

Supporting vulnerable clients post-Covid

Pandemic drives increase in vulnerable
customer numbers

**Cost of living crisis:
Vulnerable customers to
face higher**

**“ Too many vulnerable
customers are slipping through
the net ”**



BBC Trending

'I decided not to reveal my disability on my applications'



Woman who applied for 100 jobs finally got interview after hiding her disability

'It was disheartening at such a young age'

Woman REJECTED from over 100 jobs - until she removed disability from application

As soon as she submitted an application without the disability listed, she was offered an interview and employed

Many disabled people face unavoidable extra costs as a result of their impairment or condition

Disabled people

- 01 On average, face extra costs of **£583** per month*
- 02 On average, £100 for a non-disabled person is equivalent to just **£68** for a disabled person*



*Source: Scope Charity Extra Costs Commission

Huge missed opportunity for businesses who could be benefiting both socially and commercially by accessing the disability market

Retailers & Businesses

- 01 are overlooking a huge market worth **£274 billion** per year - estimated to be rising by 14% per year*
- 02 do not have enough data to understand disabled consumers

*Source: UK Government Statistics



Less than 10% of organisations have a targeted plan to access the 'purple pound'

More than one in five consumers have some form of disability

14.1m

Disabled people in the UK
(22% of the population)



80%

Disabled people acquired their condition or impairment

20%

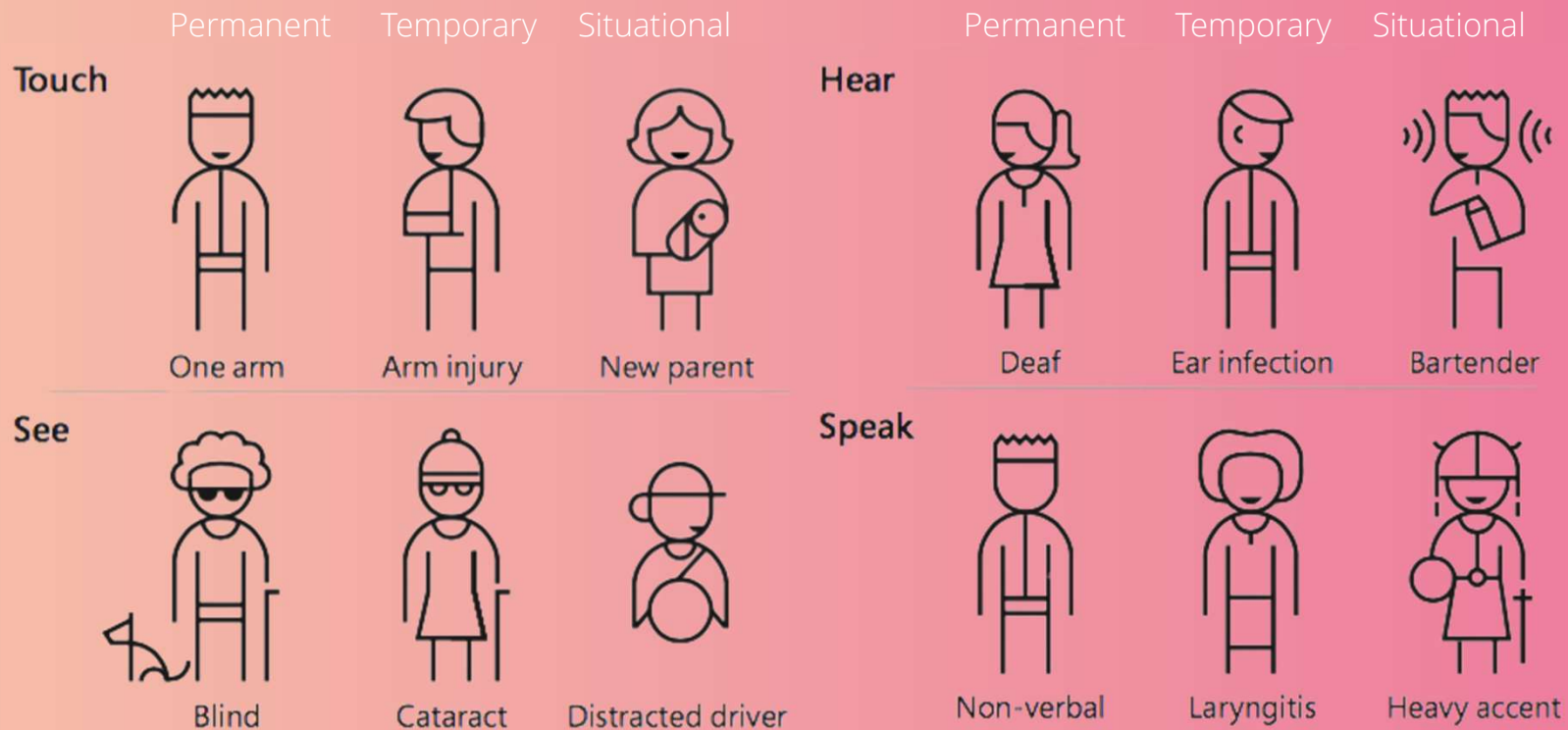
For an average business, 1 in 5 of its customers have a disability



