

Communicating with vulnerable customers

Overview

This is an essential programme for frontline staff who interact with customers who are vulnerable.

Practical and interactive, the session will provide delegates with the knowledge, skills and attitudes to communicate effectively with customers whose situation requires a sensitive approach.

Objectives

By the end of the session, participants will be able to:

- Describe the meaning of vulnerable
- Describe the reasons why someone may be vulnerable
- Identify signs that a customer may be vulnerable
- Develop an empathetic approach to customers' needs
- Adopt a solutions-based approach
- Close an interaction positively, with clear next steps

Format

This is a practical and engaging session that can be delivered as either a full or half-day workshop, in-person or virtually. It is full of practical ideas to apply immediately back into the workplace. Whilst there is some emphasis on theory, there will also be a variety of practical activities which will help to embed some of the programme's key concepts.

The session makes use of a variety of learning methods, including tutor input, paired activities and practice sessions. The style is very facilitative and learner-centred, taking into account the needs and preferences of the group on the day, whilst at the same time delivering the programme as agreed with the client in order to meet the specified learning objectives.

Workshop outline

1 What is vulnerability?

- Defining vulnerability
- What leads someone to be vulnerable
- Signs that may indicate someone requires extra care

2 Communicating with customers

- Setting expectations and identifying communication preferences
- Asking questions
- Active listening
- Communicating with empathy
- Writing clearly – emails, letters and webchat

3 Emotional responses

- Approaches to de-escalation

4 Finding a way forward

- Understanding and managing a Drama Triangle
- Importance of good quality signposting
- Finding a positive way forward

Any questions? Please just give us a call on **01582 463464** – we're here to help!

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