



The 4 R's Strategy for Supporting Customers Experiencing Vulnerability

Recognise



Listen for cues. Use the vulnerability profiles to know what to look for.

Review



Review your customers concerns and their vulnerability. Where are they on the vulnerability scale?

- There are no impacts to the customer
- They are well supported
- They need minimal assistance
- There is no case management required

- Extreme Vulnerability
- The vulnerability has created a situation which potentially requires a different response
- Needs external support and/or they don't have a support network
- Specialist /escalated support may be required

Level 1:

Carry on as normal

If the activity being carried out is not effected by the vulnerability then no unusual action should be taken

Level 2:

Don't change what you do, change how you do it.


Speak slower, show increased empathy, check understanding

Level 3:

Change what you do.

Speak to Vero about what additional support we can provide the customer and look to refer to external support services if appropriate


Respond



Your response will be different depending on your customer's individual situation but some hints and tips that help might include:


- Providing your customer a choice of ways to communicate;
- Trying to be as flexible as possible. Their personal circumstances mean they don't fit the standard 'mould';
- Your customer might experience a sudden change in circumstances, and will appreciate a flexible and tailored response, where possible; and
- They will appreciate someone who takes the time to listen.


Refer



Supporting vulnerability and knowing what to do or say can be difficult. It's ok to ask for help.

- If you think your customer needs additional support, please let us know. If appropriate, you may wish to refer them on to an external specialist support service.





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