

How Acrolinx Improves Compliance for the Consumer Duty



With the Consumer Duty regulation in full effect, how well are you meeting regulatory compliance? Adding content governance into your content supply chain addresses three of the four requirements of the Consumer Duty. The main focus of the Consumer Duty is consumer outcomes. And three of the outcomes focus on content and communications.

Financial firms using Acrolinx show regulatory departments like the FCA that they are improving consumer outcomes with their content. Acrolinx does this by creating custom writing and communication standards for all of your consumer groups. Acrolinx identifies the content that requires updating to meet those standards and measures the firm's efforts to meet the Consumer Duty guidelines.

This brochure details how your firm can create a scalable and automated way to improve your content's compliance with the Consumer Duty by using content governance software.

Measure content quality

Measuring your content quality is critical to prove you're meeting Consumer Duty requirements. Acrolinx benchmarks and measures improvement on all content – from communications and marketing materials to product descriptions and documentation. Acrolinx provides provable impact by scoring if your content meets requirements for clarity, consistency, scannability, and more.

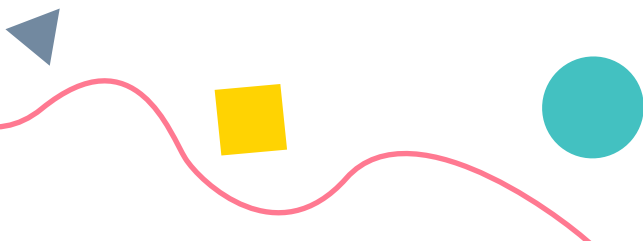
Improve content compliance

Meeting compliance means more than having clear content. It also means you're following regulatory rules especially when it comes to using certain language.

Acrolinx finds compliance issues in problematic terminology, sentences, and phrasing. This means your disclaimers, quotes, and descriptions will be used verbatim.

Better consumer understanding

Content drives experiences. Consumers must be able to find and understand the materials you use for marketing, education, and support. Acrolinx will digitize your enterprise standards down to the audiences you serve. This means your consumer, business, investment, insurance, and lending customers receive content that is tailored to their requirements.



How Acrolinx helps firms align and improve content

Acrolinx is a content governance software that aligns content to your target audiences through automated content checking and writing assistance. Acrolinx guides your writers to create content that meets your business objectives and the needs of your intended audience across several goals:



