

fairness in a changing world

annual review 2016/2017

A fair, pragmatic answer

Thank you to all the ombudsman employees who helped look back on our year and who agreed to for their photos to be used



about us

We were set up by Parliament to resolve individual complaints between financial businesses and their customers – fairly, reasonably, quickly and as informally as possible. We can look into problems involving most types of money matters – from payday loans to pensions, pet insurance to PPI.

If a business and their customer can't resolve a problem themselves, we can step in to sort things out. Independent and unbiased, we'll get to the heart of what's happened – and reach a fair, pragmatic answer that helps both sides move on.

If we think the business has acted fairly – or there's just been a misunderstanding – we'll explain how things stand. But if someone's been treated unfairly, we'll use our powers to put things right. That could mean telling a business to do anything from amending a credit file to reducing loan repayments, or from settling an insurance claim to correcting a pension.

Since we were set up, we've seen the real impact of financial concerns, complaints and disputes on people from all sorts of backgrounds and livelihoods. We're committed to sharing our insight and experience to encourage fairness and confidence in financial services.

data in more depth



chairman's foreword

Our annual review is always an opportunity to look forward as well as back, and this one is no exception. The past year, like its predecessors, has been immensely demanding, as a look at the bare figures shows. Payment protection insurance (PPI) has dominated much of our activity, as it has done in all recent years. We are still receiving new cases in the thousands each week – figures which are a big reduction from the peak of a few years ago, but which nevertheless represent a massive demand on the skill and attention of our people in reaching fair answers.

Inevitably, awaiting the Financial Conduct Authority's (FCA) final rules and guidance in the wake of the Supreme Court's decision in the case of *Plevin v Paragon Personal Finance Ltd* has had an impact on our progress. Now that we have the FCA's rules and guidance, as well as the date of the time limit for PPI complaints, we can plan for the future with greater certainty – though, obviously, we cannot be sure how many new complaints the time limit and the publicity campaign to tell people about it will generate. Elsewhere we have seen a discernible rise in the number of complaints about payday lending and other types of consumer credit.

Our focus continues to be on providing a service with our ombudsmen at its heart, using their knowledge and experience to guide towards fair and reasonable conclusions.

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Sir Nicholas Montagu KCB



→ chairman's foreword chief ombudsman's report our year at a glance

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Increasingly, those who use our service now deal with a single person from their first point of contact, who will then investigate and arrive at a fair answer about their complaint.

An important part of this approach is that it often gives us the ability to resolve matters much more quickly than before. I am grateful for the readiness with which financial businesses have supported these new ways of working. To me, one of the most visible indicators of success is the satisfaction expressed by people whose complaint has *not* been upheld: what matters is that they tell us they feel they have been listened to and treated fairly.

This is the future direction of our service. Once again, our people have shown their professionalism and resilience by adapting without losing impetus in their day-to-day work of finding fair and reasonable answers to complaints. We recognise, too, the speed at which technology, ways of communication and customer expectations change. So we are constantly looking towards the future and what we need to do to be able to meet those expectations.

I have already said how fortunate we are in our people; we are, too, in having a talented senior team able to convey the enthusiasm and the leadership to make new directions a reality. I should also record my gratitude to our colleagues at the FCA, with whom our constructive relations help us to work effectively. And, as ever, my thanks go to my board, for their unfailing wisdom and vision. I am grateful for their steadfast commitment to an organisation which, as this review shows, has achieved so much in the past year and which I am confident will go on to still greater things.

Sir Nicholas Montagu KCB chairman June 2017





1,394,379

enquiries received

321,283

complaints received

336,381

complaints resolved

for more information go to data in more depth p.48 •

chief ombudsman & chief executive's report

Whatever your views on the events of 2016, things have undoubtedly changed since this time last year. And this *annual review* shows vividly how the times we're living in affect how we feel about and manage money. For example, following the EU referendum, we heard from people who felt they'd lost out from ups and downs in financial markets. We've helped people affected by the collapse of holiday websites, and those who'd cancelled trips because of the Zika virus. We've resolved complaints from dissatisfied drivers of electric cars, and small businesses who'd lost out from hoax websites.

These things underline not just the centrality of financial services to everyday life, but how the surprises, disappointments and unforeseen developments of the year have been reflected in the problems we've seen. Leaving PPI aside for a moment, the most striking story has been the rise in contact we've had from people having trouble with credit. We've seen around three times last year's volumes of complaints about payday loans. And over the same period – while the numbers involved are smaller – complaints about instalment loans and guarantor loans have risen by 318% and 182% respectively.

The FCA's action on high-cost shortterm credit has had an impact – and we're generally looking into complaints about borrowing that pre-date its tougher rules.

as we've helped more people at an earlier stage, we've ensured our ombudsmen's expertise and experience remain right at the heart of our service

Caroline Wayman



chairman's foreword chief ombudsman's repor

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However, taken together with wider insight into consumer indebtedness, it's clear that financial difficulties and financial exclusion – and the vulnerability they can both bring and result from – remain very current issues.

Scams, including cybercrime, continue to evolve – affecting people online and offline alike. An ageing population adds another dimension to questions of how financial services meet, and will continue to meet, people's needs. This *annual review* highlights how we've continued to work with the FCA and other stakeholders to address these pressing challenges for the financial services sector.

Of course, in 2016/2017, we were still seeing the impact of past unfairness on a mass scale. Even given the increases we've seen elsewhere, PPI accounted for over half of the total complaints we received. We explained in our *plans for the year ahead* how uncertainty following the case of *Plevin v Paragon Personal Finance Ltd* meant we didn't resolve as many PPI complaints as we'd planned to.

As of the beginning of March 2017, however, we've had more clarity about the way forward. The FCA's announcement that its *Plevin* rules and guidance will come into effect in August 2017 is undoubtedly good news for people waiting for an answer about their PPI. In the coming months, we'll continue to focus on giving an answer to as many of those people as we can – while managing the ongoing uncertainty about the volumes of complaints that we might receive as a result of the FCA's PPI communications campaign.



complaints about consumer credit rose by

89%

25,984

complaints received about consumer credit

8%

of all complaints involved consumer credit

for more information see data in more depth table 9 p.51 • we're ready to encourage fairness: helping strike the right balance between innovation and protection

What's also not yet clear is how claims management companies – who brought 85% of all the PPI complaints referred to us in 2016/2017 – will act in the run-up to the two-year time limit for complaints. At the same time, the dramatic fall we've seen in complaints about packaged bank accounts shows how our proactive engagement with claims managers and their regulator can make a real difference in reducing the burden of unfounded claims.

While we'll be dealing with the fall-out of PPI for some time, the end may well be in sight. And it's essential that, as financial services move on, the mistakes of the past aren't repeated. New technology has the potential to transform the way people engage with their money – and as always, we're ready to encourage fairness: helping strike the right balance between innovation and protection. This *annual review* shows how we've done that this year: for example, giving an insight into the small number of complaints we received about crowdfunded loans and investments.

At a time when people can move money in seconds on their phone, things can go wrong just as fast – and quite rightly, people don't want to wait months for them to be put right. But resolving complaints quickly isn't just about meeting the expectations of people used to managing things online. As this *annual review* shows, it can mean the difference between people losing or keeping their home.

Through keeping up our focus on working flexibly, in 2016/2017 we resolved the problems people brought to us more quickly than ever – with record numbers of consumers and businesses giving us positive feedback.

And as we've helped more people at an earlier stage, we've ensured our ombudsmen's expertise and experience remain right at the heart of

chairman's foreword chief ombudsman's report our year at a glance

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our service – reflecting the fact that, while speed matters, it's fairness that is and always will be foremost for us.

Challenging and changing longestablished processes is no easy task. So I'm really grateful for the support we've continued to receive from businesses as we've worked together on the nuts and bolts.

And none of this would have been possible without the commitment of our own people – who've consistently applied their sense of fairness and sound judgement, making a difference every day and hundreds of thousands of times over the year.

In changing times, it's vital we maintain and grow people's confidence in us. In last year's annual review, we said we'd do all we could to support the small businesses we cover – committing to taking forward the *Financial Advice Market Review's* recommendations for giving independent financial advisers (IFAs) specifically more certainty about the ombudsman's role. I hope the roundtables we've held with the FCA this year - in addition to our existing and long-standing engagement with IFAs and others – have gone a long way in giving reassurance that we're on the same page, and always ready to talk.

On the other side of complaints, our partnerships with consumer advisers and representatives have helped people who might have otherwise not reached us to get the independent answers they need. And we've also highlighted examples of how we've shared our experience more widely – supporting the work of regulators and policymakers to promote fairness and confidence, and helping raise standards across schemes like ours in the UK and further afield.

Of course, none of our achievements this year would have been possible without our people. During a time when we've experienced the biggest transformation since we were set up, their tremendous effort is testament to their commitment to our customers. And as we look to the future, their enthusiasm, sound judgement, and sense of fairness will help ensure we continue to provide a relevant, accessible service that not only resolves complaints effectively, but sets the bar for doing so. I'm proud too of our focus on bringing a range of perspectives to everything we do: for example, once again, more than half our people are women, and we've been re-accredited as Leaders In Diversity.

Though things never stop moving, it's important to stop and reflect – and this *annual review* is a chance to do that. While there are still challenges ahead, I think 2016/2017 has shown how openness, cooperation and pragmatism can pay off – both for the financial services sector and for the people who rely on it to work fairly.

