

**You, me,  
everybody**

We may all be vulnerable  
at some point in our lives...



# Vulnerability is both widespread and tricky to define

## Vulnerability is not one dimensional or static

There isn't a 'typical' vulnerable person and people might not view themselves that way either

Vulnerability should not be overly simplified i.e. not just focused on physical or mental disabilities. Even the circumstances/situations we all encounter in our everyday lives can make us vulnerable at a particular moment

Additionally the factors that could make a consumer vulnerable rarely remain static, therefore adding an extra layer of complexity when recognising vulnerability

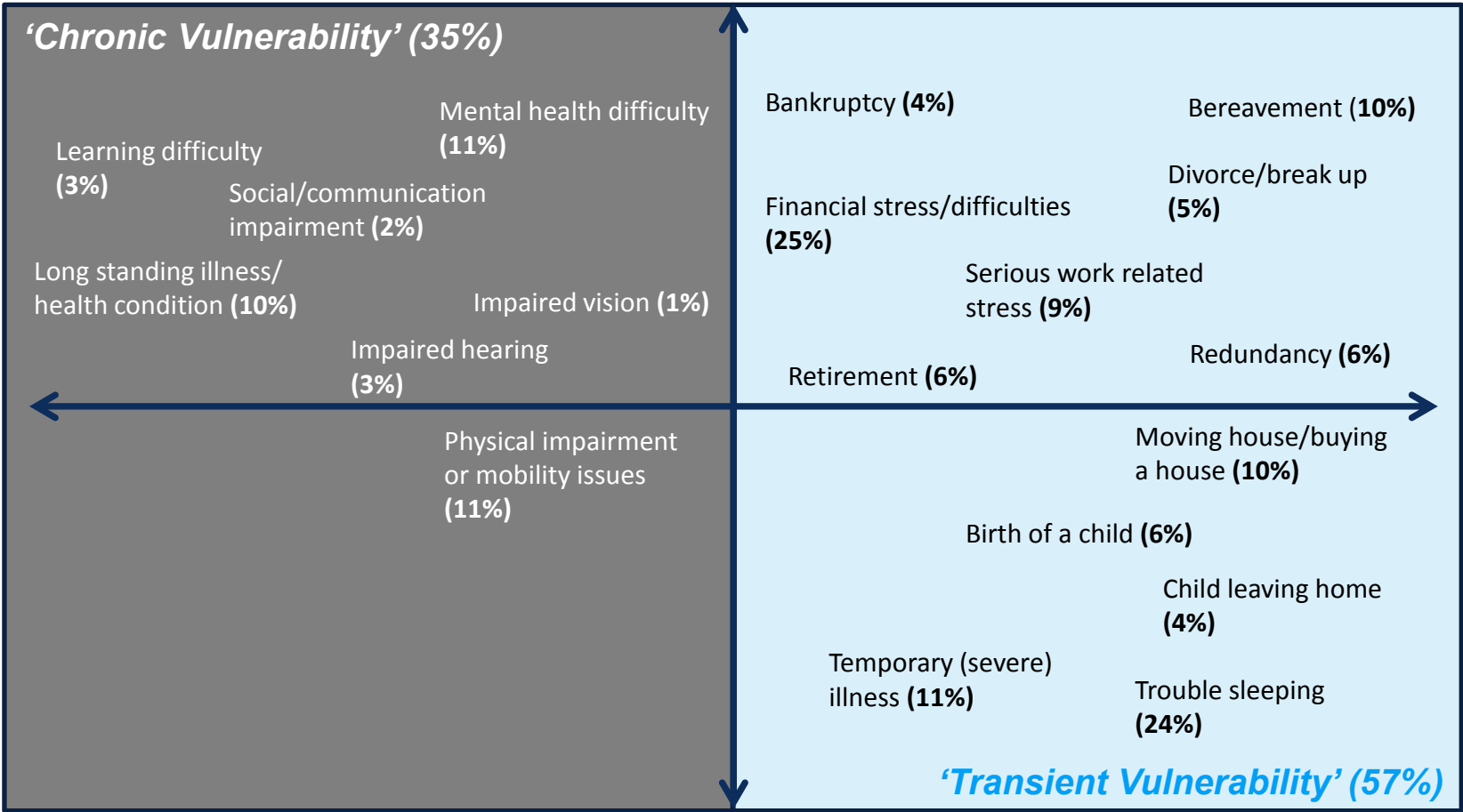
The FCA have identified **Health, Life Event, Resilience & Capability** characteristics/drivers to help make sense of vulnerability

