# acrolinx
**Better Content. Faster.**
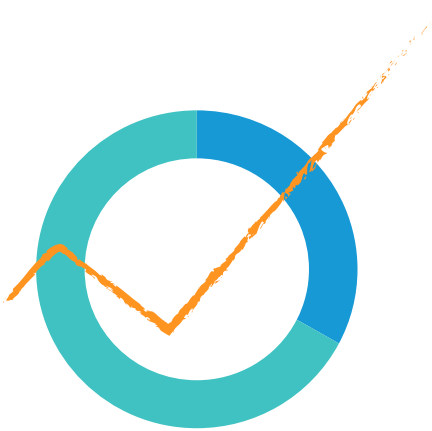
ACROLINX SCORE
**87**
APPROVED

# How Acrolinx Improves Compliance for the New Consumer Duty

The New Consumer Duty is a set of rules established by the United Kingdom's Financial Conduct Authority (FCA). The rules are designed to create a higher standard of consumer protection in financial services retail markets and to reduce the level of harm to retail customers. All financial firms doing business in the UK must meet these new requirements by 30 July 2023.

The main focus of the New Consumer Duty is consumer outcomes. Three of the outcomes focus on content and communications.

This brochure details how your firm can create a scalable and automated way to improve your content's compliance with the New Consumer Duty by using an Enterprise Content Impact Platform.

## Achieving each of the three main outcomes relies on your firm's ability to create clear, audience-focused content.

### Identify Your Audiences

The New Consumer Duty requires your firm to identify target audiences for your products. This means you must segment your products based on the intended audience, their expected level of financial literacy, and clearly disclose the types of risk for the product.

### Clear Communications

Your firm needs to communicate with your target customers clearly and in a timely way so they can make educated decisions. Different audiences can be interested in different products, and they all must be able to read and understand each product line's content.

### Customer Service

Content drives customer service experiences. Customers searching for support must be able to access information quickly and efficiently. Clear and concise service content will improve your customers' ability to self-service, which improves your support agents' ability to communicate with your customers.

# How Acrolinx Helps Firms Align and Improve Content

Acrolinx is an enterprise content impact platform that aligns content to your target audiences through automated content checking and writer guidance. Acrolinx aligns content to your business objectives and intended audience across several goals.

Tone    Clarity    Scannability    Inclusivity    Correctness    Consistency    Terminology

## Targeting Your Audience With Acrolinx

Most firms have dozens of financial products for different types of audiences. Each target audience must be able to understand the products, potential gains, and risks. An Acrolinx Target is a specific set of guidelines to align your writing styles to that audience. An Acrolinx Target contains several specific goals and guidelines to measure and improve content to align it to that audience. Acrolinx has over 100 different guideline configurations allowing you to properly understand your content's characteristics and how well they align with your audience.
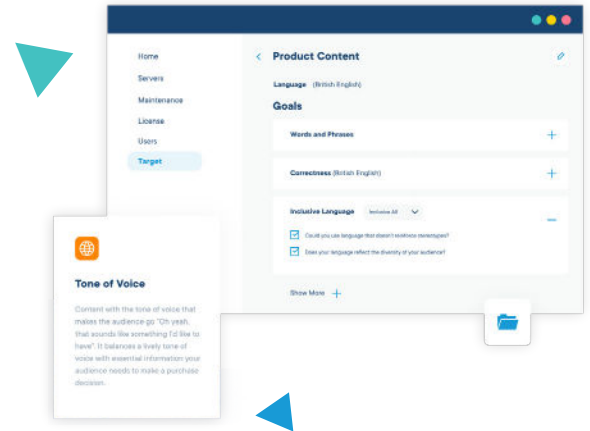
## Checking Content For Readability

Acrolinx scans all existing and new content and gives you an Acrolinx Score. This score reveals how aligned your content is with your target audience. Enterprises use Acrolinx to guide writers as they create content, or scan existing content at scale, to understand which content needs alignment and the specific guidance for how to improve it. Enterprises use Acrolinx to scan all customer-facing content across marketing, product teams, and customer success.
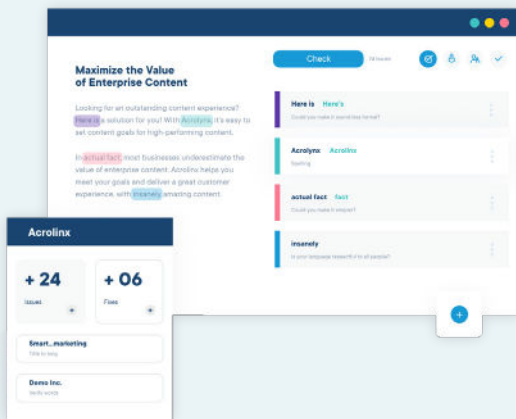
## Measure Your Efforts

Acrolinx provides sharable insights into the improvement of content and the impact on engagement. Firms can reveal the improvements on clarity, scannability, inclusivity, correctness, consistency, and more to prove their efforts to improve customer outcomes and their ability to make fast, efficient decisions, while enhancing customer experience.

