Personal Group Announced as Winner at the Inaugural Consumer Duty Leadership Awards

Thursday 27 June, 2024

Personal Group is thrilled to announce its success at the inaugural **Consumer Duty Leadership Awards**. Against stiff competition the Company clinched victory in the coveted *Leadership in Addressing Vulnerable Customers' Needs* category, reflecting its unwavering commitment to customer-centric practices and exceptional service.

The awards ceremony, held at the prestigious Oxford & Cambridge Club in London on 26th June 2024, provided an opportunity for Personal Group to stand shoulder to shoulder with significantly larger industry peers and be recognised for its pioneering efforts in implementing the Consumer Duty.

The judges commended Personal Group for its relentless focus on putting customers first, exceeding regulatory expectations, and deeply embedding Consumer Duty across all levels and departments of the organisation. The rigorous selection process highlighted Personal Group's dedication to understanding and addressing the needs of both regular and vulnerable customers, making it a standout choice for this accolade.

To ensure compliance and excellence in service delivery, Personal Group has undertaken a series of initiatives, including training sessions for board members and customer-facing teams, the implementation of AI monitoring systems to identify vulnerability risks, and collaboration with charitable organisations such as Dementia UK, Cruse Bereavement Services and RNIB.

Additionally, Personal Group has enhanced its products and services to better cater to customer needs, introducing features like premium holidays for those facing financial hardship and increased mental health-related claim benefits, among others. The company's commitment to fair value assessment and customer feedback has further solidified its position as a leader in the industry.

Looking ahead, Personal Group is poised to strengthen its approach to Consumer Duty by engaging with organisations like RNID, Step Change, and Samaritans to gain further insight into customer vulnerabilities. The commitment to enhancing customer outcomes remains at the forefront of the company's strategic priorities.

Personal Group's impressive achievement at the Consumer Duty Leadership Awards underscores its unwavering dedication to customer satisfaction and innovation in the financial services sector. The company continues to set the bar high for industry standards and customer-centric practices.

Group Chief Executive Officer, Paula Constant says: "*I am immensely proud of the Personal Group team for this outstanding achievement in winning at the Consumer Duty Leadership Awards. This recognition highlights our commitment to putting customers' needs first and exceeding regulatory expectations. We will continue to embed the Consumer Duty across all levels of our organisation, ensuring that our initiatives and improvements benefit our valued customers*."

For more information about Personal Group and our initiatives, please visit our website at:

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