# Supporting Vulnerable Customers





#### **Consumer Understanding**

- Equipping customers to make effective decisions
- The communication channel used
- Tailoring communication

#### **Consumer Support**

- Providing support that meets the needs of customers
- Channels of support
- Appropriate friction and unreasonable barriers



#### Foundational vulnerability training

#### Specialist training





### Training

# How can you increase learning in and outside the classroom?

- Classroom
- Facilitated discussions
- Lived experiences
- Call listening
- Brainstorming

- Blended learning (videos, podcasts, books, news articles)
- Games/training aids
- Case studies
- Activities
- Personas/segmentation





### Bring it to life











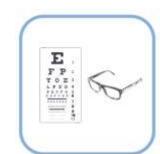
Irina

Age 49



Jo Age 26





Visual impairment



Anxiety



Autism



Cancer



Death of a partner



Had a miscarriage last week



Vet has advised to put down the family pet



House burgled whilst at work yesterday



- Volunteering time, skills, resources
- Lived experience
- Personal development
- Share back to the organisation



Quote of the day!

Tell me and I forget. Teach me and I remember. Involve me and I learn

Benjamin Franklin

## Questions