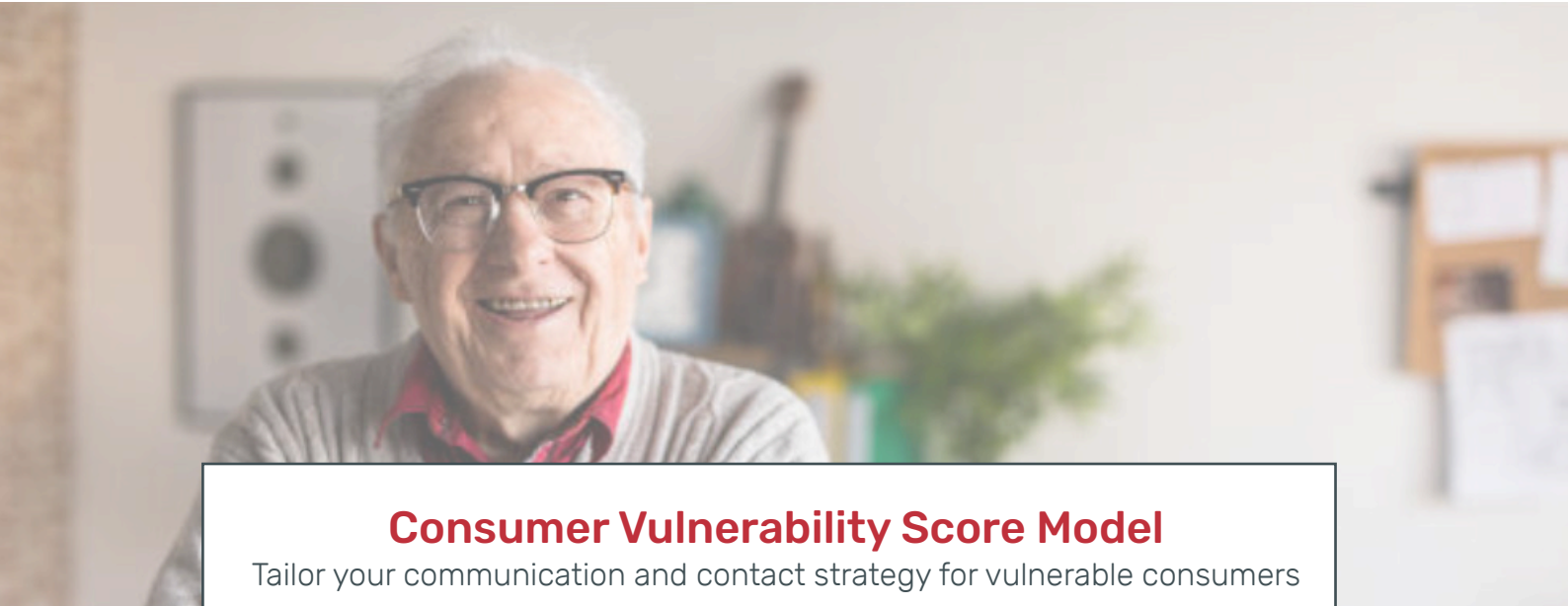


# Quality Data:

## Consumer Vulnerability Score Model



### Consumer Vulnerability Score Model

Tailor your communication and contact strategy for vulnerable consumers

Vulnerability is increasingly a key factor in consumer communication strategy and influences how consumers are communicated with, billed or visited. For many sectors it is more important than ever to identify vulnerable consumers in their customer and prospect data and tailor communications, policies and procedures accordingly. Historically, businesses were reliant on consumers to self-declare.

In order to support the proactive identification of vulnerable consumers, REaD Group have created the Vulnerable Consumer Score model that returns a 1 to 6 score to indicate level of vulnerability.

#### The score has been created using a combination of factors, including:

- Age, income, housing and education
- Market forces acting on the consumer
- Transient states of the consumer, such as health
- Levels of susceptibility to these market forces

**Here are just a few examples of how the scoring model can be applied to help brands to avoid costly reputational damage, adhere to best practice, protect the consumer's wellbeing and avoid fines:**

- Utilities companies can tailor billing, communications and manage maintenance visits more effectively
- Charities can screen donor data to identify vulnerable supporters to avoid causing distress and brand damage
- Gambling brands can adhere to best practice and forthcoming legislative requirements
- Financial Services brands can apply to targeting and tailor offers based on scoring

Want to know more?  
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[readgroup.co.uk/contactus](https://readgroup.co.uk/contactus)  
[enquiries@readgroup.co.uk](mailto:enquiries@readgroup.co.uk)  
020 7089 6400

