

## Supporting Vulnerable Customers – Ways we can help.

At Vodafone, we put supporting customers at the heart of our business. We recognise each customer as an individual and that each customer's individual needs are considered and supported.

In this document, we will describe the ways in which Vodafone can help customers in vulnerable circumstances use our services in the way that works best for them.

At Vodafone, we describe a vulnerable person as someone who may have one of the following characteristics:

- Physical or learning disability
- Physical or mental illness
- Low literacy
- Communication difficulties
- Financial difficulties
- Changes in circumstances such as bereavement, job loss, relationship breakdown or being affected by an emergency
- Digital Exclusion
- Age

We also understand that you can experience 'temporary' vulnerability due to circumstances such as bereavement, loss of income, accident or injury.

### How we can help

We are focussed on delivering the best care and support that responds flexibly to the needs of our customers throughout each stage of your journey with Vodafone and have outlined below ways in which we can help.

### Understanding your support needs

To ensure we can provide you with the best possible care and support when you need it, you have the option where we can add a 'flag' to your account so that we are aware of your support needs when you contact us and don't have to repeat information each time you contact us. Flags can be updated or removed at any time upon request. You can add a flag in your online account through settings or alternatively if you would prefer to speak to someone to add a flag you can call 191 and one of our team can add this for you and talk through the support we offer.

### Communicate with us in a way that suits you

At Vodafone, we recognise the importance of providing customers with options to contact us in a way that suits their individual needs.

- **Prefer face to face communication:** You can visit our store colleagues who can talk you through our different devices and provide you with the best service and support. [Find your nearest store | Vodafone](#)
- **Prefer to speak to someone on the phone:** Call and speak to one of our contact centre teams by dialling 191 from your handset.
- **Prefer to communicate in writing:** You can [chat with one of our webchat colleagues](#)
- **Our Digital Assistant Tobi:** Our digital assistant [Tobi](#) can also help with most queries or information and point you to the right team if he is unable to help.

- **BSL Sign Video** – Sign Video enables you to speak to our customer service agents using British Sign Language (BSL). For more information on how to use this service go to [Use SignVideo BSL interpreter services | Vodafone](#)
- **Relay UK** - If you're deaf, hard of hearing or speech impaired, you may prefer to use Relay UK to make calls. When you use Relay UK, a BT assistant will read out your message to the person you're calling and type their reply to you. For more information visit [Accessibility | Vodafone](#)

### Online Support Pages

- If you prefer to read through the support we offer in your own time, we have dedicated online pages to support vulnerable customers who may require assistance with [accessibility needs](#), [financial support](#) or [changes in circumstances / life events](#) such as bereavement or critical illness.

### Health and Accessibility Needs

We offer a number of support options for our customers with health or accessibility needs. These include;

- **Specialised Communications** - We provide specialised format communications in formats such as braille, large print, audio files or cream-coloured backgrounds free of charge for customers who may require their bill, contract or other forms of communication in this format.
- **195 Directory Enquires** - For customers that have visual impairments or other disabilities which may make it difficult to hold or read a telephone directory, we can provide access to 195 directory enquires so that you can get information about the numbers you need without using a phone book.
- **Priority Fixed line and broadband fault repair** - Customers who depend on their home phone and/or broadband for medical reasons, may be eligible for our fault priority repair service. This will provide priority support if your landline or broadband develops a fault.
- **Battery Back Up** - We can provide battery back-up packs for vulnerable customers with Vodafone broadband who require access to monitored health devices, security devices or are landline dependent.
- **Text and video relay** - All of our customers with hearing or speech impairments are able to contact us using text or video relay and can use 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.
- **Specialised phones** - We have a range of phones which are good for customers with dexterity issues, elderly people, people who are hard of hearing or use hearing aids, or people with limited sight. Specific details on these handsets are available on our [online accessibility support pages](#). We also promote the [GARI tool](#) where you can compare different manufacturer handsets and suitable features dependent on your accessibility needs.
- **Vodafone You Tube Channel** - All Vodafone UK YouTube videos have subtitles to ensure everyone can engage with our activity. You can visit: [youtube.com/user/VODAFONEUK](https://youtube.com/user/VODAFONEUK) where you can find lots of Help and Support videos

### Life Events

We understand that life can be unexpected and there may be changes to your circumstances where you may need additional support. We can help with the following.

