

What do we mean by 'vulnerable customer'?

A **vulnerable consumer** is someone who, due to their personal circumstances, is more likely to feel disadvantaged during a power cut.

There are a wide range of **personal circumstances** that may mean that customers feel like they need extra help when they experience a power cut (see right hand side). This support can be provided either over the phone or face-to-face.

Support is available to those who need it and **opt-in** to receiving it. Some customers that are eligible for extra support, do not consider themselves to be vulnerable or in need of extra help.



Medically dependent



Chronic and serious illness



Poor mobility



Age related



Mental health care



Temporary support



Safety



Communication difficulties

Find out more [here](#)

Supporting vulnerable customers

Providing additional support to those who most need it, when they need it



We provide a **Priority Service Register (PSR)**, a free service providing targeted support to customers during a power cut. The benefits of the service include:

- ✓ Prioritising your call and putting you straight through to a dedicated team member
 - ✓ Keeping you up-to-date with text messages and phone calls
 - ✓ Contacting you six days before any planned work that involves temporarily switching your electricity off, and sending you a reminder the day before, so that you can prepare
 - ✓ Sending you warnings of bad weather that may cause power cuts
 - ✓ Allowing you to nominate up to six friends, carers or family members to receive updates on your behalf
- We also work with local partners to support people living in cold homes, reduce social isolation and tackle financial poverty for the **most vulnerable** in society.



32% of the population in the North West – 1.6 million people – may be eligible for registration on the PSR, however, 19% (933,617) are currently registered. Electricity North West is working with a vast network of trusted partners, charities and support agencies to **raise awareness** of the service.