



## 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: <https://www.vodafone.co.uk/accessibility-services/>

In this document, we will describe the ways in which Vodafone can help vulnerable customers use our services in the way that works best 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 due to bereavement, loss of income, accident or injury, for example.

### Communicate with us the way you want

At Vodafone, we have 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 customer advisers who are trained with the skills and knowledge needed 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 telco to introduce video relay for these customers. We also have our Alexa and Google Assistant skills that are able to support customers with bill queries and some of our top FAQs.

We know it can be difficult when it comes to choosing your phone, so we have a ‘Vodafone recommends’ section on our website where we recommend phones that we think will be the best for vulnerable customers to ensure they are getting the most out of our services.

### Customer identification

So we can give vulnerable customers the best possible support when they need it, we put a ‘flag’ on their accounts with their permission. This can be requested by calling our dedicated team on **0333 304 3222** free from your Vodafone mobile (standard call charges apply from other mobiles or landlines). Once set up, the flag will stay on the account and there is 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 and third-party account management.



## Products and services

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

- **Dedicated call centre team** – 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 customer advisers.
- **Specialised bills and literature** – Upon customer request, we can deliver their bills or any of our policies to their home address in a format that is best for them, such as large print, braille or audio CD, free of charge.
- **Text and video relay** – All of our customers with hearing impairments are able to contact us using text or video relay. They can use their mobile, tablets or laptops to do this.
- **Emergency texting** – 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** – For customers that have visual impairments we give them access to 195 directory enquires so that they can get information about the numbers they.
- **Vodafone Voice Assistant** – Our voice assistant lets customers use their Amazon Echo or Google Assistant devices to check bills, data usage and more. If they have a device with Google assistant, our service will work on that device as well.
- **Priority Fixed-line fault repair** - If you depend on your home phone for medical reasons, you may be eligible for our fault priority repair service. This will give a customer priority support if their landline develops a fault.
- **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 cuts to voicemail by up to thirty seconds, to give them just a little more time to answer.
- **Specialised phones** – We always ensure we have phones that can help vulnerable customers. Knowing that the choice of phones can get confusing, we have a hub online that includes our recommendations to help our vulnerable customers choose the right phone for them. Alternatively, our store staff can always give a live demonstration of our phones for you.
- **Vodafone Protected Service Scheme** – If a customer has difficulty managing their account, they can nominate a person to look after their account for them and speak on their behalf.
- **Power of attorney** – Our power of attorney scheme is easy to apply for, should this be required. Our dedicated team can support you 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 at Vodafone with their own number if you should want to talk about the account and how we can help. Alternatively, we have a form on our website that requires minimal information that you can send to us.



### Engaging with our customers

At Vodafone, we are always looking 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, consumer organisations, and continual training and checks for all customer advisers.

- **Retail stores** – We have 500+ retail stores in the UK and Northern Ireland where customers can talk through their options with our expert staff, 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 Satisfaction Guarantee** – We were the first and only operator to offer both a 30-day and an in-life guarantee. This is available on all mobile products purchased. This is part of our drive to deliver the best network to our customers
- **Service Satisfaction Guarantee** – We are so committed to ensuring all customers receive great service, so we launched another first in the UK by guaranteeing our service. This means that if for any reason a customer is unhappy with our service within the first 30 days, they can return their purchase

### Committed to improvement

No one is perfect and neither are we. At Vodafone, we are committed to improving and delivering the best customer service possible. We are always happy to engage and listen to your ideas to help us improve.