Treating Customers Fairly (TCF)

APPTIQUE
innovative customised applications

Frequently Asked Questions

What makes this assessment different?

(1) Most assessments in the market are maturity assessments or self-assessments. This model takes an inside-out and outside in approach to TCF principles which also makes it objective.
(2) Answering a few questions and working on a tick-list is not an assessment. This tool uses an extensive data base of benchmarks, covering the end to end customer journey, product value chain and the entire organisational structure.
(3) It's not only an assessment. It provides actionable insights and recommendations which are easy to understand and specific. We also provide assistance in fixing the issues through a network of specialists as well as software enablers to manage those projects.
(4) Our assessment is not industry or business model specific. The concepts are generic and are applied to your specific organisation, customer segments and product offerings. Whether it's a B2B or B2C model, we cover all those structures.
(5) The assessment can be done on various levels of depth and width which makes it affordable to everyone who realise the importance of being customer-centric.
(6) Lastly, it's very important to us to show return on investment. Once you've spend the money to fix the issues, what will be the impact on your bottom line. We show you this impact.

Does this assessment make our organisation TCF compliant?

No. This is a diagnostic tool that tests and benchmarks your organisation against a database of best practice principles based on the 6 outcomes. It will clearly point out the gaps and areas to fix to become complaint.

Our business is not in the financial services industry, can we still get value out of the assessment?

Absolutely! By applying these principles and focussing to master these outcomes, you will be differentiated in the market place and standing out from your competitors. Having the right culture and strategy, that focuses on treating your customers fairly, will lead to loyalty and increased revenues over the long term.

How long does the assessment usually take?

It depends on: (1) the number of business units covered, (2) the size of your organisation and (3) the availability of key stakeholders.

On average, it will take between 4 – 8 weeks for the entire assessment and report to be finalised.

Who from our organisation will be involved?

The organisation assigns a project lead which acts as the contact point for Apptique. This person is responsible for identifying the key stakeholders that should be involved and helps us to set up appointments with them.

The key stakeholders are normally senior employees that are responsible for business areas like strategy, product houses, data management, customer experience, branding, sales etc. The CEO will also be interviewed.

What happens after the assessment is done and the results are out?

Apptique will meet with decision makers in your organisation where we will jointly discuss the top recommendations. These will be ordered in sequence of priority and this will be the final report that is distributed and socialised throughout the organisation.

What happens after the final report is out?

Apptique has a network of specialists that can assist your organisation in fixing these priority items. Depending on the top priorities we facilitate workshops to drive the execution of projects with experts.

We also perform a quarterly or semi-annual progress reviews where we evaluate the progress against internal targets and provide guidance. It's important to keep yourself accountable for addressing the top recommendations.

How does the collaboration software work?

We use a collaboration software platform to ensure that all internal and external stakeholders have visibility of projects. Participants are loaded (based on strict access control policies) onto the platform to stay in touch with project progress and workgroups. Depending on each individual's role in the various projects, they will participate and collaborate to address the top recommendations.

The advantage is that all this happens on a single platform. No need for e-mails, whatsapp groups, google drive, skype chats, project management software. It also reduces the number of status update meetings. It all happens here and it provides an audit trail of activities and decisions.

Still unsure about something?

Contact us on any of these channels:

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