



Only **4%** of contact centre staff claim they always know when they are speaking with a vulnerable person.*

VULNERABLE CONSUMER - TRAINING

There are **850,000** people living with **dementia** in the UK today. By **2025** the number is expected to rise to over **1 million** and by **2050** it is projected to exceed **2 million**.**

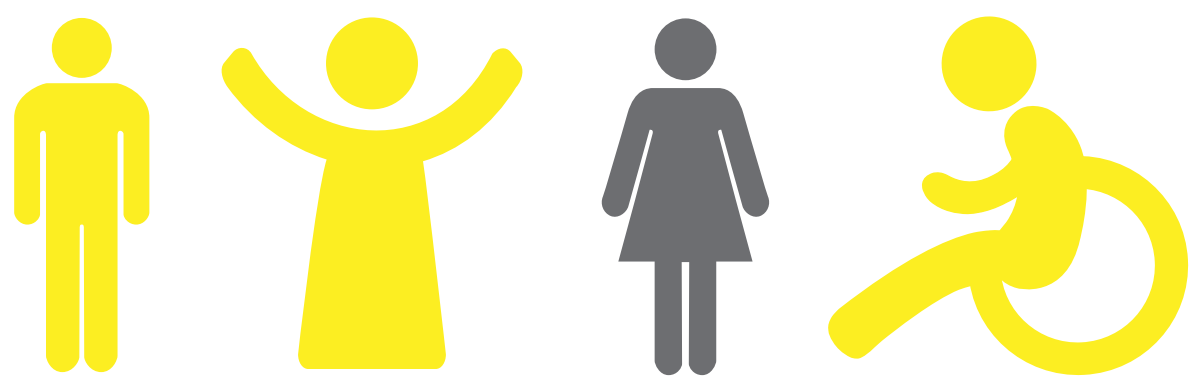


There were **529,655** deaths registered in England and Wales in **2015** – each one affecting the family and friends of the deceased in a range of emotions from **GRIEF, ANGER AND DEPRESSION**.**

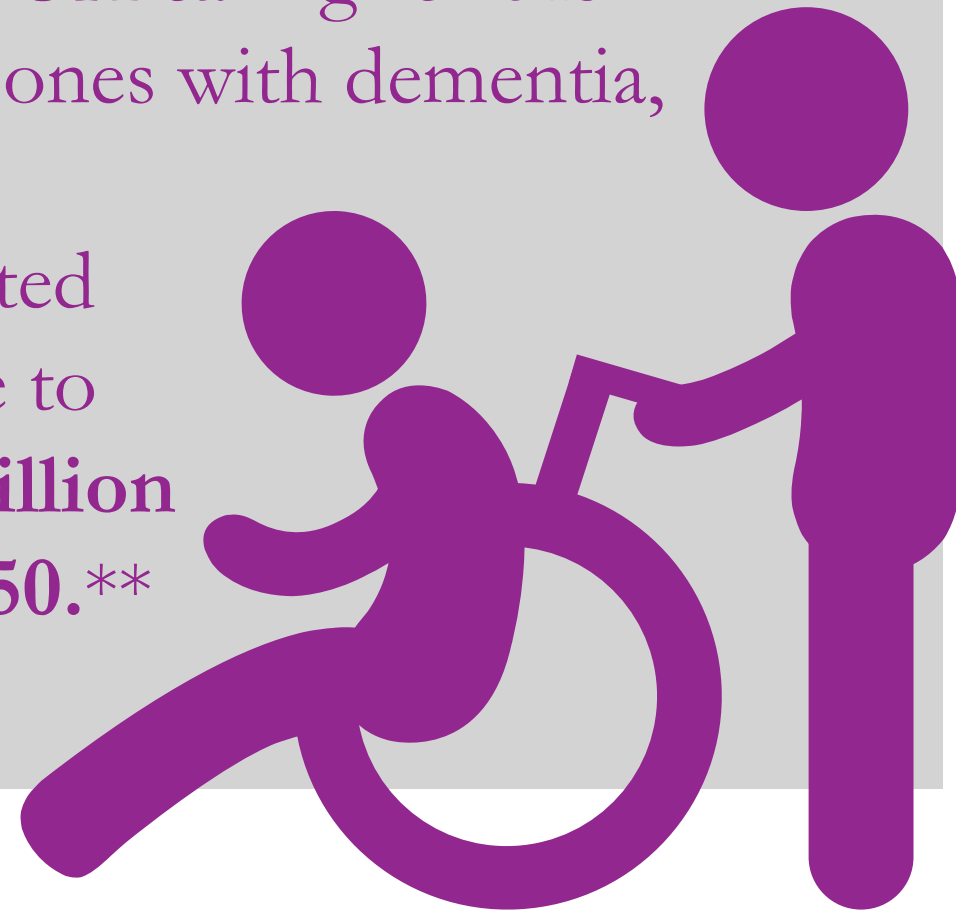


NEARLY 50% OF ALL UK HOUSEHOLDS DO NOT HAVE ENOUGH MONEY TO PAY FOR AN UNEXPECTED BILL OF £300 OR MORE.***

1 in 4 people experience a mental health issue in any given year.**



Chronic illnesses/conditions affect those suffering with them. They also affect families, friends and carers – there are around **700,000** informal carers in the UK caring for their loved ones with dementia, this is expected to rise to **1.7 million** by **2050**.**



CONSIDERATION?

Almost every company or organisation will have conversations with customers or supporters who find it difficult to make an informed decision about the choices offered to them when buying products or services or making a donation. The difficulty arises as those customers are in a vulnerable circumstance that may be permanent, temporary or transitory and disrupts the way in which the decision is usually made. The customer may need additional information or support or a different procedure to allow them to complete their decision making. The conversations may take place via a variety of communication channels from the telephone, through email and post to live chat and SMS. Doing the right thing for your customers or supporter means giving vulnerable customers proper consideration.

Every **2 minutes** someone in the UK is diagnosed with cancer, affecting not only the patient but also their friends and family.***



COMMUNICATION

Your organisation may need to communicate with consumers:

- Who have language or communication needs.
- Who have a chronic illness or condition.
- Who have mental health or neurological conditions.
- Who are going through difficult life events that affect their decision-making capability or cause stress or anxiety.
- Who may not recognise themselves as being in a vulnerable circumstance.



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* Source: DMA survey 2016

** Source: IOF Nov 2016. Treating donors fairly guide; fair money, 2017

*** Source: Cancer research UK, Cancer statistics for the UK May 2017