

## **Managing Suicidal Customer Conversations**

**Having difficult and serious customer conversations about suicide can be upsetting for all concerned.**

A confident, compassionate and considered response during these conversations can make the individual feel visible, valued and listened to. This increases the chance of them accessing and receiving the specialist support they need.

**Put simply, our response can make a difference between life and death.**

This half-day training course is ideal for anyone who regularly handles sensitive customer conversations, especially when the subject of suicide arises. The course also covers how to build and maintain personal emotional resilience during and after these conversations.

Delegates will have the opportunity to reflect, share good practices and participate in course activities and case study discussions.

### **Benefits to your organisation**

- ~ In a crisis, team members can confidently and quickly identify and intervene, minimising potential harm to customers
- ~ Strengthened relationships with customers as team members support with timely and empathetic interventions demonstrating a commitment to the well-being of customers
- ~ Improved employee well-being by providing them with the tools and skills to manage sensitive conversations effectively
- ~ Demonstrating a commitment to mental health aligns with ESG initiatives, contributing to a positive impact on society

### **Learning outcomes**

- ~ Identify and support an individual in crisis
- ~ Build a toolkit of questions and responses, and know when and how to use them
- ~ Know how to respond in an emergency during the conversation
- ~ Recognise the importance of self-care after difficult conversations

### **Who should attend training**

- ~ Customer facing staff
- ~ Claims handlers
- ~ Complaints handlers
- ~ Vulnerability Champions and leads
- ~ Mental Health First Aiders
- ~ Customer Service Team Leaders

## Course Content

### Understanding suicide

- ~ Definition and terminology
- ~ Statistics and impacts
- ~ Risk Factors
- ~ Indicators

### Responding empathetically

- ~ Stopping the conversation
- ~ Active listening and S.H.U.S.H
- ~ Questions and responses
- ~ Responding in an emergency
- ~ The importance of signposting

### Looking after yourself

- ~ Understanding personal needs
- ~ Emotional Resilience
- ~ Physical well-being
- ~ Circle of Control
- ~ Supporting colleagues

## In summary

Investing in training staff on suicidal conversations demonstrates a commitment to the well-being of both employees and customers, contributing to a more compassionate and socially responsible organisational culture.

## Please note:

Suicide can be a triggering and upsetting subject to talk about. It is important to remember that delegates attending this course may need an opportunity to quietly reflect or talk to someone they trust following the course.