

# HOW CAN BUSINESSES DELIVER MEANINGFUL SUPPORT FOR VULNERABLE CUSTOMERS?



Understand vulnerability in customer base



Understand the risk of harm



Show flexibility to meet customers needs



Work with third-parties who can provide additional support we can't



Embed an inclusive mindset



Be bold, challenge & think outside the box



Design inclusively, and get it right first time



Focus on customer before commerciality

# EXAMPLES OF WHAT WE ARE DELIVERING TO MAKE A DIFFERENCE, AND HOW WE KNOW IT'S WORKING



## Account opening

To mitigate risk of financial exclusion we offer:



Simple and straightforward process for customers who struggle with traditional ID documentation

In 2021, **26.5k accounts** opened for customers who struggle with traditional documentation, such as victims of slavery and trafficking, those fleeing domestic abuse, the homeless, refugees and asylum seekers.



Of which **3.5k accounts** opened for Afghan refugees,

Since the Ukrainian crisis unfolded, we've opened over **1k accounts** for Ukrainian refugees.

*"It was such a life changing moment for the client that once the account had been opened he burst into tears because he had his OWN bank account for his OWN money to go into. Due to him being a rough sleeper he had never been able to have the right documents to go to a bank and do this before."*

**- Sally Anslow, Lloyds Temple Row Birmingham Branch**

## Domestic & Economic Abuse

- Our dedicated team, specially trained by Surviving Economic Abuse provides:
  - Financial guidance to support customers' personal banking needs
  - Tailored solutions with support from an escalation panel in line with FCA consultation guidance
  - Signposting to charities for emotional and practical support
- Colleague from Surviving Economic Abuse embedded in our business to offer expert counsel

**1,450** victim-survivors supported to date

*"It was lifechanging for me. I could start living my life again."*  
**- Victim-survivor**

*"This is a ground-breaking collaboration between a financial institution and a domestic abuse charity to accomplish our shared aim of improving experiences of victim-survivors of abuse."*

**- Surviving Economic Abuse**