

Communicating with Vulnerable Customers

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Ofgem Best Practice Workshop
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Benefits Advice Programme

- Part of the British Gas Help the Aged Partnership
 - Currently 21 projects in England, Wales and Scotland
- Working with partner organisations
- Two themes - Awareness raising, working with individuals

Benefits Advice Programme

Awareness raising

- Initiatives vary from project to project
 - Posters
 - Leaflets
 - Information sheets/ fact sheets
 - Talks
 - Benefits bingo

Benefits Advice Programme

Working with individuals - Checking

entitlement to welfare benefits

- Home visit
- Office/ surgeries
- Telephone advice

Benefits Advice Programme

Working with individuals - Support
throughout the claims process

Benefits take up is lower among pensioners than the population as a whole

Communication Principals

- Co-ordinate and collaborate with other credible sources through partnership working (Voluntary sector)
- Accept and involve the public as a legitimate partner through trusted organisations
- Generalist and Specialist advisors
- Listen to the public's specific concerns
- Meet the needs of the media
- Look for groups within groups
- Speak clearly and with compassion
- Plan carefully and evaluate performance

Looking Forward

- Prevention is better than a cure
- Advertising and promotion
- Call centres
- Priority services register
- Grants
- Warm front

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