Caroline Wayman

chief ombudsman & chief executive June 2017



83%

of complaints were resolved within three months, excluding PPI, compared to 66% in 2015/2016

65%

of all complaints were resolved within three months, compared to 38% in 2015/2016

for more information see data in more depth table 22 p.60 ●

our year at a glance

1,3	otal of 94,379 Juiries	we answered 604,278 phone calls 790,101 letters and emails
we received 321,283 new complaints		biggest changes in complaints
4.5% 12%	were about investments and pensions – 14,471 complaints were about other insurance – 38,155 complaints were about banking and	-16% structured products -18% personal accident insurance -21% derivatives
31%	credit – 99,888 complaints	
52.5%	were about PPI – 168,769 complaints	-22% mortgage endowments -26% card protection insurance -41% interest-rate hedging products -49% SERPS -54% packaged bank accounts -55% film partnerships -60% credit broking

chief ombudsman's report
our year at a glance
what we've seen
www.financial-ombudsman.org.uk



out of the more than 56,000 businesses we cover



resolving complaints





38,619

legally binding final decisions made by ombudsmen



complaints upheld about payday loans



complaints resolved within three months, excluding PPI



complaints resolved within three months, including PPI

what we've seen

uncertainty

Over the years we've seen how political and economic events can affect how people feel about their finances – making them more or less cautious, more or less likely to save or invest, and perhaps more confused about how to plan for the long term. And by any standards, the past year has brought significant uncertainty. During 2016/2017 we heard from people with a range of complaints reflecting national and global events. For example, some people had transferred money overseas around the time of the UK's referendum on its membership of the European Union – and were upset that their transactions had been affected by fluctuations in the exchange rate. Others believed Brexit had affected the price of their shares or the margins on their trading accounts.

rise in foreign currency complaints



118 in 2017/2016 compared with 90 in 2015/2016

for more information see *data in more depth* (table 9) **p.52**



ur year at a glance

what we've seen

how we've helped

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rise in travel insurance complaints



for more information see data in more depth (table 9) p.52 • During the summer of 2016, at the height of the Rio Olympics, the Zika virus had spread to more than 60 countries and was causing concern for people planning to travel overseas. As Zika hit the headlines, we answered media questions about how we can help with problems with travel insurance. And where complaints did arise, we worked with insurers and their customers to find fair answers to disputed claims. The past year has also seen a number of security incidents across the world. We heard from people who'd changed their plans due to trouble in countries they'd intended to visit – and were having trouble claiming on their travel insurance. In these cases, among other things, we checked whether the Foreign & Commonwealth Office (FCO) had issued specific warnings about the areas in question.



our year at a glance
 → what we've seen
 how we've helped
 ____ www.financial-ombudsman.org.uk



✓ zika causes travel concerns

Mrs S had become pregnant after booking a holiday in a country affected by the Zika virus. Having read official advice that pregnant women should consider avoiding this country, she and her husband contacted their GP – who advised them not to go. But when they tried to claim on their travel insurance for the cost of cancelling their trip, their insurer rejected their claim – saying they weren't covered for "travel disruption".

From Mr and Mrs S's policy, we could see they hadn't opted for this extra cover. But looking at the cover they actually had, they wouldn't be covered if they travelled against medical advice. So Mrs S wouldn't be covered for medical issues if she *did* travel – but also wouldn't be covered if she *didn't*. In these circumstances, we told the insurer it would be fair and reasonable to pay the couple's claim.

The Public Accounts Committee publishes its report *Financial services mis-selling: regulation and redress*, which highlights our role in dealing with the fall-out of mis-sold PPI

> We speak at the launch of the FCA Occasional Paper on access to financial services

We meet money advisers at the Institute of Money Advisers' annual conference in Manchester

168,769

PPI complaints received compared to 188,712 last year

for more information see *data in more depth* (table 4) **p.49** •

37.5%

of packaged bank account complaints were brought by claims management companies - 62% in 2015/2016



By the end of 2016/2017 we'd received over 1.6 million complaints about missold payment protection insurance (PPI). We've been dealing with the impact of the mis-selling scandal for many years now – and resolved many hundreds of thousands of complaints based on similar issues. But in late 2014, the Supreme Court's judgment in *Plevin v Paragon Personal Finance Ltd* created new uncertainties.

The judgment means that some people may have new grounds to complain about PPI – based on the amount of commission the business received for the sale, and whether they disclosed that commission. This uncertainty carried on late into 2016/2017, as the FCA considered how the rules for handling PPI complaints needed to change in light of *Plevin*. The fact we were waiting for new rules and guidance to come into force meant we didn't resolve as many PPI complaints as we'd planned to at the beginning of the financial year. However, despite the issues raised by *Plevin*, we still made good progress in giving people initial answers about whether their PPI policy was mis-sold. We've published our timetable for dealing with PPI complaints on our website – including our plans for giving answers to people who've been waiting the longest.

There was a different picture for packaged bank accounts – an area that had previously been a growing area of complaint– where complaints fell by more than half this year.

June 2016



our year at a glance

➔ what we've seen

how we've helped

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fair and final answers about PPI

Richard Thompson principal ombudsman and quality director

In March 2017 the FCA published new rules and guidance about handling PPI complaints. This was the culmination of a complex consultation process – all stemming from the Supreme Court's ruling in *Plevin v Paragon Personal Finance Ltd*. At the end of 2016/2017, the issues raised by the court's judgment in *Plevin* affected around 140,000 of the 170,000 cases we've yet to resolve. So the publication of the FCA's guidance is undoubtedly good news for consumers and businesses waiting to move forward with their PPI complaints.

On the other hand, there's still a fair amount of uncertainty. As well as setting out new rules, the FCA has set a final deadline of August 2019 for consumers to complain about mis-sold PPI. And before then, they'll be running an awareness campaign. We don't know how many more people will complain as a result of this. And we don't yet know how claims management companies, who bring the majority of PPI complaints to us, are going to react.

Unfounded PPI claims are costly and frustrating for everyone involved. So we'll continue to work with claims managers and their regulator to stop complaints coming to us unnecessarily – as well as reminding everyone that consumers can contact us directly for free.

The FCA's rules don't come into force until 29 August 2017. Before then, there's a lot of detail for businesses to work out about how they'll put things right for customers. But we've built up considerable experience in sorting out complaints on a large scale – and in building effective working relationships with businesses and claims managers, as well as organisations representing consumers. So I'm confident that, even if the end may be some way off, we'll ensure everyone with concerns about PPI gets a fair and final answer.

83%

of PPI complaints waiting for our answer were affected by the judgment in *Plevin* (as at 31 March 2017) ♦

debt trouble is made worse by irresponsible lending

Mrs L phoned us, saying she didn't know how to begin to sort things out. She'd initially borrowed £300 from a payday lender, but was now in thousands of pounds of debt.

We could see from Mrs L's bank statements that during the term of her \pm 300 loan, she'd taken out four more loans with other payday lenders, and was still significantly overdrawn. And on the same day as paying off the \pm 300 loan, she'd borrowed a further \pm 500 from the original lender.

The payday lender told us they'd carried out an affordability assessment. But there was no record that they'd taken details of Mrs L's expenditure at the time. We thought the lender should have done more, especially given Mrs L was applying to borrow around a third of her monthly income. If they'd carried out more thorough checks, it would have been clear that she was heavily dependent on payday lending to get by.

We decided the payday lender shouldn't have given Mrs L the second loan. So we told them to refund all the interest and charges they'd applied to it, adding interest – and to work out a fair and affordable way for Mrs L to pay back what she owed.

We also told the lender to make sure there was no adverse information on Mrs L's credit file relating to the loan they shouldn't have given her. And we helped Mrs L get in touch with a free debt charity to help her take control of her wider debt.

vulnerability

The challenges presented by vulnerability continued to receive considerable attention this year. There's a growing understanding that vulnerability isn't just about long-term illness or old age. A sudden change in circumstances - for example, bereavement or the breakdown of a relationship - could have serious consequences for someone's financial situation and their wider wellbeing. According to the National Audit Office (NAO), eight million consumers are overindebted. And this has consequences that cut across different regulated sectors - with financial difficulties leading to trouble with energy, water and communications bills.

This underlines the importance of organisations like ours continuing to work together to build a picture of how vulnerability arises and how to address it.



our year at a glance→ what we've seen

how we've helped

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17.5%

of non-PPI complaints involved consumer credit

for more information see data in more depth (table 5) p.49 •

complaints about payday lending rose by

227%

complaints about instalment loans rose by

318%

data in more depth (table 9) p.51 ●

52% of the UK electorate

vote to leave the

European Union

This year we contributed to the NAO's research and the FCA's ongoing work around vulnerability and ran a conference for mortgage companies about lending and financial difficulties. We shared our experience of helping people in vulnerable circumstances with other ombudsmen and complaint-handling schemes in the UK and Ireland. And we continued to build partnerships with consumer groups and charities, who've helped us understand how we can best support people in vulnerable circumstances to use our service.

In January 2017, Bank of England figures showed that unsecured debt had reached its highest level since 2008. While complaints involving

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credit rose in general this year, we received three times the number of complaints about payday loans. Although the numbers were much smaller, we also saw significantly more complaints about instalment loans, which are typically repaid over a longer term. And we heard from growing numbers of people having trouble with guarantor loans: mostly those who'd backed up someone else's debt, and were now being pursued for it.

This year we continued to engage with the short-term lending sector – including talking to trade associations and running a workshop for payday lenders to help prevent complaints and encourage fairness when problems arise.

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Just over a year after the launch of pension freedoms, we use *ombudsman news* to highlight the issues involved in the small number of complaints we've seen about this issue bank doesn't join the dots to help customer with mental health issues

Ms T told us that her brother, Mr T, had been taken into care because of serious mental illness. And she'd discovered he'd fallen into serious arrears on a £40,000 secured loan.

Ms T explained that she'd seen her brother's application form and believed there were serious mistakes. She'd complained to his bank that they shouldn't have lent him the money. But the bank had told her they'd had no reason to doubt the information Mr T had provided – and had fast-tracked his application because of the low "loan-to-value" ratio.

