

The practical side of things

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For the customer, disclosure can be a big step – a point where they share information about something often highly personal, and in the hope it will be taken seriously and into account.

For the company, it represents an exchange - which if not properly handled - can result in customer trust being lost, important insights not being recorded or acted upon, and potential DPA breaches.

But how?

- How can we identify customers in vulnerable situations?
- How can we start conversations about vulnerable situations?
- How can we handle disclosures of vulnerability?
- How we can we understand the impact better?

Helps people:

- to better control the conversation
- ask the right questions about vulnerability
- to obtain the most relevant information