



Vodafone products and services for vulnerable customers

At Vodafone, we truly believe that our products and services are for everyone. We have a large range of products and services for vulnerable customers. They can be found on our website at:

www.vodafone.co.uk/accessibility-services/

In this document we'll describe the ways in which Vodafone can help vulnerable customers use our services in the way that works for them.

At Vodafone we describe a vulnerable person as:

- Someone who is blind or has restricted vision
- Someone who is deaf or has restricted hearing
- Someone who is managing a serious mobility problem
- Someone who is managing poor mental health
- Someone who is unable to take care of themselves

We also understand that people can experience 'temporary' vulnerability, for example because of bereavement, loss of income, accident or injury.

Communicate with us the way you want

At Vodafone we've worked very hard to ensure that customers can contact us in a way that suits them. We have a dedicated team for vulnerable customers. These are agents who are trained with the skills and knowledge to help and support vulnerable customers. For customers who are hard of hearing, they can contact us using text relay, sign video and Live Chat. We were the first network provider to introduce video relay for these customers. We also have Alexa and Google Assistant skills that are able to support customers with bill queries and accessing some of our top FAQs.

We know it can be difficult when it comes to choosing a phone, so we have a 'Vodafone recommends' section on our website, where we recommend devices that we think will help vulnerable customers to get the most out of our services.

You can find our recommendations at www.vodafone.co.uk/mobile/best-for/easy-access - and there's also a page just for phones with big buttons at www.vodafone.co.uk/mobile/best-for/big-buttons

Customer identification

We want to give vulnerable customers the best possible support when they need it. So, with their permission, we put a 'flag' on these customer's accounts. This means that once we've been told they're vulnerable, there will be no need for the customer to tell us every time they call in. Our 'flags' include hearing, sight, physical and mental disabilities, as well as power of attorney or other third-party account access and management.



Products and Services

We offer a range of products and services for vulnerable customers to ensure that everyone can make the most of our services:

- **Dedicated customer service advisers** – We have our own dedicated call centre team with their own direct dial number. This means vulnerable customers can get help and support from specially trained advisers.
- **Specialised bills and literature** – When requested, we can supply a customer's bills or any of our policies in a format to that is best for them, like large print, braille or audio CD, free of charge. These can be delivered to their home address.
- **Text and video relay** – All of our customers with hearing impairments are able to contact us using text or video relay, using a smartphone, tablet or laptop.
- **Emergency SMS** – Customers with hearing or speech impairments can make use of this service, which enables them to send a text to the emergency services instead of calling.
- **195 Directory Enquires** – We give customers with visual impairments access to 195 directory enquires so that they can get information about the numbers they need.
- **Vodafone Voice Assistant** – Our voice assistant lets customers use their Amazon Echo or Google Assistant devices to check their bills, data usage and more. If they have a mobile device with Google Assistant, our service will work on that device as well.
- **Vodafone Call Screening** – Our network team works tirelessly to stop scams and fraudulent calls from ever coming through to our customers.
- **Extended ring time** – Sometimes it can be hard to get to the phone before it cuts to voicemail. All customers can extend the time it takes before a call goes to voicemail by up to thirty seconds – giving them just that little bit more time to answer.
- **Specialised phones** – We always ensure we have phones that can help vulnerable customers. Knowing that the choice of suitable phones can get confusing we have a dedicated section on our website that includes our recommendations for easy access and large-buttoned phones. Alternatively, our store staff can always give a live demonstration of devices for you.
- **Vodafone Protected Service Scheme** – If a customer has difficulty managing their account, they can nominate someone to look after their account and speak on their behalf.
- **Power of attorney** – If needed, our power of attorney service is very easy to apply for, and our dedicated team will be able to support customers in getting this set up.
- **Bereavement Policy** – We understand that it is a very difficult time when a loved one passes away. That's why we have a dedicated team with their own number to talk about the account and how we can help. Alternatively, we have a form on our website that requires minimal information that customers or their families can send to us.

Engaging with our customers

We're always looking for ways to improve, and the best way to do this is by engaging with our customers. We do this in various ways, from customer focus groups, meeting with charities or consumer organisations, and continual training and checks for all customer-facing employees.

- **Retail Stores** – We have 500+ retail stores across the UK where customers can talk through their options with our expert staff and try out phones before they buy. And, should something go wrong, we have tech team members in each store who can help out with issues.
- **Network Guarantee** – We were the first and only operator to offer both a 30-day guarantee for new customers, and an in-life guarantee for existing ones. This is part of our drive to deliver the best network to our customers and is available on all of our mobile products.



- **Service Guarantee** – We're so committed to ensuring all customers receive great service that we will guarantee the quality of our service. We're the first in the UK to do this, and it means that if for any reason a customer is unhappy with our service in the first 30 days they can return their product and cancel any contracts or commitments without question.

Committed to improvement

No one is perfect – and neither are we. So we're committed to improvement and delivering the best customer service possible. We're always happy to engage and listen to your ideas to help us improve.