

Impact of Technology on ADR

Implications for Operations in a Financial Ombudsman Scheme

Financial Sector Towards the 4th Industrial Revolution

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Technology in our work as a financial Ombudsman scheme

- ③ Not cutting edge, usual office applications
- ③ Still a people business: human staff serving humans – both consumers and staff in financial services providers (FSPs)
- ③ Service model must be remote as 60-75% of complainants each year are truly international (not residing in the Channel Islands)
- ③ Time zones and languages are a big operational factor

Technology in our work as a financial Ombudsman scheme

- ◎ Online fillable complaint forms or downloadable PDFs
- ◎ Usual communication channels (website, email, telephone, post, fax!?) but no social media, yet
- ◎ Bigger use of technology is behind the scenes
- ◎ Complaint management system is MS Dynamics-based CRM-type database
- ◎ Maximising the capability of the system to gain capability and efficiencies, but does not yet change what/how we do our role

How most customers still want to interact



Technology and the ADR consumer – our current situation

- ③ Providing added choice (channels) for human interaction with our office, not replacing the human element
- ③ Automating repetitive tasks, especially administrative to free up more capacity for human interaction
- ③ Automated or one-touch filing of case file-related emails and attached documents
- ③ Challenge is to get staff to want to engage directly with consumers and not hide behind the technology

Technology and the ADR consumer – our current situation

- ◎ Providing increased accessibility:
 - ◎ Can register complaints outside of business hours but live response is only 0900-1700 GMT/BST
 - ◎ Universal language support for translating live/telephone conversations and documents
 - ◎ Website optimization for machine readability for the visually challenged

Technology and the consumer – our current work in progress

- ◎ Targeting consistency and frequency of timely interaction with consumers and FSPs
 - ◎ Online remotely accessible file library for templates of correspondence, reports, interview scripts, checklists of information to seek for specific types of case files
 - ◎ Auto-generated reminder emails to consumers and FSPs re deadlines
 - ◎ Prompts to staff to take action on pending or overdue tasks
 - ◎ Auto-generated holding emails to deal with our backlog

Technology and the consumer – our current work in progress

- ◎ Providing easy access to our material via website to guide consumers and FSPs
 - ◎ Website has downloadable copies of all of our primary and secondary legislation, policies, procedures, guidelines and detailed complaint statistics
 - ◎ Website has searchable database for past Ombudsman decisions
 - ◎ Website has searchable database for case studies
 - ◎ Website for interaction isolates/insulates our core system/data from a cyber-security perspective

Technology and the consumer – future options

- ◎ Videoconferencing for consumers and FSPs with CIFO staff...currently only possible via advance special arrangement
- ◎ Portals for consumers to see status of their complaint and upload/download information
- ◎ Portals for FSPs to see status of their complaint and upload/download information
- ◎ Online chat via website (our people during business hours, outsourced for 24/7 service, or robo anytime?)

Is this not still a human game? For how long?



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For further information

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