

What is a vulnerable customer?

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Understanding vulnerability is one of the most important skills you'll develop as a Good Egg Energy agent. Energy isn't optional – it heats homes, powers medical equipment, and keeps people safe. When a customer is vulnerable, the way we handle their account and their calls can make a real difference to their wellbeing. This guide explains what vulnerability means in an energy context, the different forms it can take, and why it matters for how we work.

What do we mean by "vulnerable"?

A vulnerable customer is someone whose personal circumstances mean they may be at greater risk of harm, or less able to protect their own interests, when things go wrong with their energy supply. Vulnerability isn't a fixed category – it can be temporary, recurring, or long-term, and it can affect anyone at any point in their life.

It's also worth noting that vulnerability isn't always visible. A customer who sounds confident and capable on the phone may be managing a serious illness, a bereavement, or a financial crisis. We don't make assumptions – we stay alert, listen carefully, and respond to what we actually hear.

Categories of vulnerability

Health and disability

Customers with chronic illness, physical or mental health conditions, or disabilities may be more affected by loss of supply, cold homes, or the stress of billing problems. Some rely on energy-dependent medical equipment such as oxygen concentrators, stairlifts, or refrigerated medication.

Financial vulnerability

Customers who are struggling to pay their bills, in debt, or at risk of self-disconnection (particularly prepayment meter customers) face real hardship if their supply is interrupted. Financial vulnerability can be sudden – a job loss, a relationship breakdown, or an unexpected expense can change a customer's situation very quickly.

Age

Older customers may be more susceptible to cold-related health risks, less familiar with online account management, or less likely to ask for help when they need it. Very young children in a household can also increase the vulnerability of the account holder.

Situational vulnerability

Life events can create temporary vulnerability – bereavement, domestic abuse, a recent hospital discharge, or a sudden change in living circumstances. A customer who was perfectly able to manage their account six months ago may be struggling today.

Communication needs

Customers with literacy difficulties, language barriers, hearing or visual impairments, or cognitive challenges may need additional support to understand their bills, navigate our systems, or communicate with us effectively.

Why this matters for how we work

Recognising vulnerability isn't about treating customers differently in a negative sense – it's about making sure we're giving them the level of support they actually need. In practice, this means:

- Taking extra care to explain things clearly and check for understanding
- Not rushing a call or pushing for a quick resolution when a customer is distressed
- Knowing what support options are available and offering them proactively
- Recording vulnerability flags on the account so the next agent is informed
- Escalating when a situation is beyond what a standard agent interaction can resolve

Good Egg Energy is committed to treating vulnerable customers with dignity, patience, and genuine care. That's not just a policy – it's part of who we are.

Good to know: Vulnerability information on an account is treated as sensitive data. It should only be recorded, accessed, and used for the purpose of providing appropriate support to that customer. Never share vulnerability details with anyone who doesn't need them to do their job.
