

The complaint

Mr D complains that JP Morgan Europe Limited (trading as Chase) gave him poor service when he tried to open an account.

What happened

During July 2025, Mr D made repeated attempts to open a Chase account, but those attempts were unsuccessful.

He spoke to Chase on at least two occasions. The agents who handled the calls explained that there can be a number of reasons why an application is declined. Part of the application process involves checking eligibility against a range of criteria and decisions are also based on information from credit reference agencies. Chase decided that it didn't want to offer Mr D an account but didn't explain to him precisely why not. It suggested that Mr D might wish to obtain a copy of his credit report. During one of the calls, Mr D again attempted to open an account with the agent's help. Chase again declined the application. The agent agreed to raise an appeal on Mr D's behalf in order to review that decision.

Mr D's appeal was unsuccessful. He later complained to Chase.

On 5 August 2025, Chase issued its response to the complaint. It didn't uphold it, as it hadn't identified any service failings on its part. Whilst noting that applications being declined can be upsetting, it explained that there can be many reasons why this happens, not least because its decisions are based on information it holds from credit agencies. It again recommended that Mr D reviewed his credit file for anything that could be affecting his applications for financial products and services.

Mr D wasn't happy with Chase's response, so he complained to the Financial Ombudsman Service. One of our Investigators reviewed it. The Investigator didn't uphold the complaint as he was satisfied that Chase was entitled to decline applications based on its own internal policies and information it received from credit reference agencies. He also thought Chase acted reasonably by explaining the appeal process and in agreeing to review its decision.

Mr D didn't feel that the Investigator had fully investigated or addressed his points – particularly given the distress and inconvenience he'd suffered. He asked an Ombudsman to consider the matter afresh.

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.

Having done so, I'm not going to uphold it. I appreciate that's more disappointing news for Mr D, so I hope the reasons I've given below are helpful in explaining how I've arrived at this decision.

Like most banks, Chase has its own internal policies and acceptance criteria when it receives an account application. And having completed its checks, providing it doesn't act unlawfully or discriminate against a customer, it is generally entitled to decline an application

where it feels it's appropriate to do so. That's a commercial decision for a business like Chase to make.

Here, based on the evidence I've seen, I'm satisfied that Chase considered the information available and decided that it wouldn't accept the account application. This decision wasn't unlawful or discriminatory, so again, I'm satisfied it's a decision Chase is entitled to make. I've also seen that Chase reasonably tried to explain some of the factors that might affect whether an account is accepted or not (even if it couldn't give precise reasons), such as information it receives from credit reference agencies.

Mr D has suggested that Chase gave him inconsistent information when explaining why his application might have been declined and he says that caused him stress and anxiety. I appreciate that Mr D likely found Chase's decision upsetting, but I don't agree that any upset or anxiety he suffered was because of inconsistent information Chase gave him.

I asked Chase for recordings of the calls it had with Mr D during July 2025. I've listened to those calls, and I'm satisfied the responses it gave him were broadly consistent. Chase explained that it has a range of acceptance criteria and also takes account of information it receives from credit reference agencies. Further, Chase gave Mr D a similar message when responding to his complaint. It also suggested he might want to check his credit report to identify things that might be affecting his ability to secure financial services and products. I found those helpful responses in the circumstances.

In addition, Chase didn't just decline the applications and leave things there. It explained to Mr D how he could appeal by asking its specialist team to review the decisions. I thought those were reasonable steps to take in the circumstances if only to satisfy Mr D and itself that it had taken account of all relevant factors and had treated him fairly. Whilst I appreciate that Mr D was probably disappointed even further that the decision was unchanged upon review, I'm persuaded they were reasonable additional steps to take nonetheless.

Taking account of everything I've said here, I don't think Chase has done anything wrong. So, I won't be directing it to do anything more.

My final decision

I don't uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Mr D to accept or reject my decision before 19 November 2025.

Amanda Scott
Ombudsman