

Treating Customers Fairly Statement

At CC33, we are committed to ensuring that all individuals we engage with are treated fairly, respectfully, and transparently. Our Treating Customers Fairly (TCF) approach reflects our dedication to delivering consistently positive outcomes to the customers we serve on behalf of our clients.

Our TCF Principles

Fair treatment is a core part of our culture and is applied across all service functions, not limited to any particular campaign, channel, or client. We apply the following principles in our day-to-day operations:

- Communicating clearly, professionally, and without jargon.
- Ensuring that all service-related information is accurate and suitable for the intended audience.
- Delivering service interactions in a way that meets the needs of diverse customer groups, including those who may be vulnerable.
- Ensuring that all colleagues are appropriately trained to understand customer expectations and how to meet them.
- Resolving queries and complaints promptly, fairly, and without bias.
- Maintaining openness and honesty in all communications.
- Ensuring consistent standards of service across all campaigns, whether voice, digital, or back-office support.
- Designing staff remuneration and incentive structures in a way that supports ethical behaviour and does not encourage misrepresentation, miscommunication, or any form of mis-selling.

Staff Awareness and Accountability

- All staff receive training on treating customers fairly as part of their induction and through ongoing development.
- Our team leaders and quality assurance teams regularly monitor interactions to assess the quality of service and identify opportunities for improvement.
- Staff are encouraged to raise concerns or suggest improvements to enhance the client/customer experience and ensure fairness.

Complaint Handling and Continuous Improvement

- All complaints are assessed fairly, consistently, and promptly in line with our Complaints Policy.
- Feedback is used to identify areas for service improvement and inform training needs.
- Outcomes from complaints and internal reviews are tracked through management information to monitor our performance in delivering fair outcomes.

Culture and Oversight

- Senior management is responsible for embedding TCF values across the business and ensuring these are consistently upheld.
- We monitor our TCF commitment through regular internal reporting and staff engagement.
- Our goal is not only to meet client and customer expectations but to exceed them by maintaining a high standard of fairness in all that we do.

For further information on our approach to treating customers fairly, please contact our Governance Team at compliance@cc33.co.uk.