Personal Development

Communicating with and Understanding Vulnerable Customers

Course Details

Price

£235.00

CPD Points

3.00

Length

Half day (09:30-12:30)

Course Overview

This half day interactive course will raise awareness and understanding of the factors that may make a customer vulnerable. This includes the ageing process, cognitive difficulties, and mental health issues.

Delegates will participate in an experiential exercise which simulates aspects of sensory loss. This will help to develop empathy and understanding of how a person with vulnerabilities may experience the service or products, including online information, interactive websites, and mobile apps that the organisation provides.

Content

- Understanding vulnerability

- The impact of the ageing process
- Mental health and vulnerability
- Demographic changes and their financial importance
- Experiential exercise
- Feedback and reflection on exercise
- Identification of potential improvements in communication and business practice with customers who may be vulnerable

Benefits

Delegates attending this course will gain an understanding of factors that may make a customer vulnerable, along with empathy and an insight into some aspects of sensory loss and vulnerability through participation in a practical exercise.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via **admin@gta.gg** or call us on 01481 244570. If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Caroline Hayden-Wright

Caroline Hayden-Wright has been an HCPC registered Occupational Therapist for over 30 years and brings a broad range of experience as both a health care practitioner and training consultant. Caroline has successfully delivered this training programme to a wide range of clients within financial services including investment banks and pension providers.