- **Add a nominated contact** - If you have difficulty managing your account, you can nominate a person to help look after your account.
- **Power of attorney** - If you have a power of attorney, our dedicated team can support you in getting this set up for your Vodafone account [How do I tell you I've got power of attorney? | Vodafone UK](#)
- **Bereavement support** - We understand that it is a very difficult time when a loved one passes away, and we are here to support. We have a dedicated team at Vodafone to help support and talk through how we can help or if you would prefer not to speak to someone you can also complete a form on our website that requires minimal information. [Reporting a life event | Vodafone UK](#)

- You can also use Life Ledger to tell us about a bereavement. It's free to join and lets you notify other UK companies about a bereavement from one place.
  - [Cruse UK](#) - The loss of a loved one is an extremely difficult time and we understand that you may need some additional help and support as you grieve. Cruse UK can provide additional support and grief counselling to help you through this difficult time
- **Critical illness support** – We understand that living with a critical illness can be a difficult time and you may wish to make some changes to your account, this may include closing the account or transferring to a friend or family member. We have a dedicated team within Vodafone who can help support, you can find more information about how to get in contact here. [Reporting a life event | Vodafone UK](#)
- **Domestic and Economic Abuse Support** - If you're experiencing any kind of abuse, we can support and make a number of changes to your account to help protect your information and your finances.
- **Updating your account** – We can support by removing a named contact, changing your contact details, changing passwords/ logins, or arranging a number change.
- **Refuge UK** You can also get support from Refuge, the UK's largest domestic abuse organisation if you are experiencing domestic abuse. They can help you understand [how to identify abuse](#). If you're worried an abuser is watching what you do online, Refuge explain how to hide your online activity in their [guide to browsing safely](#).
- **Bright Sky App** - The Bright Sky App offers practical help and support with domestic abuse whether you are in an abusive relationship or concerned about someone else. The App is available in English, Polish, Punjabi and Urdu You can download the App
  - For iOS: [Bright Sky App on App Store](#)
  - For Android: [Bright Sky - Apps on Google Play](#)
- **Zoteria App** - Designed to create a safer world for LGBTQ+ people by empowering them, connecting them with their community and helping them find the right support whenever they need it most. You can download the App
  - For iOS: [Zoteria App on App Store](#)
  - For Android: [Zoteria App on Google Play](#)

## Financial Support

Missed a payment, struggling to pay your next bill, or need help getting back on track? Let us know what's going on and we'll help figure things out. We can chat you through the support we can provide, like:

- **Bill and payment support:** If you've missed a payment or are struggling to pay your next bill [we have tools in place to help](#)
- **Social Tariffs** – if you are in receipt of government benefits we offer social tariffs for both mobile airtime and broadband. For more information visit;
  - Mobile - [VOXI For Now - Help for those who need it the most | VOXI](#)
  - Broadband - [Broadband Essentials for Universal Credit | Vodafone UK](#)
- **Delay Payment** – if you need a little more time to pay your bill we can also offer a 'promise to pay' option where you can delay your airtime payment for up to 30 days.
- **Payment Plans** – we may be able to support by setting up a payment plan that works for you. Please speak with a member of our team who will discuss these options with you.
- **VeryMe Rewards:** Our loyalty programme, [VeryMe Rewards](#), gives you exclusive deals, discounts and freebies throughout the year. With everything from free coffees and baked goods, to discounts

on meals and family days out, there are great value discounts to keep families enjoying everyday treats.

- **Streaming subscriptions:** A number of our Pay Monthly mobile plans let you [choose additional streaming subscriptions](#). We offer extras, such as YouTube Premium, Amazon Prime and Spotify Premium, so make sure you don't double up and pay for both if it's included in your plan.
- **Best tariff notifications:** When you are getting towards the end of your contract, we'll send you a 'Best Tariff' notification - this message lets you know the best deals available to you so you can be sure you are always on the best rate.
- **Spend Manager:** Our [Spend Manager](#) can help avoid unexpected costs by setting a limit on how much you spend on out-of-plan charges each month. These price caps might include picture messages and international calls (Please note that not all charges are covered by Spend Manager - [see a full list of what is and isn't covered](#)).

