

CASE STUDY

# VULNERABLE CUSTOMER TRAINING

Leading UK motor finance company



**ACTIVITIES BROUGHT  
THE SESSION & SPECIFIC CONTENT TO LIFE.  
THE TRAINER WAS FANTASTIC, ALLOWED THE  
GROUP TO ASK LOTS OF QUESTIONS AND  
PROVIDED REALLY USEFUL EXAMPLES AND  
TECHNIQUES THAT CAN BE UTILISED IN MY  
DAY TO DAY ROLE. HE MADE THE SESSION  
VERY PERSONABLE WHICH REALLY HELPED  
EMBED LEARNINGS**



HUNTSWOOD

## CHALLENGE

- Huntswood has been delivering regulatory assurance to a leading motor finance company and supporting them with the provision of experienced complaint handlers and quality assurance personnel; assisting in their OFT to FCA journey. During this partnership it was identified that personnel understanding and support of vulnerable customers did not satisfy customer and regulatory expectations.
- Relevant teams required educating and up-skilling to ensure individuals were equipped with the necessary knowledge and skills to meet both their customers' expectations and regulatory obligations.

## ACTION

- A Vulnerable Customers Training Needs Analysis was undertaken to assess the current level of knowledge, skills, and ability of all the firm's staff against the regulator's defined series of customer outcomes.
- Huntswood developed a two-day course, based on industry best practice. On completion of this course, entitled "Understanding Vulnerable Customers for Specialist Teams", delegates were able to:
  - Describe how customer vulnerability is defined within financial services and other industries
  - Understand why vulnerability matters to learners and financial businesses
  - Explore how to identify customers in vulnerable circumstances by looking at risk factors and specific triggers
- Demonstrate how to manage customer disclosure of vulnerability using the TEXAS, IDEA, and Carer's drills / protocols
- Apply new skills to manage their own emotional states and those of the customers to achieve positive customer experiences
- Demonstrate their understanding of the suicide and self-harm policy and the actions they can take to help make a difference in such challenging situations
- The Early Arrears and Customer Care teams initially undertook training that consisted of instructor led delivery, case studies, audio clips, and group activities.
- Delegates identified that a wider knowledge share on vulnerable customers was needed across the business. The client requested Huntswood provide this and, as a result, a summary one-day "Understanding Vulnerable Customers" course was delivered to front line teams.

## RESULT

- Over 150 personnel attended the one-day and two-day vulnerable customer courses and the client was satisfied that its teams were now meeting customer and regulatory requirements when handling customers deemed to be vulnerable.
- Feedback on the day was very positive and the delegate feedback from the end of course questionnaires excellent (see right), with an overall score for the course of 95%
- The client has already re-engaged Huntswood to design and deliver complaint handling training

SURVEY QUESTIONS	AVERAGE SCORE LOW = 1, HIGH = 6
How did you rate the content of the training including any activities?	5.8
How did you rate delivery of the training?	5.9
How much have you gained in terms of knowledge and skills?	5.5
How motivated do you feel to implement what you have learnt?	5.8
How much will the training help you in your job?	5.6
<b>OVERALL AVERAGE SCORE</b>	<b>5.7</b>