

How to Support a Person with Dementia in Customer Service



Contents of the Training

- Dementia and its effects
- Considering dementia in customer service situations
- Interacting with a person with dementia
- Practical tips
- Benefits of dementia-friendly approaches

Dementia is a public health issue, and the number of people with dementia is increasing.

According to future projections, the number of people with dementia is expected to triple by 2050.

Dementia

- The most common types of dementia are:
 - Alzheimer's disease
 - Lewy body dementia
 - Frontotemporal dementia (FTD)
 - Vascular dementia
- There are also other rarer forms of dementia.

Dementia Affects

- Short-term memory
- Memory encoding
- Behaviour
- Speech production and comprehension
- Executive functioning
- Spatial perception
- Time orientation
- Mood
- Ability to learn
- Personality
- Mobility



In Customer Service

Dementia may present itself in various ways, such as

- The person doesn't remember where they are coming from or where they are going.
- They repeatedly ask the same question.
- They don't understand instructions.
- They frequently buy the same items.
- They have difficulty managing money or using a bank card.
- They may not necessarily perceive themselves as being ill.

Interacting with a Person with Dementia

- Be open and understanding.
- Create a calm, safe and unhurried atmosphere.
- Speak to the person with dementia, not the care partner, whenever possible.
- Keep eye contact while talking.
- Speak clearly and use familiar words (if possible, take into account the customer's native language).



Interacting with a Person with Dementia

- Go at a slightly slower pace than usual if the person can't follow you. Use short, simple sentences.
- Say or ask one thing at a time.
- Try to resolve any issues calmly and delicately.
- Don't emphasize forgetfulness.
- Consider if you can somehow support the person in remembering, for example, with a note or by calling the room.



Practical Tips for Hotels

- Assisting in filling out the passenger card
- Providing help with baggage and escorting to the room
- Guidance in navigating the hotel
- Signage
- Important information displayed



Practical Tips for Dining Situations

- Clear menu
- Arrangement and naming of products
- Information about what is included in the meal
- "Start here" –sign
- Acoustics of the environment



Practical Tips for Information Providers

- Advice on using public transportation
- Marking the route on a map
- Written instructions on paper
- Clear signage, for example, in conference facilities



Benefits of Being Dementia Friendly

- The growing number of people with dementia (affects approximately one million Finns).
- Serves all customer groups, increases accessibility and inclusivity.
- You will learn to understand the changes brought about by dementia.
- You may encounter people with dementia either in your work or in your close circle. It's good to consider, how your workplace would react, if your colleague were to develop a memory disorder.
- It's also important to take care of your own memory and brain health; approximately 40% of cases of dementia are preventable.

***"Every person has
a need to be seen,
heard, and
acknowledged."***





www.dementiafriends.org.uk/

More Information

- The Alzheimer Society of Finland/Muistiliitto www.muistiliitto.fi/en/
- Memory Advice phone service www.muistiliitto.fi/en/alzheimer-society-finland/developmental-work/memory-advice
- Brochure
 - How to help people with dementia - A guide for customer-facing staff www.dementiaaction.org.uk/assets/0000/8387/Customer-facing-staff-guide-dementia.pdf
- Video: Small changes help make a dementia friendly community - Alzheimer's Society UK www.youtube.com/watch?v=Fz8ACEu7Lho

To Think About

- Have you encountered people with dementia in your work?
- In what kind of situations?
- Which practical tips can you share to your co-worker?

Feedback

- We are very thankful for all feedback, please answer our short survey:

bit.ly/kohtaaminenasiakaspalvelu



Thank you!