

## **The complaint**

Mr L complains Hargreaves Lansdown Advisory Services Limited hasn't paid him a cashback incentive he's due and that he's had to waste a considerable amount of time trying to get the issue resolved. He complains Hargreaves Lansdown Advisory Services Limited has made multiple mistakes along the way.

## **What happened**

Mr L says he opened a savings account with Hargreaves Lansdown having seen it was running an offer as a result of an email from a well-known website. He opened his account on 30 June 2024 – which he says is what was required – and deposited £10,000. He says he was expecting £100 cashback to be paid in February 2025. Mr L says Hargreaves Lansdown then said he hadn't opened his account on time only to change its mind and said that he should have been paid the cashback within 90 days – another mistake. He says he ended up complaining and was offered £50 as an apology and that he would receive his £100. He says he hoped that would be the end of matters but that he had to chase for the incentive payment again. He complained.

Hargreaves Lansdown looked into Mr L's complaint and offered him an additional £25 in compensation. In addition, it said that it would pay Mr L the £50 cashback he was expecting. Mr L was very unhappy with Hargreaves Lansdown's response saying that the compensation it had offered was inadequate and that it hadn't even offered the right cashback amount. So, he referred his complaint to our service. and that he didn't get the payment until April 2025 and even then the payment he received was wrong.

Following our involvement, Hargreaves Lansdown accepted that it had offered to pay Mr L the wrong amount of cashback when he complained a second time and that it still hadn't paid him his cashback even though that should have been paid in January 2025. Hargreaves Lansdown said it would pay the cashback and increased its offer of £75 in compensation to £100. Our investigator recommended that Hargreaves Lansdown pay the £100 and that £50 in compensation was fair. Mr L was unhappy with our investigator's recommendations.

## **What I've decided – and why**

I've considered all the available evidence and arguments to decide what's fair and reasonable in the circumstances of this complaint.

There's no dispute now that Mr L qualified for the £100 cashback incentive Hargreaves Lansdown offered to customers who opened a savings account before 30 June 2024 and met other criteria. Hargreaves Lansdown still hadn't paid that to Mr L at the beginning of July 2025 – already six months later than it was meant to. I'm also satisfied that Mr L contacted Hargreaves Lansdown on multiple occasions about this and was given inaccurate information on more than one occasion and commitments that weren't met. Having considered the amount of time that Mr L has spent getting the cashback he's owed, I'm satisfied that Hargreaves Lansdown's mistakes – from end to end – have caused him considerable distress and inconvenience for which an award of £250 is fair.

## **Putting things right**

Given what I've said, I'm going to require Hargreaves Lansdown to pay Mr L an additional £200 in compensation on top of the £50 it has paid for its earlier mistakes. In addition, if it hasn't already done so, I'm going to require Hargreaves Lansdown to pay Mr L his £100 cashback incentive.

## **My final decision**

My final decision is that I'm upholding this complaint and require Hargreaves Lansdown Advisory Services Limited to pay Mr L an additional £200 in compensation on top of the £50 it has paid for its earlier mistakes. In addition, if it hasn't already done so, I'm going to require Hargreaves Lansdown Advisory Services Limited to pay Mr L his £100 cashback incentive.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr L to accept or reject my decision before 7 November 2025.

Nicolas Atkinson  
**Ombudsman**