Tone



Consistency



Scannability



Inclusivity



Correctness



Clarity



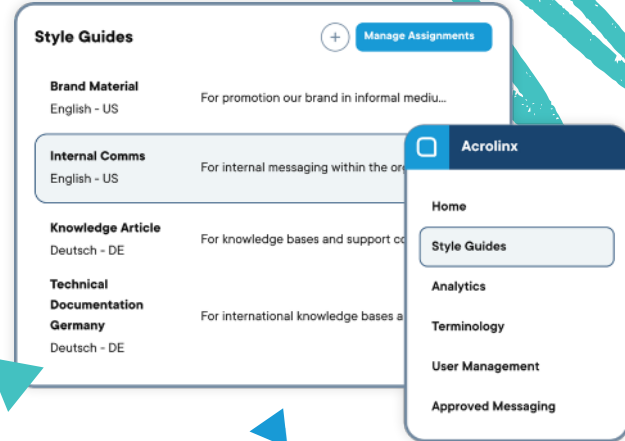
Terminology



Reuse

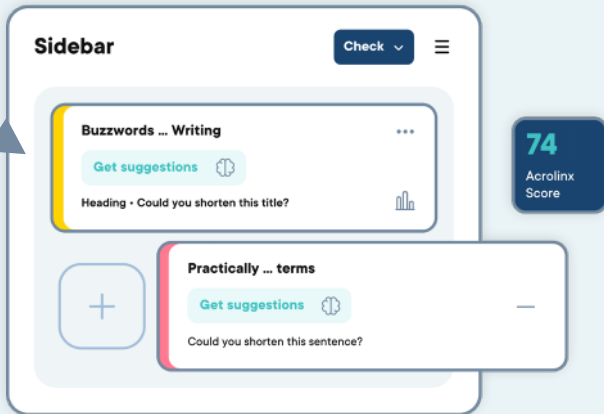
Segmenting your audience with Acrolinx

Most firms have dozens of financial products for different types of audiences. Each audience must be able to understand the products, potential gains, and risks. Acrolinx creates specific sets of guidelines to align your writing styles to that audience. Acrolinx offers several hundred guidelines across several goals to make sure content meets clarity requirements, is inclusive, easy to scan, and consistent. Acrolinx also checks for compliance issues such as incorrect terminology, quotes, claims, disclaimers, and more by providing your firm's established and approved messaging.



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 audience. Enterprises use Acrolinx to guide writers as they create content, or scan existing content at scale. This enables them to understand which content needs alignment and provides the specific guidance for how to improve it.



Measure your efforts

Acrolinx provides sharable insights into the improvement of content and its impact on engagement. Firms can reveal the improvements on clarity, scannability, inclusivity, compliance, consistency, and more. This is how they validate their efforts in improving customer outcomes and their ability to make fast, efficient decisions while enhancing the customer experience.



Proving impact and compliance with Acrolinx



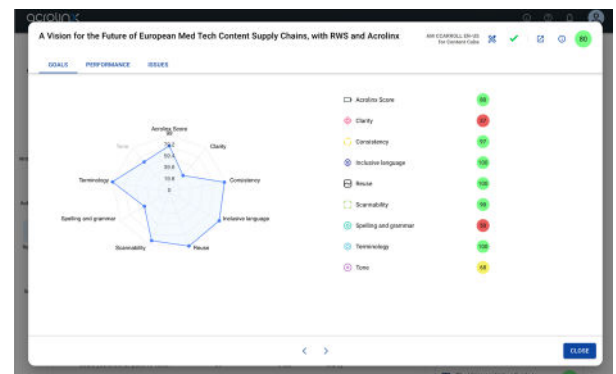
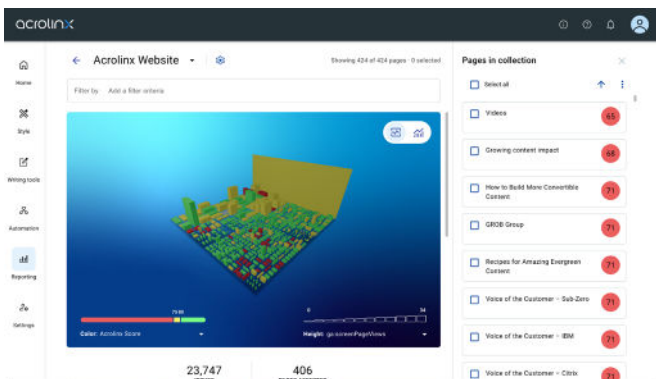
Acrolinx provides financial firms with the insights needed to satisfy the FCA. They can easily generate and export content quality improvement reports. These reports reveal content quality gaps and the effectiveness of your improvements. Improvements can be compared against performance metrics to understand 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, providing you a scalable way to analyze for quality gaps.

Standardised 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.

Request a Demo



acrolinx

Better Content. Faster.

ABOUT ACROLINX

Acrolinx is your enterprise content insurance policy. Our AI-powered content governance software captures and digitizes your style guide to make your writing standards standard.

Acrolinx governs new and existing content written by people and generative AI. Whether your company has written 100,000 words or billions (like our customer Microsoft), Acrolinx makes sure each one reflects your style guide. Customers enjoy massive efficiency gains without sacrificing standards through AI-powered live writing assistance, automated reviews and quality gates, and analytics comparing content quality with performance.

With an LLM infrastructure anchored in Azure AI, Acrolinx guarantees scale, future-readiness, and uncompromising safety and security. Born out of the German Research Center for Artificial Intelligence (DFKI), AI runs deep in Acrolinx's DNA.

Learn more at acrolinx.com

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