

Improving the customer experience for people with dementia

Half day course

Training audience:

- Businesses, charities and organisations where staff interact with people living with dementia as customers, clients or users of services either **face to face** or through a **combination** of both face to face and **telephone/email/virtual** interactions
- Any organisation where staff may interact with people with dementia as customers either face to face or through a combination of face to face and telephone/email/virtual interactions in the course of their work.

Course level: This course aligns with Tier 1 and 2 of the [Dementia Training Standards Framework \(updated 2026\)](#)

Course prerequisites: All learners to read **dementia training pre-course reading**. An accessible two-page information sheet about dementia will be provided by Alzheimer's Society before the course. It is the client's responsibility to ensure this pre-course reading is provided to all learners.

CPD accredited: Yes

Length of course: 3 hours with break

Course delivery: Face to face or virtual delivery (for example by Zoom)

Course size: A minimum of 8 and a maximum of 15 people per course

Course learning outcomes

- Be able to recognise the impact of memory and language difficulties and adapt communication techniques according to the abilities and preferences of people living with dementia
- Understand the importance of effective communication and speaking clearly, calmly and with patience
- Understand how the behaviour of others might affect a person living with dementia
- Know about perceptual distortions that may occur in dementia and how the impact of such distortion can be minimised by changes to the environment
- Modify communication techniques for people with dementia in a customer service environment
- Identify ways to effectively improve the customer experience for people with dementia.

This course features the voices and experiences of people with dementia as well as families, friends and carers using Alzheimer's Society resources and case studies.

Alzheimer's Society training courses are created with the input of people with dementia and carers.

This course includes activities which encourage learners to reflect on their engagement with people with dementia and apply the information given to their roles.

Course structure

Welcome and introduction ▪ Introduction ▪ Learning agreement and learning outcomes ▪ Activity
Seeing the person first ▪ Personhood and dementia ▪ Younger people and dementia
The importance of keeping active ▪ Why it is important to improve the customer experience for people with dementia
The impact of dementia ▪ Symptoms of dementia ▪ Symptoms customers may be experiencing ▪ Dementia and communication ▪ Other communication challenges for people with dementia ▪ Activities
Difficulties in customer service environments ▪ Activity
Good communication with people with dementia ▪ Active listening
Break
Modifying your communication ▪ Communicating clearly, calmly and patiently ▪ Asking questions ▪ Supporting choices ▪ Cultural competency ▪ Activity
Perceptual distortions in dementia ▪ Misperception, misidentifications and visuospatial difficulties ▪ Dementia inclusive environments ▪ Difficulties using technology ▪ Activities
Putting learning into practice ▪ Activity using case studies to encourage learners to apply learning to their roles
Looking after yourself
Signposting
Questions and feedback

Please contact the team on dementiatraining@alzheimers.org.uk or 02074 233538 to book a course.