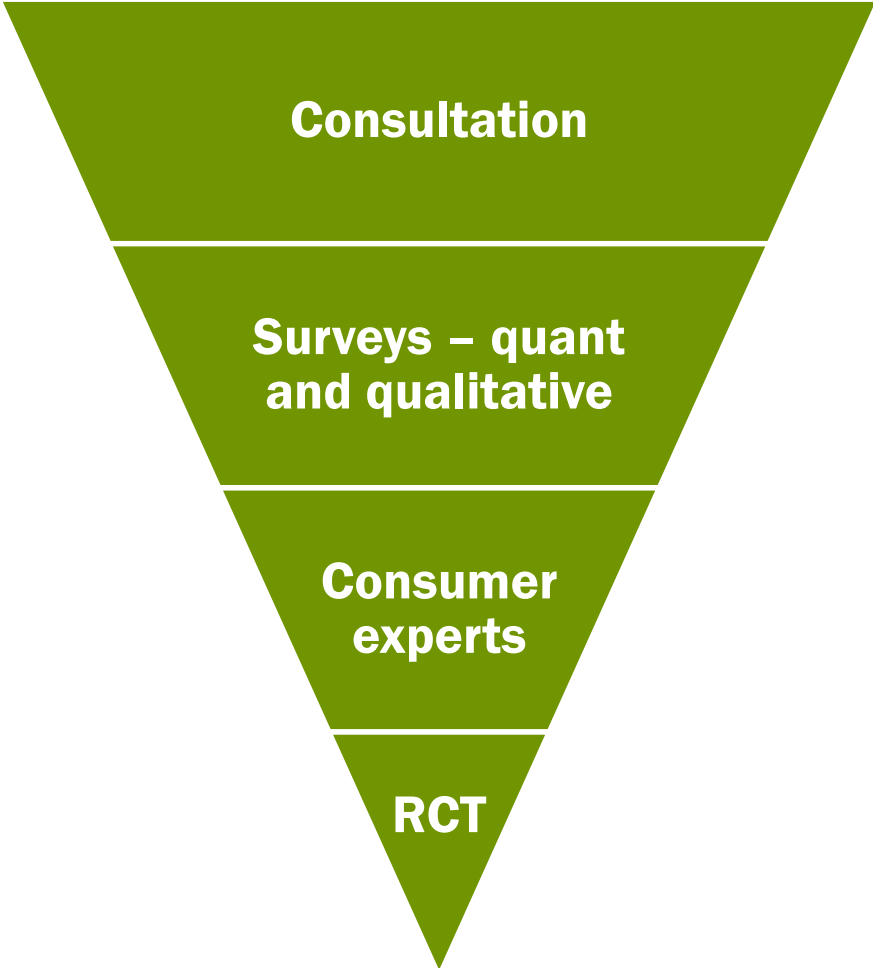
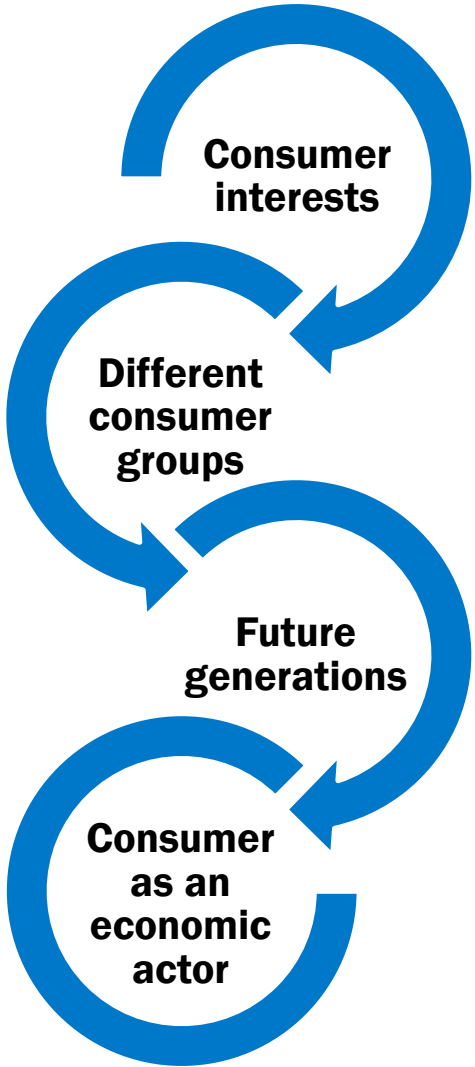
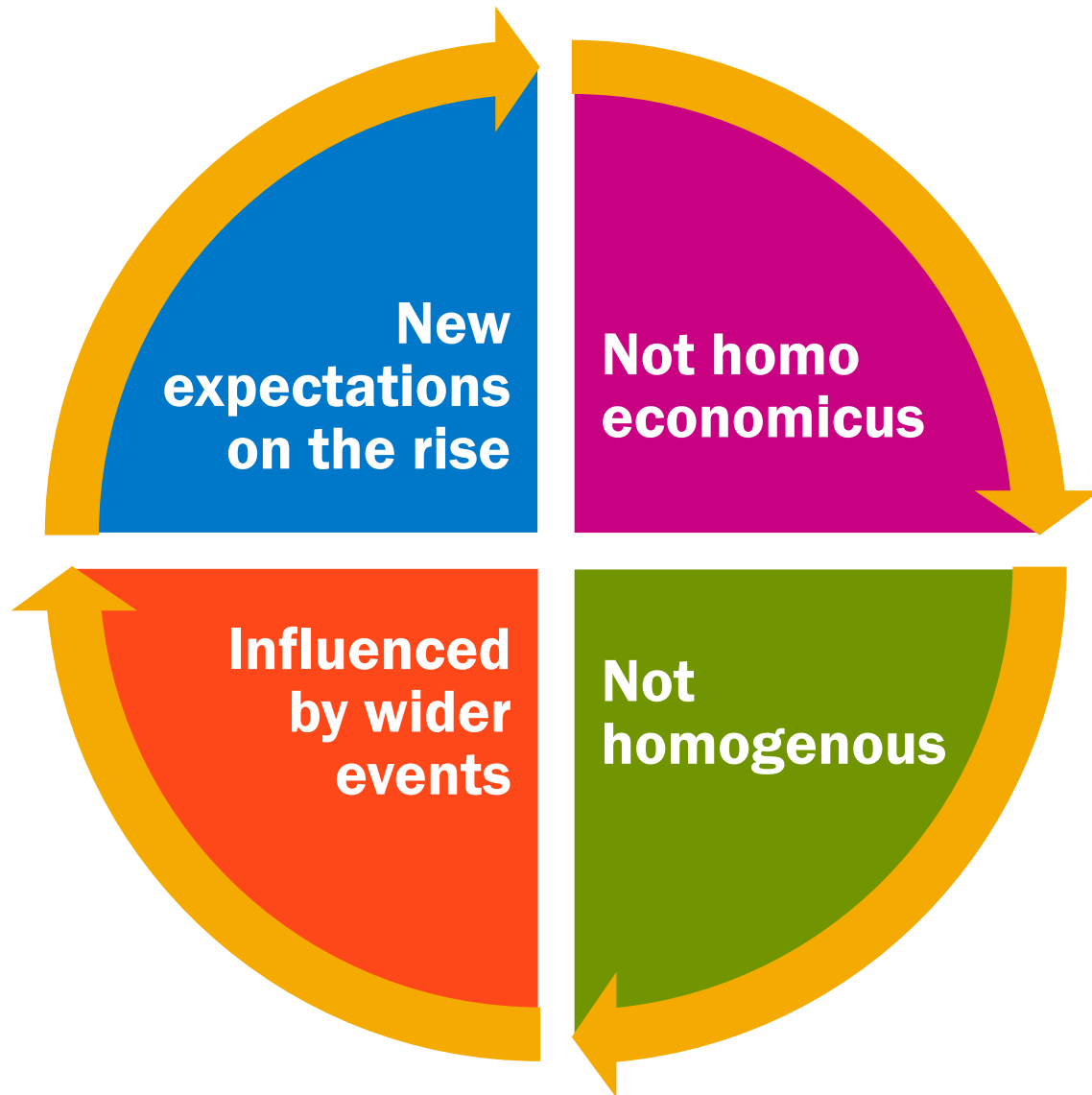


Consumer interests – discovering what they are  
*What are we doing, what have we discovered so far and what questions does this raise for Regulators?*

Rachel Fletcher

September 2018





## Policy making

How to maximise the robust use of customer research?

What are the limits to the use of this research as an input?

## Market design and regulation

How to make more use of RCTs and bring behavioural economics thinking in general

## Role of the regulator

How far should we get involved in responding to consumer interests beyond price and quality?

How do we retain independence and provide certainty?

## Regulatory tools and resources ?????