YOUR DIVERSE CUSTOMER

Awareness  Strategies  Tools

HOW TO SERVE CUSTOMERS WITH MENTAL ILLNESS

Awareness,
Tips,
Strategies,
Training,
Tools and,
Templates

www.yourdiversityatwork.com
A Message from the Editor:

I am pleased to announce the debut of our magazine, YOUR DIVERSE CUSTOMER.

It is your answer on how to serve diverse customers and members of the public.

- Use our magazine for: Onboarding employees.
- Enhancing your existing customer service training.
- Energizing your staff/management meetings with our case studies and useful resources.
- Developing service protocols.

Enjoy! We welcome your feedback.

Evelina Silveira,
President Diversity at Work
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Diversity at Work in London

BREAKING DOWN THE BARRIERS

SERVING CUSTOMERS WITH MENTAL ILLNESS REQUIRES A UNIQUE SET OF PERSONAL ATTRIBUTES AND SKILLS WHICH CAN BE LEARNED.

Another stressful day at the bank! My aunt would recount the horrors of a teller suspiciously inspecting her up and down, giggling and chatting with her co-workers about what a bad person she was. My aunt would then explain to me how the bank no longer liked her since she started making withdrawals from her account and she feared that they would terminate her as a customer. Maria would retell the experience in the most convincing manner, explaining to me how the staff stared at her causing the customers who were in line to glare with curiosity and caution. By the end of the
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#### What is Mental Illness?

When we speak about mental illness, what do we really mean? A breakdown of 4 of the major categories and related symptoms. How can you be an empathetic and active listener for your customer?

#### Building the Relationship

Tips for conveying and receiving information. Interview: How to conduct home visits.

#### Template

Customer assistance template form. A tool for providing service to unpredictable customers.

#### De-Escalation

Tips for avoiding potentially violent situations.

#### Application/Resources

Case Study, links and videos for further learning and training.