We found the bank had missed a number of opportunities to make sure they were doing the right thing by Mr T. He'd told them he had a "guaranteed" income of £12,000 a year from a pension, but the bank hadn't asked for evidence. Mr T had also said he didn't pay council tax, which the bank hadn't questioned. And the driving licence he'd shown had expired, and had only been valid for 12 months in the first place.

In our view, all these things should have alerted the bank to the fact they needed more information. And if they'd asked for even some of it, we thought they'd have realised the loan might be unaffordable for Mr T. The bank agreed that fast-tracking his application hadn't been the right option and said they'd write off the outstanding debt.

all lenders have a responsibility to treat you fairly... and if they don't, that's where we come in

Juliana Francis | ombudsman leader

Trouble with money can have farreaching effects – causing, as well as exacerbating, vulnerability. Following years of research into debt and mental health, the link between the two is now well established – and their complex relationship continued to be reflected in the complaints we saw this year.

In September 2016 we used our regular newsletter, *ombudsman news*, to bring together expert perspectives on preventing problems and breaking down barriers to getting help. And we highlighted examples of how people's sense of stigma, combined with businesses' errors, may mean mental health issues don't come to light until people are experiencing very serious financial difficulties.

for more information see *ombudsman news* 136: www.financial-ombudsman.org.uk/publications/ ombudsman-news/136/136-the-heart-of-thematter.html

July 2016



our year at a glance → what we've seen how we've helped

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keeping a handle on high-cost credit

Juliana Francis ombudsman leader

To some extent, we've always been able to help people who've borrowed money. And it was ten years ago now that we got powers to look into complaints about a wider range of problems: from hire purchase and catalogue shopping, to credit broking and debt collecting.

Since then – with a credit crunch in between and all the repercussions of that – the lending sector has continued to evolve. And this year, overall, we've seen a rise in many types of complaints about credit and debt. Take payday loans. By the end of March 2017, we'd seen over 10,000 of these complaints, compared with just over 3,000 in the same period last year.

We hear from people from all sorts of backgrounds who've got into serious debt: students and teachers, nurses and business analysts. People that others might not think of as vulnerable – and who tell us how embarrassed they feel about the position they're in. All lenders have a responsibility to treat you fairly once they're aware you can't repay your loan as originally intended. And if they don't, that's where we come in. No one has to struggle alone – and asking for help is an essential first step in getting back on track.

No two situations are the same. But many people who contact us have taken out more than one loan: in some cases, up to 20, often taken out in quick succession. And in around six in ten cases this year, we decided the lender in question hadn't acted fairly – for example, because they didn't do enough to make sure that their customer would be able to repay what they owed. We've continued to talk to payday lenders this year to help them to give more customers fair answers the first time around.

That said, the FCA's tougher rules for high-cost short-term credit are having an impact. Most of the payday loan complaints we're now getting involve loans that were taken out some time ago. But we've always got to be on top of what's happening right now. As the FCA maintains its focus on high-cost credit into the coming months, we'll continue to share what we're seeing. ♦

job-seeking student ends up with fraud on her records

Miss K, a college student, contacted us after her bank closed her account. She said she'd suddenly found she couldn't use her debit card, mobile payments or online banking. She'd also tried unsuccessfully to open accounts with several other banks.

When we asked Miss K's bank for more information, they told us that her account had regularly received large amounts of money, which had been moved to different accounts almost immediately. They suspected she'd been involved in fraud, and had put a Cifas marker on her records.

We asked Miss K more about the transactions. She told us she'd recently taken a job that she'd seen advertised on a classified ads website. As PA to a management consultant, she'd been asked to receive money into her bank account and send it on to her boss's clients.

We looked carefully at email exchanges between Miss K and her boss. We thought it was very likely that her employer had been a fraudster – but there was nothing to suggest Miss K had, or should have, been aware of this. In these circumstances, we told the bank to remove the Cifas marker from her records.

July 2016

It's also remained apparent that people from all walks of life can be vulnerable to fraudsters looking to con them out of their money. A significant proportion of the complaints we receive about bank accounts involve alleged fraud of some kind. But when people first contact us, it isn't always obvious that the problem they're having involves fraud.

Regardless of how it happens, the ordeal of being scammed can be distressing and even life-changing. In 2015 we shared our experience of complaints involving phone fraud, which it seemed disproportionately affected older people, who'd lost significant amounts of money. And in 2016/2017 we used *ombudsman news* to highlight how fraud continues to evolve, and the complaints we see as a result.

for more information see *ombudsman news* 135: www.financial-ombudsman.org.uk/publications/ ombudsman-news/135/135-financial-fraud-andscams.html

We meet consumer advisers in Hertfordshire to explain our role

Chief ombudsman Caroline Wayman signs the Women in Finance Charter, aimed at improving diversity in financial services We meet small businesses at our workshop in Canterbury



our year at a glance → what we've seen how we've helped

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We're a guest on the Pete Price Show on Liverpool's Radio City, chatting about how to avoid trouble with travel insurance

We talk to MPs and their caseworkers at a drop-in in Westminster, explaining how we can help their constituents



ombudsman news highlights how we can help people with problems that arise when they're away – from missed flights to leaky pipes



of complaints from under 25s were about bank accounts

for more information see *data in more depth* (table 35) **p.65** • This year we continued to hear from young people who'd had their accounts closed without warning – and later discovered they'd got a fraud marker against their name. Together with Cifas, the national fraud prevention database, we highlighted how under 30s may be particularly vulnerable to fraudsters looking for people who'll let them launder money through their accounts in return for a payment. Letting someone access your account might seem like easy money. But in acting as "money mules", young people risk a range of serious consequences for years to come: from trouble getting student loans and mortgages, to a criminal conviction and jail. We continued to help prevent these types of problems through our wider engagement – for example, inviting student money advisers to our own free workshops and visiting Newcastle University.



our year at a glance

what we've seen how we've helped

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keeping pace with fraudsters

Michael Ingram ombudsman leader

Managing your money can be complicated enough without the risk of financial crime. Unfortunately, we hear every day from people who've fallen victim – and scams are evolving rapidly. We still see people signing up for fake investment opportunities that have come through their letterbox. Others have had "number spoofing" calls on their mobiles, been ripped off on online auction sites, or found their business banking threatened by malware. On the face of it, complaints involving the same scam may seem similar. But we'll need to consider the individual circumstances very carefully to reach a fair answer in each one.

In my experience, scammers are successful because they make people believe something's gone wrong – and that they can do something about it to get control back. For example, they might say there's a security problem with your bank account – and persuade you to send money to a "safe" account, which is anything but safe. Or they might say they're from an internet provider and need to fix your computer remotely – and in doing so, access your online banking.

We've also heard from people who've been taken in by fraudsters pretending to be someone they're actually *expecting* to pay. For example, they might receive an email that looks like it's from, say, the solicitor they're using to buy a house. The email gives details of a bank account to which payment should be made – which, of course, are the fraudster's.

Although it may be easy to see what went wrong afterwards, it's not always so easy at the time. The people who contact us are often very embarrassed about what's happened: particularly as they may have inadvertently done something that's helped the scammer. But the sooner a bank knows, the sooner they can act – and the more likely it is they can limit the damage. ♦

car bought with peer-to-peer loan goes wrong

Mr U had been having trouble with a car he'd bought with a peer-to-peer loan. In the middle of trying to get it repaired, the garage he'd bought it from had gone into administration.

He'd then contacted the peer-to-peer lending service – who'd said that, if it turned out there was a mechanical problem that would have been covered by the garage, they'd pay for the repairs themselves. But Mr U didn't want his car to be inspected. And now the garage had gone bust, he wasn't sure where responsibility fell for sorting things out.

We asked Mr U about the problems he'd been having. He said the car's lights had started playing up on the day he'd bought it. And they'd continued to do so over the next few months, despite the garage trying to repair them. Mr U thought the car was more trouble than it was worth and just wanted to return it.

We confirmed to Mr U that his loan agreement wasn't covered by section 75 of the *Consumer Credit Act* – and we saw that the peer-to-peer lending service had explained this when he'd got in touch with them. But they'd offered to help him all the same. And we thought it was reasonable that they'd want the car inspected, as they'd need to understand the nature of the problem before arranging any repairs.

In the circumstances, we didn't think the peer-to-peer lending service had acted unfairly – and encouraged Mr U to take them up on their offer.

changing times

Like every year, in 2016/2017 the problems people brought to us reflected a number of wider trends in lifestyles and technology. The UK's financial technology sector – Fintech – has grown rapidly in recent years. And innovations such as new payment systems and apps have the potential to transform the way people manage their money.

While not everyone can, or wants to, engage with financial services in new ways – and new technologies can go wrong – these types of changes have had many positive benefits. In part, this is because past experience has been applied when thinking about the future – and as businesses innovate, they often want to know what our approach might be if problems were to arise.



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Although we obviously can't give answers to complaints that haven't yet happened, we can help businesses understand the types of things we'd consider – something we did this year through our ongoing support of the FCA's Advice Unit and Project Innovate.

We also shared our insight into the very small numbers of complaints we'd seen involving crowdfunding – as the FCA asked for evidence around a number of challenges they'd identified for this growing sector. We said that, overall, we'd seen more complaints about loan-based crowdfunding than about crowdfunded investments.

Many of these complaints had come from people unhappy with goods and services they'd bought with peer-to-peer loans, who were unsure what recourse they had.

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driver caught out by excess mileage charge

Mrs F had bought her car with a personal contract purchase (PCP). She contacted us after being charged over £600 for excess mileage at the end of the agreement. The finance company said she'd exceeded her annual limit of 7,000 miles. But Mrs F told us she'd made clear she'd be driving up to 10,000 miles a year for work and leisure.

Having looked at the paperwork and records of discussions from when the car was sold to Mrs F, we decided the limit hadn't made it clear enough to her. Given her commute alone was around 6,500 miles a year, we thought it was unlikely she'd have agreed to a limit of 7,000 miles if she'd known about it – as this would have given her little scope to use the car for anything other than work. In these circumstances, we told the business to waive the excess mileage charge.

