

### FCA Are Releasing A Series Of Podcast Interviews On Consumer Duty

#### 1. What is the price and value outcome?

Described as an upfront examination of price and value through the lifecycle of a product as it evolves. It explains how the FCA expects firms to assess their products and services, to ensure there is a reasonable relationship between the price paid for a product or service and the overall benefit consumers get from it. Set against the impact of the rising cost of living, they explain the importance of this outcome and how firms can best prepare for implementation of the Consumer Duty for new and existing products in July 2023.

[Inside FCA Podcast: What is the price and value outcome? | FCA](#)

#### 2. Understanding the Consumer Duty products and services outcome

Understanding the detail behind the products and services outcome, which is designed to ensure all products and services for consumers are fit for purpose. The FCA's expectations — including how firms should test target markets — and the importance of identifying vulnerable customers.

[Inside FCA Podcast: Understanding the Consumer Duty products and services outcome | FCA](#)

#### 3. Explaining the Consumer Duty consumer understanding outcome

Explains the consumer understanding outcome (one of the 4 outcome rules in the Consumer Duty), to explain why it's necessary, our expectations on tailoring and testing of firm communications, and how this applies proportionally. They also outline what firms should be doing to monitor and evidence understanding and ensure they are ready for implementation of the Duty in July 2023.

[Inside FCA Podcast: Explaining the Consumer Duty consumer understanding outcome | FCA](#)

#### 4. What the Consumer Duty means for authorisation

How the Duty affects firms seeking authorisation. Firms will need to demonstrate in their application, why the FCA is asking for information in advance of the implementation deadline and the implications for firms who don't meet the requirements.

[Inside FCA Podcast: What the Consumer Duty means for authorisation | FCA](#)