

IMPROVE HOW YOU IDENTIFY AND SUPPORT VULNERABLE CUSTOMERS

ISOLATION, POOR HEALTH AND FINANCIAL HARDSHIP

These are just some of the challenges that vulnerable customers face. How can your organisation learn from global best practice, innovate and think differently about dealing with vulnerable customers so you don't become vulnerable yourself?



FACT: 1 IN 6 PEOPLE IN THE PAST WEEK HAVE EXPERIENCED A MENTAL HEALTH PROBLEM.

Customers are the lifeblood of any organisation. Treating them fairly and doing the right things to support them are fundamental to what leading organisations do well. With increased focus on the vulnerable customer community by regulators and increased scrutiny from the media, getting it wrong can have substantial impacts on an organisation.



What is a vulnerable customer?

The Financial Conduct Authority Defines Vulnerability As:

"Someone who, due to their personal circumstances, is especially susceptible to detriment, particularly when a firm is not acting with appropriate levels of care"



If one of your customers was unable to pay an unexpected bill due to financial hardship, what would your process be?

This situation accounts for 32% of UK adults.

FACT: AROUND 3 MILLION DISABLED PEOPLE HAVE BEEN DENIED INSURANCE OR CHARGED EXTRA BECAUSE OF THEIR CONDITION.

EMBER IS HELPING ORGANISATIONS ADDRESS THIS

Helping organisations to improve how they support vulnerable customers is core to what we do at Ember.

Our approach supports any organisation, whether they are in regulated markets or not. We assess how effective its approach is and then support them to make the improvements needed.

With distinct capabilities that can help automate monitoring, develop and deliver learning solutions with embedded knowledge testing tools, Ember is ideally placed to help you improve your approach in this vital area.



FACT: 16% OF WORKING AGE ADULTS AND 45% OF THOSE OVER STATE PENSION AGE HAVE A DISABILITY.



Do you have a framework in place to support the most vulnerable?

EMBER ARE HELPING OUR CLIENTS ADDRESS THEIR VULNERABLE CUSTOMERS

Ember was asked to look at how effective a leading UK financial services brand were at identifying and acting with its policy to support vulnerable customers

Assessment

Using Ember's framework, our team conducted an assessment over 2 client locations, interviewing staff and observing its operations. Our structured assessment identified policies that were to the required standard but lacked adequate monitoring and reporting on the issues, combined with inconsistency in how front-line staff and management considered vulnerable customers. The assessment also identified that just over 10% of customers who exhibited the signs of being vulnerable were offered support, in line with the policies.

Action

It was agreed that Ember would help the client to automate the monitoring and reporting of how it supports vulnerable customers and that a bespoke training programme would be designed and delivered to improve how front-line staff and management would manage these issues.

Outcome

Monitoring of vulnerability was automated, which substantially increased the identification and support for vulnerable customers.



OUR COMPREHENSIVE RANGE OF SUPPORT PROVIDES:

Audit Review

Comprehensive audit review of all relevant areas of your business, providing you with a clear and detailed view of how effective your entire organisation is at identifying and managing vulnerable customers.

Risk Assessment

A Business Risk assessment against your level of maturity, giving you a real insight into the risks your business faces when you interact with vulnerable customers.

Benchmark Capabilities

A Maturity model to benchmark your capability, which you can use to measure yourself against where you want to be, enabling you to develop a focused strategy for supporting vulnerable customers.

Prioritise Interventions

A Framework to help prioritise any required interventions, enabling you to make highly effective commercial decisions, driving excellence in your interactions.

Support Leadership

Support leadership to navigate delivery of the interventions (full programme & delivery expertise) offering you the flexibility to manage your own change programme or oversee a fully managed delivery programme from the experienced Ember team.

Maintain Improvements

Ongoing partnership to maintain the improvements made and ensure your business continues to improve in managing vulnerable customers.

GET IN TOUCH

Remove the risk by working with Ember

Understand if you are doing enough and, if not, how to improve this. We've built an end-to-end solution to help you build an effective strategy for vulnerable customers. Want to speak to us about how you can better serve them?

Email chris.mcilduff@emberservices.com to discuss how we can help you improve.

Ember are leaders in helping organisations improve how they engage with customers to create experiences that build lifetime relationships that are mutually beneficial.

Helping organisations to improve how they support vulnerable customers is one of a wide range of ways in which we help our clients create value.

We care that we do the right thing for our clients and their customers as we know this will ensure their longevity and success.

