

Customer Engagement Toolkit

Better Practices
for identifying and
supporting consumers
experiencing vulnerability.

Drive better practice in your organisation
by adopting our 6 Better Practice Principles

Build an organisational culture focused on strong customer relationships and better consumer outcomes

Cultivate an organisational culture and operating environment focused on identifying and improving outcomes for consumers experiencing vulnerability.



Design for all consumers

Ensure all consumers can access fair and flexible services and support.



Deliver customer service that engages effectively with vulnerability

Build organisational capability to identify and support consumers experiencing vulnerability.



Collaborate with other organisations

Develop relationships within and across sectors to holistically identify and support consumers experiencing vulnerability.



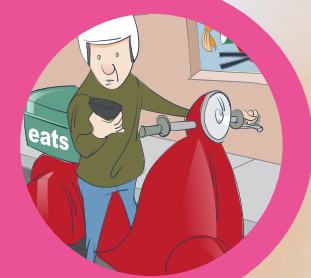
Use data to improve consumer outcomes

Make better use of data to identify and support consumers experiencing vulnerability.



Commit to continuously improving consumer experiences and outcomes

Regularly seek, test and implement new ways of doing things
to drive improvement for consumers.



Remember, anyone can experience vulnerability at any time. The experience of vulnerability is complex, varied, and impacts people in different ways for different periods of time. If you would like to learn more visit www.aer.gov.au or scan the QR code.