# Proving Impact and Compliance With Acrolinx
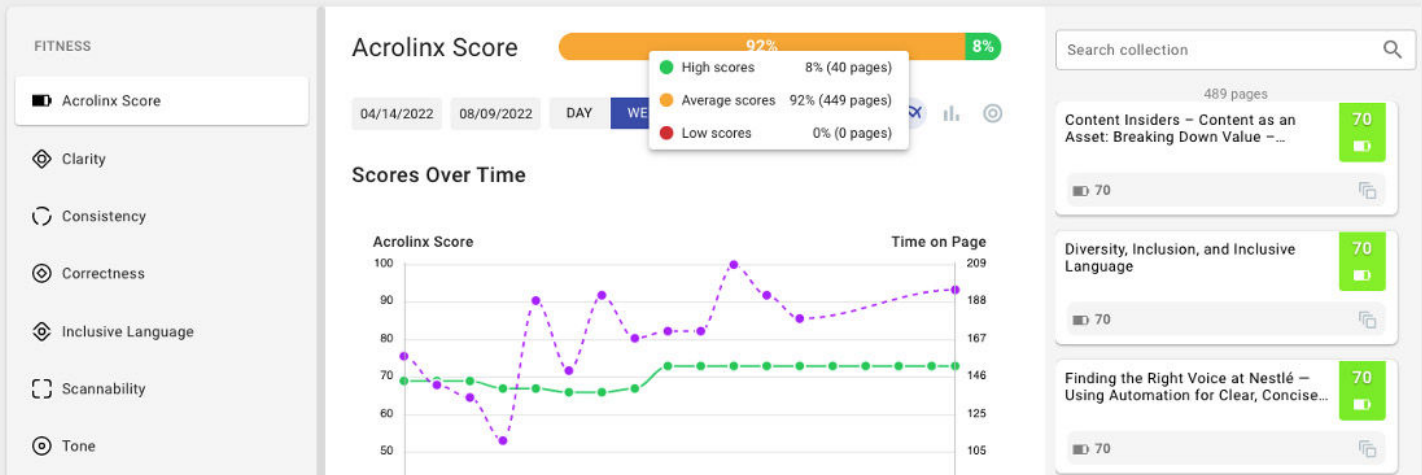


Acrolinx provides financial firms with the insights needed to satisfy the FCA. Easily generate and export content quality improvement reports. These reports reveal content quality gaps and the effectiveness of your improvements.
You can compare improvements against performance metrics to understand how changes are impacting product comprehension, conversion, and satisfaction.

## Improve Clarity, Scannability, and Readability

Content quality reporting reveals the current standing of all content goals, giving you a scalable way to analyze for quality gaps.

## Standardized Reading Ease Scoring

Analyze average index scores across clarity, informality, liveliness, and industry standards, such as the Flesch reading ease and education grade level scoring.
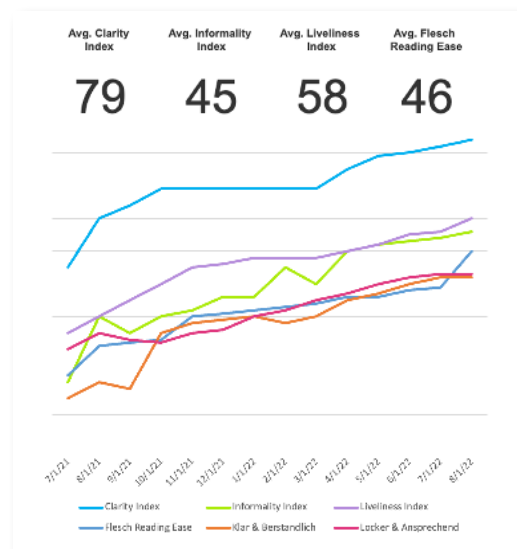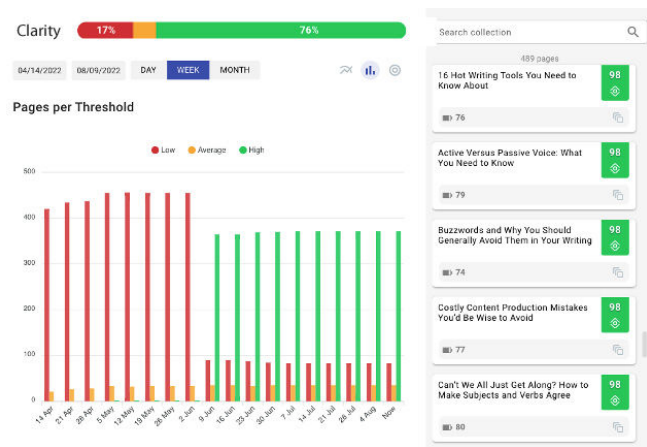




It's time to start measuring and enhancing your content to improve consumer outcomes.

**LEARN MORE**

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**ABOUT ACROLINX**

Acrolinx is an AI-powered software platform that improves the quality and effectiveness of enterprise content. We help some of the world's most valuable brands meet complex content challenges at immense scale — across writers, languages, and cultures. Acrolinx delivers a unified content experience across all digital touchpoints, all while avoiding editorial bottlenecks, quality issues, budget overruns, and compliance risk.

Learn more at acrolinx.com