Customer Outcomes & Fair Treatment Statement

1. Our Commitment

CC33 Global Ltd (CC33) is committed to treating customers fairly, respectfully and responsibly and to supporting good customer outcomes through the services we provide on behalf of our clients. We recognise that fair treatment is not only about how a customer is spoken to or dealt with during an interaction. It also means considering whether the service, support and actions within our control contribute to an appropriate outcome for the customer.

Our approach applies across customer contact, sales, service, complaints, digital and back-office activities where these form part of the services we deliver. The specific requirements for each service are determined by the nature of the campaign, our client's instructions, applicable law and regulation, and the needs of the customers concerned.

2. Scope And Client Requirements

CC33 provides outsourced customer contact and business process services to clients operating in a range of sectors, including sectors subject to specific regulatory and consumer protection requirements. We work within the documented processes, controls and service standards agreed with each client.

Where a client is subject to sector-specific regulation, CC33 supports those obligations through the services and controls within our agreed scope.

3. Delivering Good Customer Outcomes

We deliver services in a way that supports good and fair outcomes for customers. In practice, this means understanding the purpose of the interaction, following appropriate client and regulatory requirements, identifying situations that may lead to customer detriment, and taking reasonable action within our role to prevent or escalate those issues.

Colleagues are required to act professionally and in good faith, provide accurate information, avoid misleading or unfair conduct, and raise concerns where a process, instruction or customer journey appears likely to create an inappropriate or harmful outcome.

4. Clear Communication And Customer Understanding

Customer communications will be clear, accurate, appropriate to the audience and delivered in a way that supports understanding. Colleagues are trained in the services and processes relevant to their role and will explain information clearly, without unnecessary jargon or ambiguity.

Where scripts, communications or information are provided or approved by a client, we follow the agreed content while remaining alert to potential inaccuracies, inconsistencies or customer-understanding risks. We escalate concerns through the appropriate client or internal governance route.

5. Customer Support And Avoiding Harm

We will provide accessible and effective support without creating unreasonable barriers for customers. Where an issue cannot be resolved within an adviser's authority or the agreed process, we will escalate it promptly to the appropriate person, team, or client route.

Where foreseeable risks of customer harm are identified within the services we deliver, we will respond proportionately. This may include correcting inaccurate information, escalating concern, providing additional explanation, adapting the interaction where permitted, or referring the customer to an appropriate specialist or client team.

6. Customers In Vulnerable Circumstances

CC33 recognises that customers may experience vulnerability for a wide range of reasons and that vulnerability may be temporary, permanent, situational or not immediately apparent. Customers in vulnerable circumstances will be treated with dignity, sensitivity and respect and, where relevant, will receive support that enables outcomes comparable with those of other customers.

Colleagues receive appropriate guidance and training for the services they support. Where a customer identifies a particular need or a colleague recognises a potential vulnerability, the agreed client process is followed, including any reasonable adjustment, specialist referral, additional support or escalation that may be appropriate.

7. Supporting Regulated Clients

For clients operating in regulated sectors, CC33 incorporates applicable client requirements into campaign processes, training, quality assurance and escalation arrangements. This may include requirements arising from financial services regulation, energy and utilities regulation, communications regulation, consumer protection law or other sector-specific standards.

Where we support an FCA-regulated client, this may include operational controls that help the client meet relevant Consumer Duty, Treating Customers Fairly and vulnerable-customer requirements. Our role will depend on the services provided and may particularly support expectations relating to customer understanding, consumer support, avoiding foreseeable harm, and monitoring customer outcomes.

8. Quality, Complaints And Outcomes Monitoring

CC33 uses proportionate quality assurance, management information, customer feedback, complaints and other assurance activity to monitor service delivery and identify areas for improvement. Where relevant to a service, this may include reviewing interaction quality, repeat contacts, complaints, escalations, vulnerability handling, process failures and other indicators of customer detriment or poor outcomes.

Complaints are handled in accordance with our Complaints Policy and any applicable client-specific process or regulatory requirement. Findings from complaints, quality reviews and incidents are used to identify root causes, improve processes and training, and support corrective action where required.

9. Training, Incentives And Accountability

Colleagues receive training appropriate to their role, campaign and level of responsibility. This may include customer outcomes, vulnerability, complaints, data protection, conduct, product or service knowledge and relevant regulatory requirements.

Where performance measures or incentive arrangements apply, they will not encourage misrepresentation, inappropriate sales behaviour, unfair treatment or customer detriment. Leaders, quality teams and operational managers are responsible for reinforcing expected standards and addressing concerns identified through monitoring, feedback or assurance.

10. Governance And Continuous Improvement

Senior management is responsible for promoting a culture in which fair treatment and good customer outcomes are reflected in service delivery and decision-making. Where customer-outcome risks, emerging trends, or control issues are identified through service delivery, quality assurance, complaints, feedback, or other monitoring activity, they will be monitored, managed, and escalated through CC33's operational, compliance, risk, and governance arrangements, where appropriate.

We keep our approach under review and update our controls where legal or regulatory expectations, client requirements, services or customer risks materially change. We will learn from experience and continually strengthen the quality, fairness and effectiveness of the services we provide.

11. Contact And Review

Questions about this Statement or CC33's approach to customer outcomes and fair treatment can be directed to compliance@cc33.co.uk.

This Statement will be reviewed periodically and updated where necessary to reflect material changes in our services, client requirements, law, regulation or good practice.

Last updated: 28 August 2026