Which? submits a super-complaint to the Payment Systems Regulator (PSR), calling for extra protection for people who are tricked into transferring money to fraudsters – and we later share our insight with Which?, the FCA and the PSR

We talk to BBC

Radio Cumbria

about preventing problems with

money and where

we fit in



rise in complaints about hire purchase agreements

2016/2017

5,029 2015/2016 3,072 for more information see data in more depth (table 9) p.51 O

This year we once again saw trends in what people were buying – and how they were doing so - reflected in the problems people brought to us. We saw more complaints about hire-purchase finance agreements as a whole. And as sales of new cars continued to grow, we heard from people who'd taken out PCP agreements. These typically have lower monthly instalments, but a higher final "balloon" payment than other types of finance. Some people told us they hadn't known exactly how things would work out at the end of the contract.

And in view of record sales of "alternative fuel" vehicles, we heard from drivers who'd bought hybrid cars on finance – who were disappointed at how long their batteries were lasting, especially in dark winter weather with their lights and heating on. Where there's a dispute about what people were told when they bought a car, we'll look carefully at all the evidence about what happened at the time.



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keeping one step ahead

Simon Rawle ombudsman leader

We need to be ready to resolve the problems people bring to us – however many there are and whatever they're about. But while life, and things that go wrong, can seem pretty random, that's not to say we can't identify things that might cause complaints to come our way in the future.

In fact, it's something we continually do. Thinking about the last year, we've seen businesses going bust, virus epidemics, travel restrictions, train strikes, new developments in Fintech, and issues being clarified by the courts. All these types of thing could and do have an impact on people using financial services – and we need to anticipate how, and on what scale, we'll need to respond.

With some things, the link with money isn't immediately apparent. For example, in summer, we heard from a Pokémon GO enthusiast – who it turned out wanted to use section 75 of the *Consumer Credit Act* to reclaim the cost of what they believed to be counterfeit Pokémon merchandise.

Other events have the potential for large numbers of people to be left out of pocket – or to be worried they might be. Following the collapse of an online holiday company this year, we worked with the media, who'd been inundated with questions, to help disappointed travellers understand their options for getting their money back.

It's not just about reacting swiftly to things that have already gone wrong. We regularly talk to businesses about trends they're seeing and how they might play out. And we make sure we hear the other side of the story: engaging with consumer organisations across the UK to learn more about what they're hearing. Keeping up with discussions happening online can also be helpful in picking up on concerns early on.

Taken together, these types of insight help us build a picture of what's on the horizon – so we can do all we can to prevent problems arising and encourage fair answers if they do. Real life doesn't always neatly align with the black and white of terms and conditions. This is something that's particularly apparent in disputes about insurance, where we're often deciding how particular eventualities relate to policies that don't explicitly mention them.

For example, there's recently been growing media attention on the damage caused by cannabis farms to rental properties. This year we heard from a number of landlords who'd had trouble with insurance claims – typically, where properties had been damaged by alterations that had been made to set up a farm, or by fires caused by the electrical equipment involved. From what we've seen, landlords' insurance policies don't generally mention cannabis farming. But other policy terms and exclusions may be relevant. Many of the policies we've seen exclude claims where the damage has been caused by someone lawfully in a property, and/or where the damage has been caused by illegal activity. So when deciding whether an insurer's decision is fair, we'll ask questions about the circumstances of how the damage arose. And as discussion around the "gig economy" continued this year, we also got an insight into the interaction between financial services and changing working lives – for example, as people engaged with different products and services to support new patterns of work.



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Simon Rawle | ombudsman leader





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courier is confused about insurance cover

Mr P had recently started a business as a courier, but had run into trouble when £3,000-worth of goods were stolen from his van. His insurer had rejected his claim, saying the goods weren't covered under his policy.

We could see Mr P had told the insurer he was just starting out as a courier and wasn't quite sure what cover he'd need. He'd been put through to what the insurer had called a "specialist team". But in spite of Mr P mentioning carrying goods, the insurer hadn't said that goods weren't covered by the policy they were selling him. In addition, Mr P's paperwork was headed up "goods/commercial vehicles insurance" – which we thought could have given him the impression that his policy covered both.

We accepted that Mr P had a responsibility to check his policy documents. But given the confusing paperwork – and the fact he'd supposedly spoken to a specialist team – we could see why he'd thought goods were covered. In these circumstances, we told the insurer to pay the claim.

We meet hundreds of consumer advisers at Advice UK's annual conference in Birmingham During the year intergenerational fairness - the question of whether younger people are worse off than their parents and grandparents - continued to spark debate.

And the broader underlying trends spanning money, housing, lifestyles and longevity – are being reflected in the way people engage with financial services, and inevitably in the problems people bring to us. As the FCA continued its focus on the ageing population, we looked into the variations in the types of problems that different age groups bring to us - building on the insight we shared in 2015/2016 about complaints that appear to centre on people's age.

over 65s complaints mostly involved



for more information see data in more depth (table 35) **p.65** •

under 25s complaints mostly involved

21%



other

October 2016

continued



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communicating clearly to stop age-related unfairness

Simon Pugh ombudsman manager

Age can be an important factor in designing and pricing financial products and services – and age discrimination isn't necessarily unlawful in this sector. But if a business is considering a customer's age when assessing wa risk, they need to make sure they're only using information that's relevant to assessing the risk – and from a source it's reasonable to rely on. So that's what we'll very carefully consider if people tell us they've been discriminated against.

From what we've seen, though, businesses are getting better at reaching the right answers themselves. This year we've continued to see complaints where – apparently because of their age – people have experienced difficulties with their mortgages. But we've seen a growing willingness on the part of lenders to work flexibly around age limits. I hope that's partly a result of the ongoing conversations we've had with lenders, highlighting situations where strict lending policies might lead to unfair outcomes for certain customers.

There's still work to do though. And I'd say, on the whole, it's communication where lenders are sometimes falling down. This year we've continued to hear from people who simply don't understand why a lender has refused their mortgage application. Of course, lenders might not want to share information that's commercially sensitive. But our experience suggests that the more open the conversations that happen early on, the less chance there is of complaints being escalated.

how we've helped



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what we've seen how we've helped data in more depth

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how people reached us



people who had some awareness of us









support and insight



we shared insight into issues including mental health and debt, crowdfunding, vulnerability, age-related complaints and to help encourage fairness

accessibility and inclusivity



4,787 translated

documents into different languages



15

of our people learned British Sign Language



2,000

calls answered by

in complaints

our technical helpline

from people working

we were reaccredited as Leaders in Diversity



we signed HM Treasury's Women In Finance Charter and half our ombudsmen and executive team and board are women

putting things right



in **one in five** cases, we told the business to do something without a direct cash value – like putting right a credit file or apologising



in **one in six** cases we told the business to pay compensation to make up for upset, inconvenience or other nonfinancial trouble



53% of people whose complaints we didn't uphold said they'd recommend us



eight in ten consumers and business complaint handlers said we listened, got to grips with their problem and gave clear answers V

resolving confusion about auto-renewal

Mr M had recently taken out car insurance with a new provider when he realised his previous insurer had renewed his policy. This meant he was paying for two policies for the same car. He rang us to find out what he could do, saying he hadn't been told his policy would renew automatically.

The insurer was happy for us to get involved straight away – even though Mr M hadn't yet raised his complaint with them directly. They told us they'd no record of Mr M asking to cancel his policy, and showed us the policy documents and the email reminders they'd sent Mr M saying they would renew his policy. But the fact Mr M had taken out a new policy suggested he hadn't realised what had happened.

The insurer said they'd refund Mr M's renewal premium minus a cancellation fee. Mr M, who'd initially been frustrated and confused, was pleased to have some clarity about what had happened and our assurance that the insurer had resolved things fairly.

putting things right

If we uphold a complaint, we generally look to put the consumer in the position they would be in if things had happened as they should – and we tell the business to pay fair compensation.

As always, the proportions of complaints we upheld this year varied considerably between different products, issues and types of business – but overall, we upheld 43% of complaints. This is lower than last year because we didn't resolve as many PPI complaints – which typically have a higher uphold rate – while we were waiting for the FCA's rules and guidance following the case of *Plevin*.

> We meet smaller businesses at

our free workshop in Newcastle

November 2016



We meet members of the Consumer Credit Trade Association at its annual conference in Nottingham We talk to Advice UK members in Manchester about credit, debt and financial difficulties

We use ombudsman news to share what we've seen in the complaints we've received about crowdfunded loans and investments

bt and financial difficulties

asman ne

forward thinking

> We discuss lending into retirement, age-related lending decisions and customers in financial difficulties at our conference held jointly with the Council of Mortgage Lenders (CML)
what we've seen how we've helped data in more depth

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In some cases, we decide the consumer involved has been left out of pocket as a result of a business's error. In around five in ten cases we upheld this year, we told the businesses to do something that didn't have an immediate cash value – for example, amending a credit file or apologising. And in one in six cases, we told businesses to pay compensation to recognise the non-financial impact of their actions – for example, the inconvenience or upset they'd caused.

working flexibly

The prospect of bureaucracy can be a significant barrier to people getting the help they need to resolve a problem. To ensure it's as straightforward as possible to access our service, this year we continued to focus on working increasingly flexibly.

And following changes to the FCA's rules in July 2015, many businesses have agreed we can step in to look at complaints they haven't yet responded to themselves.

Together, these developments mean we can help more people at an early stage. In 2016/2017, we resolved complaints more quickly than at any time since we were set up in 2001 – in many cases giving our answer in a matter of days, and sometimes hours. This pace has clear benefits in all sorts of circumstances: whether someone's confused about insurance autorenewal, has a problem paying their bills, or is faced with losing their home.

