

VULNERABLE CUSTOMERS ***



DEFINITIONS

"Customers who are unable, for whatever reason, to make an informed decision at the time of dealing with them"

"Customers whose welfare (mental, financial or physical) could be put at risk through choosing the service or product you offer"



Is the customer vulnerable? Look and listen for signs and indicators



Ensure product or service is: -Suitable Affordable Relevant Fair



Communication is clear & jargon free. Outcomes are followed up in writing

TYPES OF VULNERABILITY

Numerous circumstances, conditions and factors can make a person vulnerable. Not all vulnerabilities are visible, clear or obvious.



Over **10million** people in the UK are elderly

More than **2**million people in the UK are deaf or hearing impaired

In the UK, <u>5</u>million+ people suffer from mental health issues

900,000+ people in the UK are blind or partially sighted

Over 8million people in the UK have problem Deb+ debt or are facing financial difficulties

INDICATORS

Confusion

Hearing

difficulties

Third-party intervention

Indecisiveness

Asks for information Language to be repeated barriers

(e.g. bereavement,

loss of income, mental health issues)

Circumstances

Lack of understanding





Being vulnerable does not mean an instant refusal. (E.g. Many elderly people need insurance, those in debt may still need payment plans etc).



Never Assume Do not stereotype or judge people



Be flexible and alter your approach to suit the circumstances

ONE SIZE DOES **NOT FIT ALL**

People and their vulnerabilities are unique!



REMEMBER: Every customer is different!

