FSCS – Restoring Customer Confidence 2013

• **What is FSCS in a nutshell?**
  - FSCS protects people’s money – it protects bank accounts, investments and insurance – if a firm goes bust (Visit [www.fscs.org.uk/industry](http://www.fscs.org.uk/industry) for more details)

• **What is FSCS in a bit more detail?**
  - FSCS protects people’s money – it protects bank accounts investments and insurance – if a firm goes bust
  - FSCS protects deposits up to £85,000 per authorised firm and aims to get people’s money back within 7 days, if a firm goes bust
  - FSCS is independent and was set up by Government
  - FSCS is funded by a levy on the industry
  - FSCS reassures customers, and contributes to financial stability
  - Since 2001, FSCS has helped 4.5m people and paid out more than £26bn in compensation, for example to customers of the failed Icelandic banks
  - Visit [www.fscs.org.uk/industry](http://www.fscs.org.uk/industry) for more details

• **What is FSCS? – for use by managers of front-line staff to brief their teams**
  - FSCS protects people’s money – it protects bank accounts investments and insurance – if a firm goes bust
  - FSCS is independent and was set up by Government
  - FSCS is funded by a levy on the industry
  - FSCS reassures customers, and contributes to financial stability.
  - Since 2001, FSCS has helped 4.5m people and paid out more than £26bn in compensation, for example to customers of the failed Icelandic banks
  - When customers become aware of and understand FSCS they feel more confident about buying financial products.
  - The Authorities want FSCS to become a key part of the prevention of any future crisis, and not just part of the resolution after the event.
  - In time, FSCS wants to be as well known in the Financial Services industry as for example ATOL is in the travel industry.
  - In America, the equivalent organisation, FDIC, is very well known and a significant contributor to customer confidence and financial stability
  - Visit [www.fscs.org.uk/industry](http://www.fscs.org.uk/industry) for more details

FSCS protects deposits
  - FSCS protects deposits up to £85,000 per authorised firm and aims to get people’s money back within 7 days, if a firm goes bust
  - Joint accounts are protected up to £170,000 per authorised firm
  - The protection limits are per banking license. Customers need to understand that if one banking license from the FSA covers several brands within one bank, customers are only protected up to £85,000 (or to £170,000 for joint accounts.)
Many foreign banks that operate in the UK are UK-based and so are protected by FSCS. However, if a European Union bank is ‘pass-ported in’ as a branch it is protected by its home state scheme, not FSCS, up to €100,000.

FSCS protects insurance
- If a firm goes bust, insurance policies are protected up to 90% of an outstanding claim, and 100% for compulsory insurance such as motor insurance.

FSCS protects investments
- If a firm goes bust, investment business is also protected, up to £50,000, but this is a complex area, so visit [www.fscs.org.uk/industry](http://www.fscs.org.uk/industry) for more details.

- If you would like more on FSCS, please use the e-learning module (which takes around 20 mins) at [http://fscstraining.intuition.com/SignIn.aspx](http://fscstraining.intuition.com/SignIn.aspx)

**FSCS customer awareness campaign phase 2, January 2013**

- **Background**
  FSCS advertised in January 2011 using TV, print and digital for three months, designed to raise awareness of the breadth of FSCS. Research findings were fed into strategic planning for Phase 2.

- **Strategy**
  - Phase 2 will focus on **FSCS protection**, in particular deposit protection.
  - FSCS will initially focus on deposits as this is the most ubiquitous of financial services products, and the most easily understood.
  - The objective is to **reassure** people that their money and savings are safe and raise customer confidence and thereby contribute to financial stability.
  - The campaign will focus on those who are most in need of knowledge of FSCS. The target audience comprises c.40% of the population, have savings under £85,000 and are with FSA authorised firms and therefore automatically protected. However, they are not financially interested nor financially literate, are quite cynical, and may not know about FSCS protection.

- **Communication plan**
  - Launching on 14th January 2013 until the end of March 2014.
  - Media will be national press and magazines, radio, digital advertising and PR.
  - The campaign has been planned to have a continuous presence throughout the year in print (newspapers and magazines) and digital media. In titles such as: The Times; Telegraph; Mirror; Mail on Sunday; Sunday Express and ‘You and Your Wedding’; Brides magazine; Living and Ideal Home.
• This activity will be supplemented at key times with activity on the radio (using stations such as talkSport; Magic; Heart and Smooth) and through partnership activity (in the Mail, Metro and on Absolute radio).

• Partnership activity is planned to emotionally engage the audience by focussing on themed content around retirement, university, property, weddings, and holidays.

• **Creative idea**

The campaign uses simple graphic icons of protection e.g. a crash helmet; cricket pads; a door bolt; a hard hat etc. This will give FSCS stand out and impact in a cluttered advertising environment. The copy is short, precise and unequivocal.

• **For a detailed Q&A about FSCS and the campaign, please visit**

  [www.fscs.org.uk/industry](http://www.fscs.org.uk/industry)