We chat on TalkRadio

about consumer rights

when shopping online

83%

of complaints were resolved within three months, excluding PPI

96%

of complaints were resolved within six months

for more information see data in more depth (table 22) p.60 •

V

open conversations help avoid repossession

Miss G contacted us after receiving a "letter of action" from a mortgage administration company, saying they were taking steps to repossess her home. Her husband was terminally ill. Although she'd had an initial conversation with a debt advice charity, she was finding the situation overwhelming and wanted more help.

Miss G hadn't made a formal complaint, but when we spoke to the mortgage administration company they agreed we could get involved straight away. We arranged a three-way phone call so everyone could talk openly about the situation and possible options.

The company explained Miss G had been overpaying in some months and underpaying in others. However, they accepted it was clear she'd been doing her best to keep up with what she owed. They said they'd withdraw their letter of action, capitalise the arrears, clear the interest and charges and extend the mortgage term by six months.

Miss G agreed to set up a direct debit to make sure her payments arrived on time – and, with the help of the debt advice charity, to keep in touch with a named account manager at the mortgage administration company.

We share our experience of helping

We get the highest weekly number of enquiries about consumer credit

> We share our experience of helping people facing financial difficulties at the East London Financial Capability Forum

While resolving problems as soon as possible is clearly beneficial, speed is only part of the picture. It's essential that people feel we've treated them fairly, whatever the conclusions we reach.

Understandably, people who got the outcome they'd initially hoped for were more likely to be happy with the experience of using our service. But as we've been working flexibly, growing numbers of people whose complaints we *haven't* upheld are giving us positive feedback.

Similarly, our research showed that nine in ten people whose complaints we upheld, and half of people whose complaints we didn't uphold, would recommend our service.

This year we also received more positive feedback from the business complaint handlers involved in the cases we resolved – with more than eight in ten agreeing we listened, got to grips with the problem in hand and gave a clear answer. And a greater proportion of managers at financial businesses told us they feel that our decisions are fair and that their industry can have confidence in us.



We know we can always do things better – and we want people to tell us if they think we're getting it wrong. This year we received 1,932 complaints about our service and responded to 2,741 – around 0.8% of the total number of cases we resolved. Our *directors' report and accounts*, due to be published in July 2017, will give more detail about the complaints about us that were referred to the independent assessor – who can look into complaints about the service we've provided.



what we've seen
 → how we've helped
 data in more depth
 □ www.financial-ombudsman.org.uk

V

knowing what we're talking about

David Millington lead ombudsman

Our knowledge is, and always has been, essential to our job of providing an effective ombudsman service. For people to have confidence in the answers we give, they also need to have confidence that we know what we're talking about.

When we look into a problem someone's brought to us, we always take into account the law, rules and guidance, and good practice. But it isn't enough just to know these inside out. Very often, the words people use to describe what's happened to them don't appear as they do in industry documents.

So first, through all the frustration and confusion, we've got to listen – to understand what's happened and work out where we need to look for answers. Only then can we start applying what we know – always bearing in mind that, in all the complications of real life, the black-and-white rules don't always lead straight to a fair outcome.

As we've been working increasingly quickly and flexibly, the way our people find and apply knowledge has needed to keep in step. That's why we've improved our online knowledge-sharing systems this year – as well as putting our ombudsmen at the heart of our investigation teams, so their expertise and pragmatism can help businesses and consumers from the start. And we've strengthened our networks of experts across our service, to help our people put problems right and capture new insight that challenges us to think differently about fairness.

Our knowledge is about so much more than just knowing the rules. It's about knowing how to listen, knowing the right questions to ask, and having the sound judgement to reach a fair answer. It's reassuring that businesses and consumers say they've got confidence in us to do that. And to help others see all this in action, we've published another 36,000 of our ombudsmen's decisions on our website this year.

4,533

complaints received from small businesses



complaints from smaller businesses

Small businesses' experience of using financial services was the focus of considerable attention this year, following investigations into their unfair treatment by some banks. In 2015 we published our insight into the problems small businesses bring to us. And this year we continued to share our experience to help inform the FCA's review of business banking – which includes questions about whether businesses larger than "micro-enterprises" should have access to the ombudsman.

for more information see data in more depth (table 29) p.63 • We can look into complaints brought by small businesses defined as micro-enterprises – with an annual turnover of up to two million euros and fewer than ten employees. This year numbers of complaints from small businesses remained steady. Three quarters involved business banking, with a significant proportion of these relating to banks' customer service.

> We talk to BBC Radio 4's *MoneyBox* about how we can help with complaints involving scams

January 2017

It's announced that UK car sales reached record levels in 2016 – with significant numbers bought on finance

Chief ombudsman Caroline Wayman takes part in a video with *FT Adviser* covering a range of issues that matter to financial advisers

> We get the highest weekly number of enquiries about travel insurance of any week of

the year

38

what we've seen

how we've helped
 data in more depth

□ www.financial-ombudsman.org.uk

We attend the Claims Management Regulator's seminar for newly authorised claims managers to explain what we expect when they refer complaints to us

We meet people who help run credit unions in County Tyrone



We talk to BBC Radio Sussex & Surrey about what section 75 of the *Consumer Credit Act* means in practice

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small business is caught up in hoax website scam

Mr G phoned us when his business lost money to fraudsters. One of his employees, Mrs O, had inadvertently put the business's online banking details into a hoax website – and fraudsters had subsequently transferred around £40,000 out of the account.

Mr G's business's bank had raised an indemnity claim with the banks that the money had been transferred to, but had only managed to recover around £2,000. They'd refused to refund any more money, saying Mr G's business had been "grossly negligent" by giving the passcode to a third party.

However, Mr G's business banking terms and conditions didn't say his business was responsible for losses arising from the passcode being disclosed to a third party. And although Mrs O had typed in the business's passcode, the fraudsters had gone on to make the transactions themselves – so she hadn't actually authorised them.

The bank acknowledged that the hoax website would have looked exactly like their own – so Mrs O couldn't have known she was using a fake site. And according to the bank's records, she'd phoned the bank shortly before she reported the missing money to say the website was running slowly. The bank's adviser had told her she could carry on using the site – despite there being a warning on the bank's own website that a slow-running online system could indicate possible fraud.

In the circumstances, we didn't agree Mrs O had been grossly negligent. The bank's adviser could have alerted Mrs O to the fact something might be wrong – particularly as malware was a problem that the bank was actively warning its customers about. We told the bank to pay Mr G the money they hadn't been able to recover.

84.5%

of PPI complaints were brought to us by claims managers

37.5%

of packaged bank account complaints were brought to us by claims managers

4% of other complaints were brought to us by claims managers



complaints brought by claims management companies

Across most types of complaints we cover, an average of 87% of people contact us directly, with a further 5.5% asking friends, family or a free advice organisation to talk to us on their behalf. But for PPI and packaged bank accounts, the picture is very different. Many people are prompted to complain only after being contacted by a claims management company, and are already tied into a contract by the time we get involved. As the FCA begins its PPI consumer communications campaign in the second half of 2017, we'll continue to show that it's easy to use our service – so people don't have to lose out on money they might be owed as a result of claims managers' fees and charges.

The continuing fall in complaints about packaged bank accounts shows how our proactive engagement with claims management companies can prevent the burden and frustration of unnecessary claims.



what we've seen
 → how we've helped
 data in more depth
 □ www.financial-ombudsman.org.uk

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pragmatism, not the new PPI

Steve Townsley ombudsman leader

While it seems clear now that packaged bank accounts aren't the new PPI, we didn't always know how things would pan out. When claims managers first began to bring large number of complaints about these accounts, we knew we'd need to look closely at what was happening.

We found they were raising very similar issues to those they brought about PPI. Not only that, but just like in PPI, they gave us very little to go on. We often couldn't tell what really mattered to the consumer.

These problems needed to be addressed – and we didn't want misunderstandings to take root. So we ran a series of workshops for claims managers, including some in partnership with the Claims Management Regulator. We discussed the limitations on how far PPI and packaged bank accounts are comparable – and claims managers had the chance to work through real-life case studies, showing different sides of the story. And we also talked in detail with the banks involved – to make sure they understood our approach and could resolve as many complaints as possible themselves.

Since then, we've continued to ask claims managers to really think about the cases they're referring to us. Not because we don't want to help their customers – but because if people haven't actually lost out, then the whole process is just frustrating and disappointing for everyone involved. Most claims managers have now realised that packaged bank accounts are very different products to PPI. And they're thinking more carefully about whether a case has any real merit before complaining to the bank or to us.

In 2016/2017 volumes of packaged bank account complaints dropped by over a half – and we're expecting far fewer again next year. It's a really good example of where pragmatism pays off – meaning we can focus on helping people who've actually lost out.

161

complaints about IFAs involved events that happened more than 15 years ago

36%

of complaints about IFAs were upheld

for more information see data in more depth (table 12 and table 20) p.54 and 58 •

working with the businesses we cover

We cover well over 56,000 financial businesses, ranging from global banks to local firms of advisers – with businesses at the small end of the scale accounting for just a fraction of the complaints we receive. This year we continued to make sure that small businesses, who typically have very little contact with us day to day, have clarity about how we work.

To help address the particular concerns of IFAs, the *Financial Advice Market Review* (FAMR) recommended in March 2016 that we publish more detailed information about complaints relating specifically to the advice sector, as well as about those involving events that took place more than 15 years ago. In response to this and wider feedback about how we could give greater insight into what we're seeing, in October 2016 we consulted on what data we should publish in the future.

As a result of this, in addition to the recommendations arising from FAMR, we've committed to sharing even more information about the complaints we're upholding about businesses in different sectors about different products and issues. We hope this will help businesses see more clearly what's going well and where they could be doing better.



what we've seen
 → how we've helped
 data in more depth
 □ www.financial-ombudsman.org.uk

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Vi Vint

on the same page

Caroline Mitchell lead ombudsman

In all my years as an ombudsman, my experience has been that professional advisers are just that: professionals. And while the few exceptions unfortunately get a disproportionate amount of attention, the fact is many advisers haven't ever had a complaint referred to us at all. Even if they have, it's likely to have just been one or two.

