
Vulnerable Customer – 1st Round Table Series 12th April 2018

Q1. Consider how we can tackle the challenges together

Following a range of discussion there were keys areas identified:

- North West Communication Group which would meet on a quarterly basis with open communication lines potentially using various social media methods. Communication of the Priority Services Register across all sectors with full explanation and understanding.
- Creating of a joint website again to support open communication and regular updates
- Share best practice of training, coaching, voice analytics, systems and managing the needs and requirements of the various generations
- Improve legislation to provide better customer service

Q2. What does your company do now for vulnerable customers?

There were a number common themes identified during this session, showing the following:

- Evaluating the true meaning of 'vulnerability' and what it means to businesses and individuals. Prioritise services and deliveries to health vulnerable customers
- Providing robust training and coaching for staff, potential across department using 'a day in the life' methodology
- Streamline processes and procedures to be simple and clear for all to understand
- Communication is clearly key and ensure accessibility

Training

- General
- Samaritans

Vulnerable customer referrals

- BT
- CAB

System routing

- Call process
- Speech analytics

Local Support scheme

- Utilities
- Budget management
- Work

Partnerships

Q3. What is your aspiration for the North West?

A part of the Call North West Membership pledge we would like members to commit to charity and give back. By having a joined-up approach, we can make a difference and impact in workshops and communications. The use of case studies will show examples of collaboration across all sectors and services (i.e. Fuel Poverty) and we should commit to raising awareness campaigns.

We should be working hard to reach customers within these areas:

- Update on local food banks / Free bus services
- Collaborate with CAB / UU

By monitoring and understanding trends we should be able to identify focus areas to make a difference, to work together and truly make a difference on the ground. We should capture actions and learn from mistakes, best practice is key and we should share learning.

The creation of a logo (similar to 'Dementia Friendly') will help create a common, reliable awareness to all.

Q4. What can we commit to, together?

We can ensure we share research, best practice as well as high level knowledge via open and honest conversations and the setup of robust workstreams. With the rise of the profile of the issue, which could be achieved through a 'strapline' or 'mission statement' and committing to inviting other organisations through the journey. We should exchange of staff or job shadow to share and encourage best practice. We should create a forum and workshops to use as communication channels.

Share knowledge and information on the following;

- Call Quality
- Training
- How we work
- Intel
- Research
- Technology
- Speech analytics

Share our knowledge base

- Nursing Homes