### Business Customers

- **V-Hub:** The [V-Hub by Vodafone website](#) is available to all UK small and medium sized businesses and provides a wealth of free business resources covering everything from starting a new business online to digital marketing and cyber security. V-Hub users also get access to an advisor who can provide tailored one to one guidance for businesses, free of charge - over the phone or via web chat.  
  
**business.connected:** A joint initiative between Vodafone and small business support network Enterprise Nation, [business.connected](#) was setup to help businesses adopt technology and grow online.
  - Find out all the ways we are [helping businesses](#)
- 
- **Third Party Support for Debt and Financial Help:** For help with more than just your Vodafone bills, there are lots of friendly, independent organisations that can support you free of charge.
    - [StepChange Debt Charity:](#) StepChange are the UK's leading debt charity for free expert advice and debt management.
    - [Citizens Advice:](#) You can get independent and impartial advice from the Citizens Advice on a wide range of topics - not just finances. They can advise and help with rental problems, separating, immigration, parking tickets and more.
    - [Money Helper:](#) Money Helper offer impartial help for all your money and pension choices.

## Addiction

### Gambling

If you're worried about how much you're spending on gambling we can support by adding a content bar to your account to restrict access to gambling websites from your devices

You can also get additional support from the National Gambling Helpline who are a leading provider of information advice and support for anyone affected by gambling harms. You can reach them by;

- Phone: 0808 8020 133 (24 hour)
- Website [www.gamcare.org.uk](http://www.gamcare.org.uk)

There are also other types of addiction where you may require additional support

### Alcohol addiction

#### Drinkline

- A free confidential helpline for people worried about their own or someone else's drinking
- Phone: 0300 123 1110 (weekdays 9am to 8pm, weekends 11am to 4pm)

### Drug addiction

#### FRANK

- Free, confidential information and advice about drugs, their effects and the law. FRANK's live chat service runs daily from 2pm to 6pm
- Phone: 0300 1236600 (24-hour helpline)
- Text a question to: 82111
- Website: <https://www.talktofrank.com/>

## Mental Health Support

We recognise that just as with physical health, mental health can be affected. We can offer support by setting up a trusted friend or family member to help manage your account if you are struggling to keep on top of things and need some additional help.

If you're worried about your mental health, you can also see your family doctor or GP about it. They should be able to give you advice about treatment and may refer you to another local professional who may be able to help.

There are also many support organisations who can help provide specialist support such as;

**Mind** – they provide information and support for people living with a mental health problem, or supporting someone who is living with a mental health condition

Phone: 0300 123 3393

Website: [www.mind.org.uk](http://www.mind.org.uk)

Email: [info@mind.org.uk](mailto:info@mind.org.uk)

CALM

**CALM** is the Campaign Against Living Miserably, a charity providing a mental health helpline and webchat

Phone: 0800 58 58 58 (daily, 5pm to midnight)

Website: [www.thecalmzone.net](http://www.thecalmzone.net)

### **Samaritans**

Confidential support for people experiencing feelings of distress or despair

Phone: 116 123 (free 24-hour helpline)

Website: [www.samaritans.org.uk](http://www.samaritans.org.uk)

Email: [jo@samaritans.org](mailto:jo@samaritans.org)

### **Helping to tackle the Digital Divide**

The cost of living crisis is putting more people than ever at risk of falling on the wrong side of the digital divide. It's an issue we have put at the heart of our business and we have pledged to champion the cause until it no longer exists.

Through our everyone.connected campaign, we've committed to helping four million people and businesses cross the digital divide by the end of 2025.

We're working with charity partners, such as the Trussell Trust, NSPCC and Good Things Foundation, as well as our customers and employees, to give digital access and skills to the most vulnerable people in our society.

- **Great British Tech Appeal** - through the donation of pre-loved devices, we'll gift them to people who need them the most. People who receive a phone through the Great British Tech appeal will also get a SIM card with unlimited calls and texts, as well as free data for six months.
- **charities.connected** - offering any UK registered charity working with digitally excluded people free sims with 40GB of data a month plus unlimited calls and texts for six months.
- **Data Bank** - Vodafone has also joined Good Things Foundation's National Databank to provide free data for the charity's network of community groups across the UK and the people they support. We have pledged 24 million gigabytes of data, enough to connect 200,000 people for six months.