That's clearly good news. But all the same, the prospect of hearing from us may be particularly worrying for small businesses – not just because they don't know what to expect, but, in some cases, because of the amount of money involved. That's why over the years we've proactively worked with businesses to explain who we are and the way we work. As usual, this year we ran free events around the country, specifically for those who've had little or no contact with us – so we could address their questions and concerns directly.

In March 2016, the *Financial Advice Market Review* recommended that we do even more to support the small businesses we cover. So over the last few months we've held roundtable discussions in Glasgow, Stockport, Basingstoke and Sunderland, bringing IFAs together with our chief ombudsman and the FCA. We've also attended seven of the FCA's Live and Local events. While our roles are distinct, I think it's been very important that advisers have had the chance to challenge us together – and to get the assurance they need that we're on the same page.

The roundtables have been particularly helpful in getting to the bottom of issues that cause uncertainty for advisers – for instance, what should be included in suitability reports, and how we'd approach cases involving "insistent clients" on the back of pension freedoms. We and the FCA have been able to explain that the regulator's guidance in these areas is clear, and that if a business has done what it should, then there's no need to worry. We've really welcomed the honesty of conversations like these and look forward to them continuing into next year and beyond.

50%

of all complaints came from 4 business groups (out of more than 56,000 businesses we cover)

of the other 50% of complaints:

came from 427 businesses

groups continued to account for the majority of the complaints we received. By talking to these businesses regularly, we can work through existing issues that are causing complaints to be referred to us, as well as identifying potential problems before they become more serious.

In 2016/2017 the largest business

Many of these conversations take place at our steering groups meetings – which are a forum for our chief ombudsman & chief executive, chairman and senior ombudsmen to discuss strategic issues with senior people at businesses and trade bodies.

In 2016/2017 our discussions with businesses covered topics ranging from the impact of the *Plevin* case on PPI, to trends in fraud and scams that were giving rise to complaints. We also continued to talk to individual businesses and trade bodies throughout the year - as well as visiting a number of businesses to help us understand their day-to-day operations.



what we've seen how we've helped data in more depth

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working with consumer representatives

People might not know about our service – and we're not everyone's first port of call when something goes wrong with their finances. So it's important that we have strong relationships with a diverse range of local and national advice organisations, charities and other consumer networks. These relationships work both ways: first, consumer representatives can help the people who turn to them to reach our service. Equally, if people who contact us need specialist support that we can't offer, we can signpost them to organisations that can.

In 2016/2017 we maintained and grew these partnerships – including continuing to run free UK-wide workshops for local consumer advice workers, meeting MPs' caseworkers, and sharing our experience of complaints with organisations including Which?, Citizens Advice, MoneySavingExpert and StepChange Debt Charity.

Latest data shows that a quarter of all UK payment transactions are now made using contactless technology

V

cancer charity asks for clarity about life cover

A cancer charity contacted us about Mr C, who had been given just a few weeks to live. He was worried that his wife would struggle to afford their mortgage repayments after he died.

The charity told us that when Mr C had checked his life assurance arrangements, his provider had told him that his cover wasn't guaranteed to pay off the mortgage. Mr C felt he'd been sold useless cover – and the charity wanted our view.

The life assurance provider agreed that we could look into Mr C's concerns straightaway. They quickly sent over some information from financial planning meetings they'd had with Mr C. We could see that he'd previously been offered the type of cover that would have paid off his mortgage. But he'd turned it down, saying he already had other cover.

The provider told us that Mr C had three other life policies. When we looked at the values of these, we found there would be enough money to pay off Mr C's mortgage. We confirmed this with the cancer charity, who went on to explain the situation to Mr C – giving him the peace of mind he wanted that his wife wouldn't lose their home.



of the public said they'd trust us

a service for everyone

To ensure we're providing a fair and inclusive service, we try to find out more about the backgrounds of the people who complain to us.

In 2016/2017, as in previous years, our research highlighted variations in the problems different groups of people referred to us: for example, PPI barely featured in complaints from the under 25s, whereas over 65s were far less likely to complain about consumer credit. But there were no significant differences in the outcome of complaints that weren't accounted for by variations in the types of product involved.

We also carry out research each year to help us understand how people feel about complaining – and how far they're inclined to take things when they do complain. When we asked members of the public, one in four said they'd had a problem with a financial product or service. Of these people, 72% told us that they went on to complain to the financial business involved – of which 33% weren't happy with the business's response. 56% of these people said they'd referred their complaint to us, compared with 48% last year.

Our partnerships across the UK, including our work with the media, look to have helped either maintain or improve awareness of our service among people from all backgrounds and regions of the UK.

This year 76% of the public said they'd trust us – up from 75% last year – at a time when research suggests just over half of people trust the financial services sector.

Birmingham's NEC

 Continued

 Image: Continge: Continge: Contin

at our workshop

46

what we've seen how we've helped data in more depth

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fairness through diversity

We want the people who work for us to reflect the people we're here to help. Being diverse and inclusive gives us different perspectives, which gives us confidence in the fairness of the decisions we make.

We were one of the first organisations to sign *HM Treasury's Women in Finance Charter* in July 2016. In January 2017 we were re-accredited by the National Centre for Diversity as *Leaders in Diversity*, and made their top 100 index. And our people continued to support each other through peerled networks – including lesbian, gay, bisexual or transgender (LGBT), black, Asian and minority ethnic (BAME), faith groups, carers, mental wellbeing, disability and women. From January 2018, we'll be reporting separately on the diversity of our own people and those who use our service. The backgrounds of our ombudsmen are available on our website, together with more information about our nonexecutive board and executive team.

This year 45% of our employees are men and 55% are women – and among our ombudsmen, 51% are women. Women account for 50% of our board and executive.

58% of people working for us at the end of the year were aged between 25 and 34 – with 19% aged between 35 and 44, 11% aged between 45 and 54 and 6% older than 55. The age of our employees ranged from 18 to 71. 38% of our employees say they are from a non-white background, 6% say they have a disability, and 4% have told us that they identify as LGBT.

Aside from the difference they make resolving complaints, our people also give their time to support charities and projects in the local community. In total we raised over £38,000 for children's hospice Haven House, our partner charity for the past two years. Other volunteering and giving this year included running lunchtime numeracy and literacy classes in a local school, helping local students with employability skills, contributing to a local harvest festival and food banks, and donating toys to the East London Business Alliance Christmas appeal.



about this year's enquiries

1. volumes of enquiries			
	w phone enquiries	ritten enquiries (including by email)	total
2016/2017	604,278	790,101	1,394,379
2015/2016	806,171	825,784	1,631,955
2014/2015	927,737	859,236	1,786,973
2013/2014	1,150,002	1,207,372	2,357,374
2012/2013	1,067,607	1,093,832	2,161,439
2011/2012	673,999	594,799	1,268,798

2. how people called us		
	% 2015/2016	% 2016/2017
from a landline phone	64	55.5
from a mobile phone	28.5	38.5
overseas/unknown/other	4	3
over the internet	3.5	3

3. what the enquiries were about

	% 2015/2016	% 2016/2017
PPI	23	20
loans and credit	8.5	9
car and motorbike insurance	9	8
packaged bank accounts, interbank transfers, electronic money and other banking services	8.5	7
current accounts	7	6.5
warranties, mobile phone cover, home emergency cover and other insurance	5	4.5
credit cards	3.5	3.5
mortgages	3	2.5
household insurance	2.5	2
mortgage endowments	1	0.5
other products	9	8
other problems and concerns that people didn't know where else to take (for example, debt related worries and confusion about how to sort out a problem.	20	28.5

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about this year's new complaints

4. what the ne	ew complaints were about				
	banking and credit	investments and pensions	insurance (excluding PPI)	PPI	total new complaints
2016/2017	31 % (99,888 complaints)	4.5% (14,471 complaints)	12% (38,155 complaints)	52.5% (168,769 complaints)	321,283
2015/2016	31% (106,327)	4% (14,576)	9% (31,284)	56% (188,712)	340,899
2014/2015	24.5% (79,763)	4.5% (14,723)	9% (30,080)	62% (204,943)	329,509
2013/2014	13% (65,077)	3% (15,938)	6% (31,213)	78% (399,939)	512,167
2012/2013	15% (77,176)	4% (19,834)	7% (33,172)	74% (378,699)	508,881
2011/2012	24% (64,234)	6% (14,862)	10% (27,563)	60% (157,716)	264,375

5. what the new complaints were about, excluding PPI		
product	% 2015/2016	% 2016/2017
current accounts	37	25
consumer credit products and services (for example hire purchase, debt collecting and catalogue shopping)	9	17.5
motor insurance	5.5	8
mortgages	7.5	7
credit cards	5.5	6.5
unsecured loans	4	4
pensions	3	3.5
buildings insurance	3	3
travel insurance	2	2
savings accounts	2	1.5
term assurance	2	1.5
whole-of-life policies and savings endowments	1	1.5
mortgage endowments	1	1
contents insurance	1	1
other products	16.5	17

about this year's new complaints continued

6. what the new insurance complaints were about	%	%
product	2015/2016	2016/2017
PPI	86	82
all other insurance-related complaints	14	18
<i>of which:</i> motor insurance	27.5	31
buildings insurance	13	12.5
travel insurance	7	8.5
term insurance	7.5	6
home emergency cover	5.5	5.5
contents insurance	4.5	4
pet insurance	3.5	4
extended warranty insurance	3	3.5
income protection	3	3
commercial vehicle and property insurance	4	3
private medical insurance	3	3
critical illness insurance	2.5	2
roadside assistance	2.5	2
mobile phone insurance	2	2
legal expenses insurance	2.5	2
personal accident insurance	2.5	1.5
card protection insurance	2	1.5
guaranteed asset protection (GAP insurance)	0.5	0.5
other (including business protection, building warranty and caravan insurance)	4	4.5

