



HUNTWOOD
A ResultsCX Company



COMPLAINTS360

Domain led. Human guided. AI driven.



EVOLVE360

**Intelligence-led
transformation for
regulated environments**

Transformation designed for regulated complexity

Evolve360 is Huntswood's intelligence-driven transformation proposition, designed to help regulated organisations turn complaints into actionable insight that drives better outcomes for customers, regulators, and the business.

In environments where complaint volumes are rising, regulatory scrutiny is intensifying, and expectations around customer fairness are increasing, organisations can no longer rely on reactive handling alone. They need the ability to understand what is driving complaints, quantify risk, and act early.

Evolve360 provides real-time, AI-enabled insight that transforms complaint data into clear, defensible intelligence. It enables organisations to move from managing complaints to preventing them, improving decision-making across operations, risk, and leadership teams.

Built on decades of complaints expertise and advanced analytics capability, Evolve360 empowers organisations to identify root causes, reduce repeat issues, and deliver consistent, fair customer outcomes.

AI-powered complaints function redesign from root cause up

Evolve360 is an intelligence layer that converts complex, unstructured complaints data into structured, actionable insight.

It analyses every complaint, interaction, and signal across your ecosystem to provide:

Root cause identification
across products,
processes, and journeys

Real-time visibility of
emerging risks and
complaint drivers

Clear categorisation
and prioritisation of
issues at scale

Quantification of financial,
regulatory, and customer
impact

Explainable, audit-ready insight
to support governance and
decision-making

Evolve360 goes beyond traditional reporting or sampling. It provides a complete, connected view of what is happening, why it is happening, and what needs to be done next.



Four levers for integrated complaints transformation

Evolve360 combines advanced AI capability with Huntswood's regulatory expertise to deliver continuous, explainable insight across the complaints lifecycle.



Lever 1: Intelligent analysis

Processes high volumes of unstructured data including complaint cases, calls, and communications

Applies consistent, audit-ready classification across all complaints

Connects individual issues to systemic root causes



Lever 2: Causal insight

Identifies what the complaint is about, where the issue occurred, and why it happened

Builds a clear chain from symptom to root cause

Distinguishes isolated issues from systemic failures



Lever 3: Risk and impact visibility

Quantifies regulatory, financial, and reputational impact

Highlights emerging risks before they escalate

Supports proactive Consumer Duty and compliance management



Lever 4: Actionable outputs

Provides clear, prioritised actions for remediation and improvement

Enables faster, more targeted fixes to reduce repeat complaints







Delivers insight that is accessible to operational, risk, and executive audiences

This structured approach ensures organisations can act with confidence, supported by insight that is robust, transparent, and regulator-ready.



What makes Evolve360 different

Evolve360 is built specifically for regulated environments where accuracy, explainability, and governance are critical

	AI-powered insight designed for regulated complaints, not generic analytics		Real-time visibility of root causes and emerging risk
	Complete analysis of all complaints, rather than sampled or partial data		Integration of human expertise to guide interpretation and action
	Explainable outputs with a clear audit trail for regulatory scrutiny		Alignment with regulatory frameworks and customer outcome expectations

Evolve360 is not simply about understanding complaints better. It is about turning complaint data into a strategic asset that drives continuous improvement, reduces risk, and strengthens customer trust.





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Talk to us