

The complaint

Ms H complains about NewDay Ltd (“NewDay”) as she says she was offered a credit limit increase on her account she held with them rather than a zero percent instalment plan on a purchase she made.

What happened

Ms H held an account with NewDay Ltd and she made a purchase using her card in August 2024. NewDay charged Ms H interest as her account balance wasn’t paid in full by the required deadline.

Ms H complained to NewDay about the interest being charged to her account as she thought she had applied for an interest free plan on the purchase she made.

NewDay issued their final response to Ms H in December 2024. They explained why they didn’t think they had made an error. As a goodwill gesture, they refunded around £100 in interest charged.

Unhappy with NewDay’s response, Ms H referred her complaint to our service in July 2025. Our investigator explained to Ms H that our service couldn’t consider this aspect of her complaint as it was referred to our service out of time.

Ms H eventually accepted the investigator’s outcome but explained that NewDay didn’t address her complaint about why she wasn’t offered a zero percent instalment plan on her purchase but rather offered a credit limit increase in December 2024.

NewDay issued a further final response to Ms H in December 2025, where they explained that they didn’t think they had made any errors in administering her account. Our investigator issued a further view where she explained that she didn’t think NewDay needed to do anything further.

As Ms H disagreed, the complaint was passed to me to decide.

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 upholding this complaint and I’ll explain why below.

I’m aware I have summarised events and comments made by both parties very briefly, in less detail than has been provided, largely in my own words. No discourtesy is intended by this. In addition, if there’s something I’ve not mentioned, it isn’t because I’ve ignored it. I haven’t. I’m satisfied I don’t need to comment on every individual point or argument to be able to reach what I think is a fair outcome. Our rules allow me to do this. This simply reflects the informal nature of our service as an alternative to the courts.

There are aspects to Ms H's complaint I haven't addressed as they are in relation to complaint points which were referred to our service out of time.

In this instance, Ms H is unhappy that she was offered a credit limit increase rather than being offered a zero percent instalment plan in December 2024. From what I have seen, it isn't clear whether a credit limit increase was offered to Ms H in or around December 2024. NewDay has explained that a credit limit increase was offered in June 2025, and this offer was later revoked due to Ms H's account being in arrears. So, from the limited information I have available to me, I'm not satisfied that Ms H was offered a credit limit increase towards the end of 2024.

Having said that, even if I was to conclude that Ms H was offered a credit limit increase when she says she was, it doesn't necessarily follow that NewDay has acted wrongfully. Ms H has said that she should have been offered a zero percent plan, if a credit limit increase could have been offered. But I can't see from the terms and conditions of the account Ms H has with NewDay that she should be guaranteed a zero percent instalment plan on purchases. From my understanding, all offers like these are subject to status and are not guaranteed.

In addition, from my understanding, Ms H would have had the option to review her order before completing the purchase, and this would have confirmed which plan she had selected. Considering all of this, I can't see that NewDay has acted unfairly or unreasonably here.

Ms H has also complained about the service she has received from NewDay during the time she has held a complaint with them. While I appreciate Ms H's concerns, having listened to calls she has held with them, I'm not satisfied that NewDay has acted wrongfully in the way they had communicated with her.

My final decision

For the reasons I've explained, I don't uphold this complaint. So, I don't require NewDay Ltd to do anything more here.

Under the rules of the Financial Ombudsman Service, I'm required to ask Ms H to accept or reject my decision before 18 May 2026.

Ronesh Amin
Ombudsman