

## Why CDi?

Firms have worked hard to ensure they are delivering good outcomes, consistent with the FCA's Consumer Duty, but measuring, improving and reporting, particularly in relation to culture and competence, remains an ongoing industry challenge. To ensure organisations are embedding the culture and competence required for Consumer Duty, as well as providing the critical evidence needed to satisfy the FCA, they need to adopt a scalable, effective and data-driven approach. No such solution has existed to date.

## What is CDi?

CDi enables Financial Services firms to **Diagnose, Embed** and **Benchmark** their Consumer Duty Programme using Clever Nelly's AI and continuous assessment technology. CDi includes standardised, out-of-the-box questions, mapped to the four outcomes of the Duty, assessing both competency and culture on a firm-wide basis. It also provides the opportunity to incorporate and measure against firm-specific Consumer Duty content and questions.

The CDi question set has two question types:

- **Cultural questions:** asking your perspective on the extent to which we are meeting aspects of 'the Duty'
- **Competency questions:** assessing your knowledge or competence in relation to application of 'the Duty'

## What is expected from me?

You will receive one question per day from the CDi question set, in addition to your usual Clever Nelly questions. Please answer your question as you do your Clever Nelly questions, at your earliest convenience and avoid "stacking" them.

## How will I receive the questions?

Questions will be received via your usual Clever Nelly channel, however, once opened it will be signposted as a CDi competency question or culture question, so you are prepared to answer effectively.

## Why are there cultural questions?

The FCA recognises the importance of culture in delivering good customer outcomes. It is therefore important for firms to have a way to diagnose, measure, improve and report on their culture in relation to Consumer Duty and good customer outcomes.

## Why are the competency questions different to my usual Clever Nelly questions?

CDi competency questions are designed to help you understand the principles of the Consumer Duty. This will help your employer consistently deliver better customer outcomes, as required by the regulator. Unlike other Nelly questions, this question is likely to be principle based and may not relate specifically to your current role. For this reason, more time has been allocated for specific questions.

## How will it impact my Clever Nelly scores?

CDi competency questions will impact your competency and engagement scores in the same way as your standard Clever Nelly questions. CDi culture questions **will not** impact your competency score as they are opinion based (survey questions).

## What happens if I get a competency question wrong?

Once you have answered a CDi competency question, whether you get the question right or wrong, you will be provided with some supplementary information to aid your knowledge and competence on the topic. Unlike your standard Clever Nelly questions, the question will not be repeated. The insight will instead be used to identify how your organisation is performing against the four outcomes of the Duty and enable targeted training and support.

## How can I provide feedback?

We will provide an opportunity for you to give feedback on the CDi questions 30 days post-launch.