



Supporting Vulnerable Customers





FCA Consumer Duty

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



Training programmes

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



Roy
Age 82



Bam
Age 30



Irina
Age 49



Jo
Age 26



Visual impairment



Autism



Death of a partner



Vet has advised to put
down the family pet



Anxiety



Cancer



Had a miscarriage last
week



House burgled whilst
at work yesterday





Community Involvement

- 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