

Tim Hogg

Senior Consultant

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Languages: English



Expertise

- Behavioural Economics
- Governance
- Regulation

Sectors

- Financial Services
- Telecoms, Media and Technology

Profile

Tim leads the Behavioural Economics practice at Oxera. Since joining Oxera in 2016, his work has focused on financial services and behavioural economics across sectors. He won the International Institute of Communications 2018 Future Leaders Competition. Tim has testified to the European Commission in an antitrust context.

Tim has advised a number of retail providers on conduct and regulatory risks arising from their business models, product design, pricing, fair value, processes and outcomes, and the design of customer communications. He focuses on quantifying consumer outcomes and gaining behavioural insights into customer behaviour. Tim regularly delivers training on behavioural economics as part of Oxera and UK Finance courses, as bespoke training for clients such as the UK FCA, and for marketing professionals. He has published articles on the intersection of behavioural science and regulation, and has run a number of behavioural experiments.

Selected professional experience

- Advising on the design of customer communications for savings products (2022–)
- Advising a European regulator on a market study in retail financial services (2020–)
- Designed and delivered the UK Finance training programme on Preparing for the Consumer Duty, and subsequent delivery for providers (2022–)
- Advised a UK policymaker on the Consumer Duty (2022)

- Advising TISA (The Investing and Saving Alliance) on Stocks and Shares ISAs, using behavioural data science (2022–)
- Conducted annual product reviews and fair value assessments for an insurer (2022)
- Advised EIOPA (the European Insurance and Occupational Pensions Authority) on its Thematic Review into credit protection insurance products, using behavioural economics (2020–22)
- Assessed the fair value of insurance products and premium finance products for an insurer (2022)
- Advised Centrica on the impact of a co-insurance regulatory model on the UK retail energy market (2022)
- Advising a retail bank on its strategy for passbooks (2022–)
- Assessed the impact of prudential regulation on a European mortgage market (2022)
- Advised a firm on (successfully) applying for FCA Authorisation (2021–22)
- Advised a number of insurers across general insurance markets on the impact of the FCA’s general insurance price walking remedies (2020–21)
- Advised a European regulator on the impact of digitalisation on competition in financial services markets (2021)
- Conducted an impact assessment on changes to public transport pricing, using behavioural insights (2022)
- Advising a retail bank on assessing the impact of branch closures (2021–)
- Advised a general insurer on fair value assessments (2021–22)
- Advised a retail bank on managing conduct risk over digital channels, and the design of management information (2021)
- Assessed the impact of an enhanced merger regime for large digital firms in the UK (2021)
- Advised a firm on the setting of regulated efficiency targets (2021)
- Conducted a behavioural experiment for Amazon, quantifying the impact of regulation on innovation (2021)
- Advising a regulated firm on building a sustainable business model (2020)
- Advised a firm on the financial impact of COVID-19 (2020)
- Advised a financial services firm on antitrust concerns and profitability analysis (2020)
- Conducted a large experiment on behavioural industrial organisation for a government department, in the context of airport slots (2019)
- Advised CETIN (a Czech mobile operator) throughout the European Commission antitrust investigation (Article 101) into mobile network sharing (2016–22)
- Advised an insurer on the impact of providing services for vulnerable customers (2019)
- Advised an insurer on treating customers fairly and price walking (2019)
- Designed management information on consumer outcomes for an insurer (2019)
- Advised a telecoms regulator on a consumer protection investigation (2019)
- Assessed the conduct risks around several new mortgage products for a large financial services provider (2019)
- Assessed the impact of nuisance calls on customers, for an insurer (2019)
- Designed and delivered training on behavioural economics, conduct risk and regulation to members of UK Finance (2019)
- Advising an insurer on multiple issues around fairness of pricing over a range of general insurance products (2018–21)
- Advised a client throughout the CMA funeral market investigation (2018–20)
- Analysed the fairness of pricing for an insurer, including in general insurance and other products (2018–19)

- Advised a large financial services provider on embedding behavioural economics throughout the organisation (2018)
- Assessed conduct risks over digital channels for a retail bank (2018)
- Modelled the consumer value of a financial services product given behavioural preferences in the context of an FCA investigation (2017)
- Conducted an online experiment for the Financial Services Compensation Scheme into factors that influence pension product choices (2017)
- Conducted an online experiment for the FCA investigating the effect of different charges on consumer choice of pension product (2016–17)
- Analysed a customer communication from a financial services provider using behavioural economics (2017)
- Assisted a litigation using insights from behavioural economics (2018)
- Assessed the impact of consumer data in online markets for Which? (2018)
- Analysed the effects of zero-rated pricing using behavioural insights (2018)
- Advised numerous telecoms regulators and operators on regulatory and competition issues, including wholesale markets, retail markets, consumer protection and damages cases (2013–18)

Selected publications

- Hogg, T. and Mills, E. (2022), 'Reference-Dependent Behaviour in Transport Appraisal', European Transport Conference 2022, Association for European Transport.
- Hogg, T., Fields, L. and Firullo, C. (2022), 'Applying Behavioural Economics to Firms', in A. Samson (ed.), *The Behavioural Economics Guide 2022*, pp. 89–97.
- Hogg, T. (2020), 'Framing Fairness', *InterMedia*, 48:1, pp. 29–31, International Institute of Communications, April.
- Hogg, T. (2019), 'Get the whole picture', *InterMedia*, 46:4, pp. 30–35, International Institute of Communications, April, based on 2018 Future Leaders Competition award-winning article.
- Hogg, T. (2018), 'Zero-rating behaviour', *InterMedia*, 46:1, pp. 34–36, International Institute of Communications, April.
- Hogg, T. (2017), 'Making the right moves: How behavioural economics can help consumers', *InterMedia*, 45:1, pp. 18–22, International Institute of Communications, April.

Qualifications

- MSc Behavioural Economics, University of Nottingham, UK
- BSc Economics, University of Nottingham, UK