



Evidencing The Fair Treatment of Vulnerable Customers

Core Details

9.00am — 1.30pm
City of London



4 CPD Hours

To Book

Call
+44 (0)204 551 8568
(Please choose option 2)

Email
info@thezishi.com

Online
thezishi.com

Your Consultant **Sanjay Ganatra**

Sanjay is a highly experienced, proactive and insightful financial services consultant with over 25 years' experience with Blue Chip organisations. He is QCF level 4 regulatory qualified and fully conversant with all regulatory requirements including Treating Customers Fairly, Retail Conduct Risk, Guidance for Consumer Credit, Dispute Resolution, the FCA's requirements for Identifying and Treating Vulnerable Customers and Conduct of Business Rules.

He has recently written and delivered training of TCF, Complaints Handling, Vulnerable Customers, roles and responsibilities within Retail Conduct Risk in order to manage and mitigate Conduct Risk. Also creating the right corporate culture for many companies and trade bodies.

Millions of consumers are classed as vulnerable. Make sure they feel valued (and stay loyal to your business).

In 2015, the FCA published a report on consumer vulnerability. It was the first of its kind, and criticised a "computer says no" approach to vulnerable customers.

The regulator called for organisations to introduce a "high-level policy on consumer vulnerability" as a result.

It's a very sensitive subject. An overzealous application of the rules or unclear explanation of products has seen several global companies make headlines. Poor treatment could lead to lawsuits, penalties and a shrinking customer base. Yet most firms lack a strategic approach to consumer vulnerability.

The important thing is to recognise genuine need. Join us for this informative half-day course. **You'll be given the tips and resources you need to introduce a compassionate strategy and meet the specific needs of your customers.**

- Recognise the signs and signals of a vulnerable client
- Introduce the tools to encourage the disclosure of vulnerability
- Bring conversations to successful conclusions
- Implement a robust framework that prevents false claims
- Protect your vulnerable customers from further distress
- Avoid reputational damage and financial penalties

Put fair treatment at the heart of your business

Listen to your customers – Make them feel valued by your firm. You'll reduce the stress they face in their time of need, and improve the customer experience. They'll only have good things to say about your business as a result.

Create a culture of compassion – The impact of culture on a firm's performance is at the forefront of the regulator's mind. A formalised strategy for the treatment of vulnerable clients will help your firm become synonymous with good practice, while encouraging customer loyalty.

Reduce the pressure on staff – Faced with a vulnerable client, your front-line staff will feel the pressure of inflexible rules. A strategic approach to vulnerability will equip them with the skills to identify genuine need, and encourage them to give a tailored response.

Avoid the fallout of bad press – There have been several high-profile examples of unfair treatment, usually as a result of poor communication. Minimise the chance of any PR disasters with a structured policy for vulnerable customers.



Evidencing The Fair Treatment of Vulnerable Customers

Cost

£450 / person + VAT £540

A discount of 10% per person is available when booking for 2 or more delegates on the same course in a single booking.

To Book

Call

+44 (0)204 551 8568
(Please choose option 2)

Email

info@thezishi.com

Online

thezishi.com

In-house Course?

This course works well as an in-house event, contact us to discuss your needs on 0204 551 8568 or email info@thezishi.com



ZISHI Cornerstone



The CPD Standards Office
CPD PROVIDER: 21020
2016 - 2018
www.cpdstandards.com



Agenda

Session	Learning Outcomes
An introduction to issues	<ul style="list-style-type: none"> An overview of the session aims and objectives Understanding the value of a new approach Identifying the level of personal commitment required
Vulnerable customers: the facts	<ul style="list-style-type: none"> What does your vulnerable customer policy promote? Who is defined as a vulnerable customer? How is the definition applied in your organisation? UK vulnerability: an overview Identify triggers and traits
Engaging vulnerable customers and carers	<ul style="list-style-type: none"> What would a successful case look, sound and feels like in your company? You've identified a vulnerable customer or carer. What next? Highlighting useful tools for guiding your customer Successful use of tools: a case study Case study reviews: what worked? What could have been done better with further development?
Managing the process to outcome	<ul style="list-style-type: none"> How to record concerns for the future What steps will you take to ensure you have treated the individual fairly?
Summary and next steps	<ul style="list-style-type: none"> The impact on your business and biggest challenges Implementing a policy: next steps A review of key points Personal development planning Encouraging personal commitment