

# Ensure your vulnerable customers are treated fairly using a Machine Line of Defence™

The FCA's guidance on the fair treatment of vulnerable customers has made recognising, recording and responding to vulnerable customers a growing priority. But with only **19%** of Chief Risk Officers confident they can identify a vulnerable customer on every call, ensuring fair treatment is a clear challenge for firms.

Aveni Detect, our AI-driven platform, uses the latest innovations in Natural Language Processing (NLP) to give organisations greater coverage and assurance. Aveni Detect monitors every customer interaction to ensure regulatory compliance by more accurately identifying vulnerable customers, and providing a better understanding of them over time, and at scale. As well as machine-driven assurance, our insights can inform decision-making with actionable outcomes, and help drive targeted staff training.



## Machine assessment of 100% of your calls

Every call is assessed by our unique NLP pipeline and Machine Learning algorithms to achieve greater coverage and surface insights helping you meet your vulnerable customer obligations.



## Automatic selection for greater efficiency

Our platform's selection rules consider customer experience, agent performance and risk to flag high priority calls, automatically allocating them to QA teams for human assessment.



## Focus on what matters to you

We don't just flag risks, we rate them, rank them and pinpoint the exact place in the call that assessors need to look at for faster, more efficient Quality Assurance processes.



## Embedded customer vulnerability framework

Aveni has embedded the FCA's fair treatment of vulnerable customers guidance into its platform to ensure vulnerability-specific compliance.



## Improve agent performance

Build higher performing teams and elevate vulnerable customer service standards by analysing interactions and boosting specific traits of conversational excellence.



## Built for purpose for your industry

Our platform is already trained on words and phrases specific to the financial services industry and customer vulnerability. Our models are enhanced by your company specific terminology.

# We improve the identification and treatment of vulnerable customers and help you gain deeper insight over time and at scale

## What the FCA wants to address:

**Inaccurate and inconsistent identification of vulnerable customers**

**Shallow understanding of a vulnerable customer's needs**

**Agents lacking the skills to properly identify and serve vulnerable customers**

**Inconsistent treatment of vulnerable customers within large customer teams**

**Inability to monitor and analyse vulnerable customer data effectively**

## How Aveni Detect can help

Analyse all customer interactions for an accurate and automated means of identifying vulnerable customers and how they're treated.

Get a deeper, richer understanding of all your vulnerable customer needs across every interaction. Use these powerful insights to drive product and service development.

Our technology bridges the gap between identifying vulnerability and improving agent performance by analysing interactions and boosting specific traits of conversational excellence.

The subjective nature of some vulnerabilities can lead to two agents assessing a case differently. By having a view of 100% of vulnerabilities you can surface any differences in customer treatment and plan remedial action accordingly.

Gain insight across whole populations, enabling you to assess calls of highest interest. Direct resources towards trends that emerge from the data, ensuring a rapid response to any issues in treatment of vulnerable customers.

## How it works

