

INDUSTRY COMMENT

Freddie McMahon, head of innovation and strategy at [FusionExperience](#), comments on the implications of the credit card insurance scandal.

“The looming credit card insurance mis-selling scandal cannot be viewed in isolation. The Financial Conduct Authority (FCA) has expressed an intention to become a more proactive organisation than its predecessor and has backed this up with letters to the banks reiterating its commitment to Treating Customers Fairly (TCF).

As the FCA moves closer to fulfilling the six outcomes of TCF, the challenge will be collating the unstructured and structured data available to prove that retail banking organisations have acted in the best interests of the customer. Conducting on-going due diligence on data will become central to the strategy of all banks that wish to comply with TCF. Moving forwards, Management Information (MI) that proves compliance will empower organisations to defend themselves from compensation claims mounting into the billions. Furthermore, the automation needed to produce TCF MI will deliver a 360° view of the customer and actionable insights for driving new revenue growth and product innovation.”

About the story

A story appeared in several of the national newspapers looking at a potential compensation bill of £1.5bn facing the banks after the FCA confirmed that credit card insurance has been mis-sold. By [Steve Hawkes](#), and Philip Aldrick, 21.08.13

The story is available on the *Telegraph* [here](#),