83%

of disabled consumers choose to shop with retailers that support disabled people

Disability affects all of us



Universal Solutions



It's assumed everyone will benefit from the same support. They are being treated equally.



Individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



Everyone can see the game with any support or adjustments because the cause of the inequity was addressed. The system barrier has been removed.

Knowing your customer base

Knowing the drivers, nature and scale of vulnerability in your target market - and using that to understand how the needs of your customers may affect the customer experience or outcomes.



1

Empowering staff

Giving staff the skills and capability to recognise and respond to the needs of vulnerable customers.



2



3

Tech-enabled identification and monitoring

Technology can help to proactively identify vulnerable customers, enhance customer experiences and automate tasks to drive operational efficiencies.

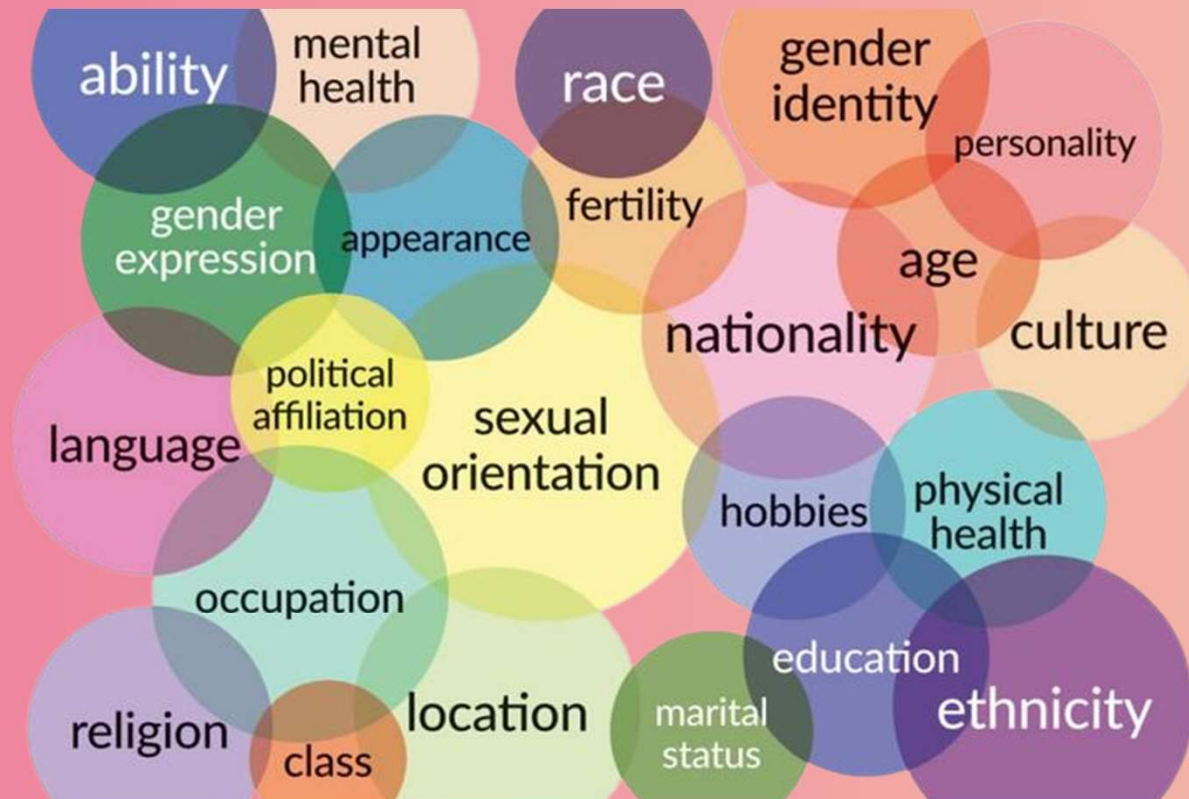
4



Cultural change

A commitment to create and maintain a customer-centric culture that permeates all areas of a firm.

Intersectionality



Every decision we make can raise or
lower barriers to participation in
society.

What action will you take?

@SHANIDHANDA