7. what the new banking and credit complaints were about		
product	% 2015/2016	% 2016/2017
consumer credit products and services	13	26
packaged bank accounts	41	20.5
current accounts	13	17.5
mortgages	11	10.5
credit cards	8	9.5
unsecured loans	6	6.5
savings accounts	3	2.5
secured loans	1	1
other banking services	4	6

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about this year's new complaints continued

product	% 2015/2016	% 2016/2017
whole-of-life policies and savings endowments	13.5	14
personal pension plans	14	13
small self-administered schemes (SSASs) and self-invested personal pensions (SIPPs)	8	11
mortgage endowments	13.5	10.5
investment ISAs	9	9
portfolio management	8	8
stockbroking	6	7
annuities	5	5
derivatives (including interest-rate hedging products and spread betting)	3.5	5
unit-linked bonds	4	3
with-profits bonds	1	2
SERPs	1	1
guaranteed-income bonds	3.5	0
other (including unit trusts, structured investments and income draw-down)	10	11.5

9. volumes of new complaints – by product			
product	2015/2016	2016/2017	% year- on-year change
PPI	188,712	168,769	-11
current accounts	58,724	38,299	-35
<i>including complaints about:</i> packaged bank accounts	44,244	20,284	-54
all other current account complaints	14,480	18,015	+24
consumer credit products and services	13,713	25,984	+89
<i>including complaints about:</i> payday loans	3,216	10,529	+227
hire purchase	3,072	5,029	+64
point-of-sale loans	2,071	2,556	+23
catalogue shopping	939	1,640	+75
debt collecting	707	1,027	+45
hiring, leasing and renting	508	920	+81
instalment loans	211	883	+318
credit reference agencies	351	579	+65
debt adjusting	471	560	+19
store cards	460	440	-4
debt counselling	209	342	+64
home credit	230	328	+43
credit broking	563	228	-60
guarantor loans	61	172	+182
logbook loans	59	103	+75

about this year's new complaints continued

9. volumes of new complaints – by product <i>continued</i> product	2015/2016	2016/2017	% year- on-year change
motor insurance	8,585	11,844	+38
mortgages	11,288	10,428	-8
credit cards	8,200	9,619	+17
other banking services	4,334	5,377	+24
including complaints about:			
money transfer	1,884	1,645	-3
debit/cash cards	939	1,435	+53
electronic payment	685	1,183	+73
cheque clearing	501	491	-2
foreign currency	90	118	+31
safe custody	75	66	-12
unsecured loans	6,156	6,425	+4
pensions	4,495	5,160	+15
<i>including complaints about:</i> personal pension plans	1,985	2,377	+20
small self-administered schemes (SSASs) and self-invested personal pensions (SIPPs)	1,174	1,574	+34
annuities	763	743	-3
SERPs	218	112	-49
income draw-down	160	172	+8
free-standing additional voluntary contribution (FSAVC) schemes	146	127	-13
pension mortgages	39	46	+18
buildings insurance	4,095	4,815	+18
travel insurance	2,267	3,196	+41
investment-linked products	3,182	2,878	-10
<i>including complaints about:</i> investment ISAs	1,290	1,261	-2
unit-linked bonds	543	484	-11
with-profits bonds	201	256	+27
capital-protected structured products*	-	140	N/A
unit trusts	125	139	+11
PEPs	76	85	+12
non-structured periodically-guaranteed products*	-	73	N/A
film partnerships	98	44	-55
other structured products	25	21	-16
savings accounts	2,751	2,605	-5
term assurance	2,422	2,005	-5
home emergency cover	1,779	2,295	+19

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about this year's new complaints continued

9. volumes of new complaints – by product <i>continued</i>			% year-
product	2015/2016	2016/2017	on-year change
whole-of-life policies and savings endowments	1,932	1,997	+3
contents insurance	1,389	1,555	+12
mortgage endowments	1,938	1,511	-22
pet and livestock insurance	1,089	1,508	+38
extended warranty insurance	934	1,327	+42
portfolio management	1,193	1,216	+2
secured loans	1,130	1,147	+2
private medical insurance	873	1,147	+31
commercial vehicles and property	1,215	1,093	-10
income protection	999	1,085	+9
stockbroking	919	989	+8
derivatives	914	720	-21
<i>including complaints about:</i> interest-rate hedging products	426	250	-41
spread-betting	209	202	-3
mobile phone insurance	589	904	+53
critical illness insurance	747	849	+14
roadside assistance	803	795	-1
specialist insurance (including marine and event)	553	775	+40
legal expenses insurance	715	715	0
personal accident insurance	709	579	-18
card protection insurance	666	493	-26
building warranty	287	487	+70
business protection	267	241	-10
guaranteed asset protection (GAP insurance)	201	210	+4
caravan insurance	100	125	+25
total number of new complaints	340,899	321,283	-6

 $^{\star}\,$ not included in the previous financial year

about this year's new complaints continued

10. what issues the new complaints involved		
	% 2015/2016	% 2016/2017
PPI	56	52.5
of which: complaints about sales and advice	99	99
other complaints	1	1
insurance (excluding PPI)	9	12
<i>of which:</i> complaints about claims	56	59
complaints about administration	20	22
complaints about sales and advice	24	19
banking and credit	31	31
of which: complaints about sale and advice	53	41
complaints about administration	23	30
other complaints	9	12
complaints about charges	9	10
complaints about transactions	6	7
investments and pensions	4	4.5
of which: complaints about sales and advice	59	52
complaints about administration	34	42
other complaints	7	6

11. what types of business the new complaints were about

	% 2015/2016	% 2016/2017
banks	72	64
general insurers	10	14
consumer credit businesses	3	6.5
insurance intermediaries	3.5	3.5
building societies	3.5	3.5
life insurance and investment product providers	3	3
mortgage intermediaries	2	2.5
independent financial advisers (IFAs)	1	0.5
other (including fund managers, stockbrokers, payment services distributors, electronic money institutions)	2	2.5

12. new complaints about IFAs where the event being complained about happened over 15 years ago

number of complaints	% of total complaints about IFAs
161	7

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about this year's new complaints continued

13. how complaints were spread across the businesses we	e cover
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number of complaints	number of businesses
1	2,242
2	622
3	279
4–10	583
11–20	224
21–50	214
51–100	113
101–250	95
251–500	45
more than 500	60

• out of the more than 56,000 businesses we cover, 50% of complaints came from four business groups.

- of the other 50% of complaints

 - 47% came from 427 businesses
 3% came from 4015 businesses, each with fewer than 25 complaints

about this year's resolved complaints

14. total number of complaints we re	esolved					
	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016	2016/2017
total resolved	222,333	223,229	518,778	448,387	438,802	336,381
<i>of which:</i> resolved by an ombudsman's final decision	20,540	24,332	31,029	43,185	39,872	38,619

15. what our ombudsmen's final decisions were about		
product	% 2015/2016	% 2016/2017
PPI	25.5	41
banking	26	19
insurance (excluding PPI)	21.5	17
consumer credit	7	10.5
investments	9	5.5
mortgages	7	4.5
pensions	4	2.5

16. proportion of complaints in each area resolved by an ombudsm	an's final decision	
	% 2015/2016	% 2016/2017
pensions	30	24.5
investments	28	23
general insurance (excluding PPI)	24	18.5
consumer credit	21	18.5
mortgages	20	17
banking	11	11.5
PPI	4	7.5

17. how we told businesses to put things right		
	% 2015/2016	% 2016/2017
telling a business to take action that doesn't have a direct cash value – for example, correcting a credit reference	24.5	20.5
redress up to £1,000	16.5	15
£1,000 to £25,000	15	15.5
£25,001 to £75,000	1.5	1.5
£75,001 to £150,000	0.5	0.5
more than £150,000	0.5	0.5
telling the business <i>the basis</i> or <i>formula</i> on which they should pay compensation – for example, where specialist calculations need to be made	41.5	46.5

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about this year's resolved complaints continued

18. complaints where we awarded compensation for non-financial loss (for example inconvenience or upset)

%	%
2015/2016	2016/2017
1:	16

19. how many complaints we upheld – by product		
product	% upheld 2015/2016	% upheld 2016/2017
overall uphold rate	51	43
insurance	35	31
payment protection insurance (PPI)	66	52
travel insurance	48	38
buildings insurance	38	35
motor insurance	33	30
contents insurance	33	26
health insurance	29	26
banking and credit	27	30
consumer credit	48	43
mortgages	38	31
savings accounts	35	29
other banking services	34	30
credit cards	30	29
current accounts (excluding packaged bank accounts)	18	27
unsecured loans	31	26
packaged bank accounts	14	19
investment and pensions	31	30
mortgage endowments	22	15
whole-of-life policies and savings endowments	21	20
investment bonds	31	36
pensions	32	33
stockbroking and portfolio management	42	33

about this year's resolved complaints continued

	complaints	
sector	resolved	% upheld
banks	180,600	44
PPI	122,927	53
packaged bank accounts	17,268	19
current accounts	12,996	27
credit card accounts	6,029	28
house mortgages	5,318	27
building societies	9,833	17
PPI	6,672	12
house mortgages	928	26
current accounts	788	26
credit card accounts	359	37
deposit/savings accounts	225	29
consumer credit product providers	15,243	45
payday loans	7,234	59
hire purchase	1,272	35
instalment loans	757	40
point of sale loans	749	29
debt collecting	726	31
general insurance and/or mortgage brokers	18,310	42
PPI	5,634	55
car/motorcycle insurance	2,577	35
hire purchase	2,104	30
house mortgages	1,666	49
catalogue shopping	1,272	46
general insurance providers	45,019	46
PPI	24,223	57
car/motorcycle insurance	6,586	27
buildings insurance	3,274	36
travel insurance	2,522	39
home emergency cover	1,296	47
IFAs	1,602	36
self-invested personal pensions (SIPPs)	242	64
PPI	188	25
portfolio management	181	43
personal pensions	-	
	132	39
house mortgages life insurance and investment product providers	123 7,549	20
		23
personal pensions	1,223	27
whole-of-life	1,035	20
term assurance	636	15
mortgage endowments	557	14
		30 43
PPI total	486 336,381	

what we've seen

data in more depth

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about this year's resolved complaints continued

