



35. Treating Our Customers Fairly Policy(TCF)

Reviewed By: Melissa Munnich

Review Date: 16th September

At Woodhurst, we are committed to providing the highest standards of service to our customers. Our Treating Customers Fairly (TCF) policy is central to our company culture and operations. We believe in building long-term relationships based on trust, transparency, and integrity, ensuring that our customers always receive fair and consistent treatment in every interaction.

35.1 Purpose

The purpose of this policy is to:

- Outline our approach to ensuring fair treatment of customers in all aspects of our business.
- Provide a clear framework for all employees to understand and apply the principles of TCF in their day-to-day roles.
- Ensure compliance with regulatory guidelines and industry best practices related to customer care and fair treatment.

35.2 Key Principles

Our TCF policy is based on the following key principles:

- **Customer-Centric Approach:** We place the interests of our customers at the heart of our decision-making process, ensuring that their needs, objectives,

and circumstances are fully understood.

- **Clear Communication:** We communicate clearly and transparently with our customers, providing timely and accurate information in plain language. We ensure that our customers are fully informed before making any decisions.
- **No Unfair Barriers:** We ensure that there are no unreasonable barriers for customers in accessing our services, making enquiries, or raising complaints.
- **Suitable Solutions:** We offer products and services that are appropriate to each customer's specific needs. Our advice and recommendations are tailored to ensure that the products and services provided meet their requirements.
- **Fair Pricing:** We offer transparent and fair pricing for our services. We avoid hidden fees and ensure customers fully understand the cost implications of any products or services provided.
- **Efficient Complaint Handling:** We ensure that all complaints are dealt with in a prompt, professional, and fair manner. Customers are informed about how to make complaints, and we aim for a resolution that is satisfactory for both the customer and the company.

35.3 Responsibilities

- **Leadership Team:** The responsibility for promoting and implementing the TCF principles rests with the leadership team. They ensure that these principles are reflected in all company strategies, policies, and practices.
- **All Employees:** Every employee at Woodhurst is responsible for adhering to the TCF principles. This includes treating customers with respect, providing clear and honest advice, and maintaining high standards of professionalism.
- **Training and Awareness:** All employees receive training to understand the importance of treating customers fairly and how to implement these principles in their roles. Ongoing training is provided to ensure continued adherence to these principles.

35.4 Monitoring and Review

- **Continuous Monitoring:** We continuously monitor our processes and services to ensure that they align with TCF principles. This includes regular feedback from customers, reviewing complaints, and analysing service performance.
- **Annual Review:** This policy is reviewed annually to ensure it remains aligned with regulatory changes, best practices, and company objectives. Any updates will be communicated to all staff, and additional training will be provided if necessary.

35.5 Customer Feedback

We actively encourage customer feedback to improve our services. Feedback is used as a tool to assess our compliance with the TCF principles and to identify any areas for improvement. Customers provide feedback through quarterly customer satisfaction surveys across all of our engagements.

Treating our customers fairly is not just a regulatory requirement; it is a core value at Woodhurst. We strive to build and maintain customer relationships based on fairness, trust, and mutual respect. Embedding the principles of TCF into our culture and operations ensures that our customers receive the highest level of service and care.