How to ensure your vulnerable customers are **fairly treated**

Ensuring vulnerable customers are accurately identified let alone treated fairly is a challenge for utility companies. With the release of the FCA's final guidance on the fair treatment of vulnerable customers, it is now high on OFGEM's agenda.

The regulatory spotlight on customer vulnerability has far reaching implications for utility companies, from how you hire and train staff to capturing customer information, surfacing insights to inform products and services and adapting to changing customer needs. So how do you do this in a financially viable way?

The most effective way is to adopt a technology that can identify and understand if a customer is vulnerable, present insight and information back into the business that drives decision making across product, service and customer processes. The answer is also

to use this technology to target staff training, ensuring high risk customers have been dealt with appropriately. That's the only way to get assurances that you're monitoring and assessing 100% of interactions.

And this is where AI-driven Natural Language Processing (NLP) solutions such as Aveni Detect are a game-changer for utility companies wanting to turn their commitment to the fair treatment of customers into action. Aveni Detect has regulatory guidance embedded into its platform ensuring you can make good on your promise to treat each customer fairly.
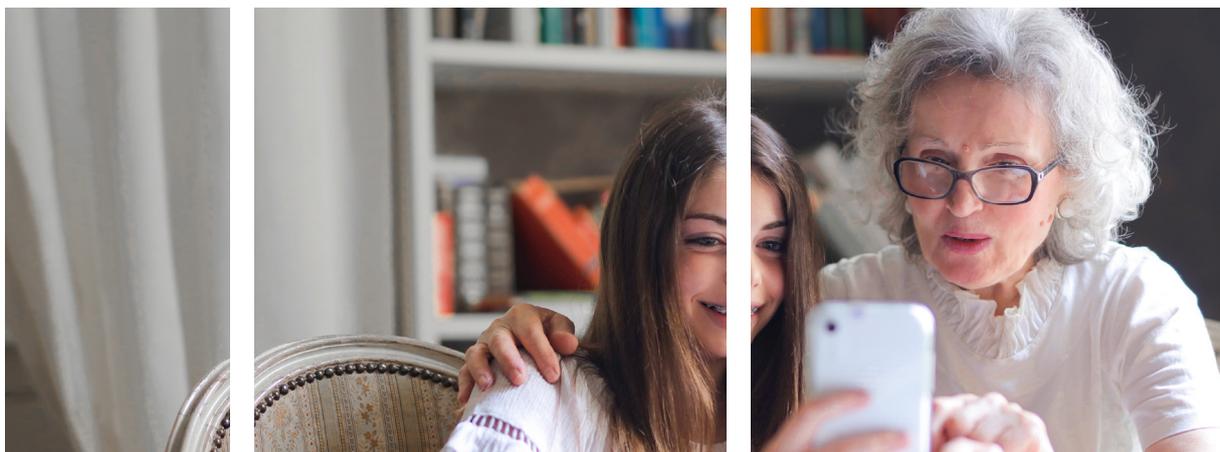
Aveni Detect

Ensuring the fair treatment of vulnerable customers

We improve the identification and treatment of vulnerable customers using the latest in bespoke speech analytics, helping you gain deeper insight.

We've embedded regulatory guidance on the fair treatment of vulnerable customers into our platform :

Current challenges	How Aveni Detect can help
Inaccurate and inconsistent identification of vulnerable customers	We analyse customers interactions leading to an accurate and automated method of identifying vulnerable customers. Understand, from a population level, how all vulnerable customers are treated.
Shallow understanding of a vulnerable customer's needs	We give you a deeper, richer understanding of all your customer vulnerability and associated needs across 100% of interactions. This provides invaluable insight to product and service development.
Agents not having the skills to properly identify and serve vulnerable customers	We assess how staff treat sensitive issues and deal with people in challenging positions, creating personalised training opportunities for on-going improvement. Managers are able to see, at a glance, how their agents are performing on an individual and group basis, allowing them to take remedial action when needed.
Sporadic and inconsistent treatment of vulnerable customers with large customer teams	The subjective nature of determining some vulnerabilities can lead to two agents assessing the situation differently. By having a view of 100% of vulnerabilities you can surface any differences in customer treatment.
Inability to monitor and analyse vulnerable customer data effectively	Gain insight across whole populations, enabling you to test calls of high interest and assess whether agents have handled them appropriately. Resources can be directed toward trends that emerge from the data, ensuring a rapid response to any issues in treatment of vulnerable customers.
Inability to act in real-time to a difficult call involving a vulnerable customer	We can flag vulnerabilities to agents, in-call, and to supervisors when critical issues are discussed. This represents a fundamental shift from second line detection to first line prevention.

How it works

Capture customer conversations

Machine assessment of up to 100% of interactions

Inherent risk assessed, call scored and calls of interest presented for review

Agent performance and handling of vulnerability assessed with training opportunities flagged

1 — **2** — **3** — **4** — **5** — **6** — **7**

Easily upload them to the Aveni Detect Platform

Vulnerability identified automatically and presented back in specific categories

Rapid assessment tool to navigate call and review high risk interactions