21. uphold rate for different complaint issues – by sector		
contex	complaints	0/ uphold
sector	resolved	% upheld
banks	180,600	44
administration	18,249	33
claims	770	7
sales and advice	145,914	48
other	15,667	23
building societies	9,833	17
administration	1,563	31
claims	55	9
sales and advice	7,207	13
other	1,008	24
consumer credit product providers	15,243	45
administration	3,465	36
claims	187	59
sales and advice	8,138	53
other	3,453	35
general insurance and/or mortgage brokers	18,310	42
administration	4,770	38
claims	1,393	37
sales and advice	8,750	49
other	3,397	33
general insurance providers	45,019	46
administration	3,284	31
claims	16,651	33
sales and advice	25,080	56
other	*	*
IFAs	1,602	36
administration	434	32
claims	*	*
sales and advice	1,094	39
other	48	10
life insurance and investment product providers	7,549	23
administration	3,385	26
claims	1,112	23
sales and advice	2,681	19
other	371	12

* indicates fewer than 30 resolved complaints

about our service

22. how quickly we resolved complaints		% resolved within six months	% resolved within nine months	% resolved within twelve months
2016/2017 <i>all complaints</i>	65	79	84	87
2016/2017 excluding PPI complaints	83	96	98	99
2015/2016 <i>all complaints</i>	38	53	62	69
2015/2016 excluding PPI complaints	66	86	92	96

23. proportion of complaints resolved within three months - by	product	
product	% 2015/2016	% 2016/2017
current accounts	79	88
credit cards	80	84
motor insurance	75	83
consumer credit	79	81
payday loans	85	74
mortgages	65	70
investments and pensions	51	63
PPI	18	51

24. PPI complaints waiting to be resolved at year end (31 March 2017) %	%
age of complaints	2015/2016	2016/2017
less than six months	33	27
between six months and a year	20.5	15
between a year and two years	26.5	25
over two years	20	33

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about our service continued

25. how people who complained to us ra	ated our servio	e				
	% who agreed 2015/2016	% who agreed 2016/2017	% who expressed no view 2015/2016	% who expressed no view 2016/2017	% who disagreed 2015/2016	% who disagreed 2016/2017
people we helped with an enquiry						
you gave me clear and honest answers and let me know where I stood	84	92	11	5	5	3
you got to grips with things and used common sense	83	92	13	5	4	3
you listened to me and cared about what I had to say	86	91	9	5	5	4
people whose complaints we investigated						
you gave me clear and honest answers and let me know where I stood	95	94	3	2	2	4
you got to grips with things and used common sense	93	96	4	3	3	1
you listened to me and cared about what I had to say	91	97	3	2	6	1
people whose complaints were resolved by an ombudsman's final decision						
you gave me clear and honest answers and let me know where I stood	70	70	12	12	18	18
you got to grips with things and used common sense	62	63	13	11	25	26
you listened to me and cared about what I had to say	68	67	10	9	22	24

about our service continued

26. how complaints handlers at financia	al businesses i	rated our servio	:e			
		% who agreed 2016/2017	expressed no view	% who expressed no view 2016/2017	% who disagreed 2015/2016	% who disagreed 2016/2017
you gave me clear and honest answers and let me know where I stood	80	84	16	12	4	4
you got to grips with things and used common sense	72	82	16	10	12	9
you listened to me and cared about what I had to say	70	80	19	14	11	6

27. how managers at financial busines	ses rated our se	ervice				
		% who agreed 2016/2017	% who expressed no view 2015/2016	% who expressed no view 2016/2017	% who disagreed 2015/2016	% who disagreed 2016/2017
the financial services industry can have confidence in the ombudsman service	57	62	20	16	23	22
our service is good value for businesses who pay the levy/case fees that fund us	53	57	27	25	20	18
our decisions on cases are fair and unbiased	49	55	25	22	26	23
our decisions are consistent	50	52	22	22	28	26
we provide a good dispute resolution service for businesses	65	68.5	17	14	18	17.5

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about the people who used our service

28. how people brought complaints to us	;		%	%		
	% PPI 2015/2016	% PPI 2016/2017	packaged bank accounts 2015/2016	packaged bank accounts 2016/2017	% all other products 2015/2016	% all other products 2016/2017
brought the complaint themselves	14.5	12.5	35	58.5	82	87
asked friends and family to complain on their behalf	0.5	0.5	1	1.5	7	5.5
asked a free consumer advice agencies to complain on their behalf	2	0.5	1.5	0.5	4	2.5
complained using a claims management company	81.5	84.5	61.5	37.5	5	4
complained using a lawyer, accountant or other professional	1.5	2	1	2	2	1

29. complaints we received from small businesses

we can help businesses with an annual turnover of up to two million euros and fewer than ten employees

product	% 2015/2016	% 2016/2017
banking	68.5	75
insurance (excluding PPI)	18	16.5
investments	9	5.5
PPI	4	2.5
pensions	0.5	0.5
total complaints	4,777	4,533

30. how people said they'd heard about us		· ·
	% 2015/2016	% 2016/2017
from a financial business	23	30
on the internet	25	22
from a friend, relative or colleague	22	13
in the media	14	13
from a consumer advice agency (for example Trading Standards or Citizens Advice)	9	7
from a claims management company	4	6
other/unknown	3	9

about the people who used our service *continued*

31. where people who complained to us live		
location	% 2015/2016	% 2016/2017
South East (including Greater London)	28	26
Midlands	20	21
North West	12	12
North East	10	10
Scotland	9	9
South West	9	9
East Anglia	5	6
Wales	5	5
Northern Ireland	2	2

32. the gender of people who complained to us		
	%	%
gender	2015/2016	2016/2017
female	39	40
male	61	60

33. the ethnic backgrounds of people who complained to us		
background	% 2015/2016	% 2016/2017
white	91	89
mixed	1	1
asian or asian british	3	4
black or black british	4	5
other ethnic background, including Chinese	1	1

34. the ages of people who complained to us		
age	% 2015/2016	% 2016/2017
under 25	1	1
25 to 34	10	9
35 to 44	23	24
45 to 54	28	30
55 to 65	20	21.5
over 65	18	14.5

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about the people who used our service *continued*

35. what people of different ag	es complained about		
age	most complained- about product %	2nd most complained- about product %	3rd most complained- about product %
under 25	bank accounts 33	consumer credit 26	car/ motorbike insurance 20
25 to 34	PPI 37	bank account 27	packaged bank account 16
35 to 44	PPI 68	bank account 14	packaged bank account 10
45 to 54	PPI 72	bank account 11	packaged bank account 8
55 to 64	PPI 71	bank account 12	packaged bank account 8
over 65	PPI 63	bank account 13	house mortgage 5

36. the socio-economic background of people who complained to us this year			
	% AB professional and	% C1/C2 skilled and semi-	% DE unskilled
	managerial	skilled	
2016/2017	38	52	10
2015/2016	31	56	13
2014/2015	33	58	9
2013/2014	30	59	11
2012/2013	38	55	7
2011/2012	35	57	8

about the people who used our service *continued*

37. what people from different socio-economic backgrounds cor	nplained about		
	% AB professional	% C1/C2	% DE unskilled
product	and managerial	skilled skilled	unskilleu _
PPI	48	52	64
bank accounts	20	22	18
loans	9	8	4
investments and pensions	9	6	5
motor and household insurance	6	6	5
other	8	6	4

38. the occupational status of people who complained to us		
status	% 2015/2016	% 2016/2017
employed	49	47
retired	34	34
self-employed/running own business	13	14
other (including studying and unemployed)	4	5

39. the occupational background of people who complained to us		
	% 2015/2016	% 2016/2017_
managers and officials	17	25
skilled trades (for example, electricians, plumbers, mechanics)	22	22
administrative and secretarial	15	17
professionals	11	13
process and plant work (for example, machinery operatives, assembly-line workers)	9	9
personal services (for example, care assistants, dental nurses)	10	8
sales and customer service	10	5
elementary occupations (for example, hotel and bar staff, farm workers, postal workers)	6	1

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about the people who used our service continued

40. awareness of the ombudsman service		
level of awareness	% 2015/2016	% 2016/2017
people who could name us without any prompting	19	21
people who said they definitely knew of us when they were told our name	51	50
people who said they may have heard of us when they were told our name	19	18
people who didn't recognise our name or know who we were	11	11

41. proportion of people who had some awareness of the ombudsman service

group	% 2015/2016	% 2016/2017
men	91	92
women	87	87
18 to 24 year olds	65	66
45 to 64 year olds	94	95
asian consumers	76	79
black/black british consumers	73	84
white consumers	90	90
professional and managerial (AB) consumers	91	92
skilled and semi-skilled (C1/C2) consumers	89	90
unskilled (DE) consumers	86	86
people in Wales	91	94
people in Northern Ireland	93	96
people in Scotland	89	91
people in England	88	89

All data relates to Financial Ombudsman Service management information for the year ended 31 March 2017 – except:

25	consumer online survey
26,27	business survey
30	enquiry stage survey
32–39	consumer postal survey
40 41	public awaroposs survoy

40, 41 public awareness survey

Financial Ombudsman Service | annual review 2016/2017



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