

Product sale

Customer outcome: customers will only be provided with a product that is affordable and which meets their needs or requirements.

Firms will achieve this: with systems and controls that ensure the sales process, training and incentives promote the right behaviours and directs their employees, or their agents, to deliver the right customer outcome.

- PS1. Firms should ensure that when a customer applies for a credit product, they are advised that checks will be made at, and information provided to, Credit Reference Agencies and that information may also be provided to Credit Reference Agencies during the life of the borrowing. [CONC 4]
- PS2. Firms should ensure that customers are provided with sufficient information to enable them to decide whether the product they are applying for meets their needs and is suitable for their financial situation. [CONC 4]
- PS3. Firms should ensure that the sales process, and any relevant product information presented to customers, is clear and delivered in a way that is suitable for the channel they are using.
- PS4. If the customer's application is declined firms should, where possible, inform the customer of the main reason for this. Where information obtained from a Credit Reference Agency search is the main factor in the decision, firms should inform the customer that they are able to check their credit report from the relevant Credit Reference Agencies.
- PS5. Where pre-application eligibility tools for credit products are offered, customers should be provided with clear information as to how the pre-eligibility check works and whether it will impact their credit file. Firms should also clearly set out the likelihood that a full application will be successful for the customer.
- PS6. Before providing any form of credit, granting or increasing an overdraft or other borrowing, firms should assess, from the information available to the firm at the time, whether the customer will be able to repay it in a sustainable manner without incurring financial difficulty or experiencing significant adverse consequences. [CONC 5]
- PS7. Firms' application processes should ensure that a customer is not at a disadvantage because they are serving/have recently served in the British Armed Forces.
- PS8. When providing a credit card product, firms should present information about the main features of a credit card in a summary box, as set out in [Industry Best Practice Guidelines](#).