

# How to help people with dementia: A guide for customer-facing staff



How to help people with dementia: A guide for customer-facing staff explains how small actions can make a big difference when you are serving customers with dementia. A staff member who recognises symptoms and demonstrates understanding to someone who may be having problems, can make their day-to-day life much better. This guide is for anyone who works with the general public in a customer-facing role, either face-to-face or providing support via the phone or online channels. There are 800,000 people with dementia in the UK with this number set to rise to over 1 million by 2021. Two thirds of people with dementia live in the community and are looking for dementia-friendly service. Knowledgeable and confident staff may enhance the reputation of an organisation and help it to attract new business. This comprehensive resource will help staff in shops, businesses and services be more aware of and understand the common symptoms of dementia and how it affects people. It provides staff with the support they need to communicate confidently with people with dementia and understand any potential impact of the surrounding environment. It offers clear, straightforward guidance and practical tips on how to help someone with dementia in a service setting. Staff who know how to respond appropriately when someone with dementia is experiencing difficulty can offer a high quality service to this valued customer group. About the Author Alzheimer's Society is the UK's leading support and research charity for people with dementia, their families and carers. They provide information and support to people with any form of dementia and their carers through their publications, National Dementia Helpline, website, and more than 2,000 local services. They campaign for better quality of life for people with dementia and greater

understanding of dementia. They also fund an innovative programme of medical and social research into the cause, cure and prevention of dementia and the care people receive. For more information see [www.alzheimers.org.uk](http://www.alzheimers.org.uk)

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