The list is not definitive/exhaustive but it helps to understand the situations that can lead to actual/potential vulnerability

**Gusto's** own self-funded research highlights the prevalence of vulnerability in the UK and validates the complexity of the issue

# 2 in 3 of us have experienced vulnerability in the last 6 months

## Degree of Vulnerability



67% 'Vulnerable':  
 32% Transient only  
 10% Chronic Only  
 25% Transient & Chronic


- This challenges traditional views of vulnerability, which typically focus on chronic and more tangible conditions

\*Data from Gusto's Customer Needs Survey 1,500 nat rep interviews

# Key Vulnerability Themes emerging from the Gusto Customer Needs Survey.....

Far reaching concern

 Reported vulnerability in the last 6 months

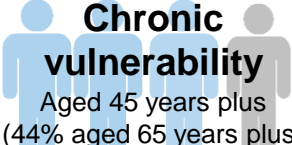
 Chronic issues e.g. long standing health/mental health problems

 57% Transient vulnerabilities such as buying a house etc. are more prevalent

Clear implications for customer facing brands, given high probability the customer will be encountering some type of vulnerability at any given time

Clear profiling emerges amongst chronically vulnerable

Profiling

 **Chronic vulnerability**  
Aged 45 years plus (44% aged 65 years plus)

 **Transient vulnerability affects all ages**



**61% Males**



**63% Females**



## Brand

Vulnerability penetration higher amongst PCA customers of



78%



74%

Greater proportion of currently non vulnerable

**30%**  
 **Santander**

## Life events trigger financial implications

Vulnerable customers, in particular Transient vulnerable

**61%** feel less comfortable financially

**45%** report lower control of finances



**Transient typically occurs with financial repercussions** ie more financial responsibility (eg new mortgage or loss of income etc)

Key to recognise these life events and establish ways to empower customers/ allow them to gain control of their money during this period of transition

## How can banks help?

Vulnerable customers more likely to agree it's important banks...

**80%**

Understand my financial needs

**65%**

Proactively offer advice/guidance based on circumstances

**78%**

Provide tools to manage finances effectively

Opportunity for Fintech solutions for customers with transient vulnerability

# Transient vulnerability adds a layer of complexity that needs to be incorporated into organisational culture




# Some potential indicators to recognise vulnerability within your customer base



Building significant levels of debt/reliance on credit



Not opening/reacting to FS comms



Not switching products and allowing for automatic renewals over long period of time




Only using traditional channels for managing/contacting provider



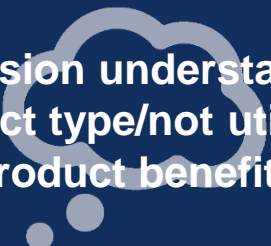
Confusion/anger/frustration during calls/contact made re product



Basic financial product holding



Struggling/not capable/does not have access to digital channels



Confusion understanding product type/not utilising product benefits



Paying bills late/often in arrears

# Where is your organisation up to on this journey?

*At Gusto Research we can help*



**Identify indicators  
of vulnerability**

**Evaluate  
communications**



**Understand the specific  
vulnerabilities & needs  
of your customers**

**Engage with frontline  
staff to determine  
their needs in  
upskilling**




*And much more.....*

# As specialists in audiences, Gusto are experts in recruiting and interviewing vulnerable customers


Gusto standardised questioning to flag vulnerable customers within your customer base/target




Discussion guide/questionnaire designed to take into account varying cognitive abilities and used tactically



Encouraging respondent to have support on hand if needed as part of the interview (i.e. carer, relative)



Altering lines of questioning to ensure they have the best chance of being understood



Being realistic with clients about the level of coverage that is possible with certain vulnerabilities



Taking a duty of care with flagging any distressing situations with our client if respondents give permission



Gusto suggest the 'vulnerable lens' is applied *to all research projects* going forward



Straightforward approach • Clear commercial thinking



**Gusto Research are experts in specialist audiences** and we would love to talk to you about how we can help

**Contact Us:**

Gusto Research  
Charside House  
58 Street Lane  
Leeds LS8 2DQ

T 0113 268 9020

**Follow us:**



@gustoresearch

lyn.lyons@gustoresearch.com  
heather.thorpe@gustoresearch.com

