

# Communicating with Vulnerable Customers

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.

## Programme objectives:

By the end of this programme, delegates will be able to:

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

## Further information

This workshop is full of practical approaches that can be immediately applied 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 practise sessions.

**Duration:** Half or full day programme