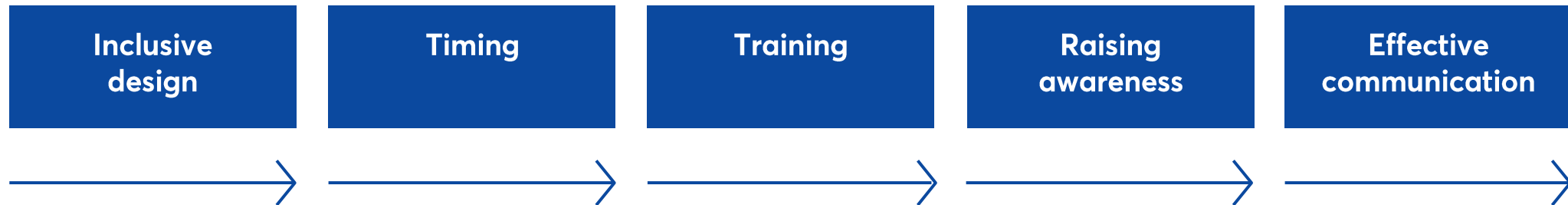
Mission: Drive fair outcomes for personal and business customers

- ✓ Outcomes focussed Standards
- ✓ Provide protections for personal customers, business customers with a turnover of up to 25 million, and protections for customers against Authorised Push Payment scams.
- ✓ Apply across all channels

The evolution of customer needs and banking

- ✓ Financial inclusion – ensure no customer is left behind
- ✓ Banks and lenders must consider how to maintain buy in from customers who typically used branches for their banking needs
- ✓ The challenge for banks and lenders - how to identify vulnerability and additional support needs throughout the digital journey

Practical tips for ensuring inclusivity



Practical tips for ensuring inclusivity

Scenario: A firm is automating its application process. Now all applications will be processed digitally, on the firm's app.

Inclusive design

The firm sets up a diverse working group to feed into the design process. They identify that the current app design places SLAs on customers to provide information. They flag that there is a risk these are too narrow for those with access needs.

Timing

To mitigate the risk identified by the working group, the firm adapts its process and app to allow customers to select where more time is needed, or to select a different approach to sharing this information. .

Training

The firm then delivers training to relevant colleagues, explaining how the app has been designed, why it can benefit customers, and how the app can be used. This helps ensure colleagues are confident in supporting customers.

Awareness

The firm also ensures the wider business understands the different access needs customers might have more broadly. This helps ensure customer needs are understood and taken into consideration across the organisation.

Communication

The firm recognises the importance of joining together raising awareness of access needs across the firm, adapting language and information prompts in its app, and ensuring staff can assist customers in understanding and using the app and support available.

Any questions?

www.lendingstandardsboard.org.uk
insight@lstdb.org.uk

