

## How to encourage your customers?

Often the most important task of a digital tutor is to encourage the person coming to the guidance session. People may be nervous about using digital devices and services and reluctant to try out different functions. They may also be worried about threats of fraud and, in the worst case, reduce their use of the device altogether because of them. How can you encourage customers to try things out and learn how to use their own device?

### WAYS OF ENCOURAGEMENT



#### CREATE EXPERIENCES OF SUCCESS

Experiences of success are an excellent source of encouragement. Let people try for themselves and highlight their successes. They do not have to master everything straight away, but you can praise them for things like using the right kind of touch on their smartphone or sending their first message. Everyone wants to succeed, and no one wants to fail. When you realise you are learning, it encourages you to keep going. Even a small success is a great success!

#### MOTIVATE

At its best, digital devices make everyday life easier and create new opportunities. Pay attention to your customer's needs and ask them what they are interested in. For example, if they tell you about their hobby, you can ask them to look for information about it and thus motivate them to learn how to use their device as well. Help them find meaningful and relevant things to do with their device.



#### LISTEN AND BE PRESENT

Listen to your customers. Encourage them to ask questions and provide them with a nice, unhurried learning experience. If a customer has concerns about the security of the device, you can advise them on how to use it safely. When they see that help is available, they will want to learn more.

#### SET AN INSPIRING EXAMPLE

If you are constantly complaining about complicated devices and digitalisation, your customers can easily adopt the same mentality. Instead, talk to them about the good aspects of the digital world and tell them what you use your device for. You play a key role as an inspirer!



## EXAMPLES OF INSPIRING TOPICS

Communicating with friends and family in a variety of ways – also via photos, videos and voice messages (e.g. WhatsApp)

Using the camera, cropping images and editing images, e.g. changing the lighting

Television and radio programmes (e.g. Yle Areena)

E-books and audiobooks

Search engines – searching for general information

Wikipedia

YouTube

## COMMON STATEMENTS FROM CUSTOMERS

*“I’m not at all interested in this technology, I just do what I have to do...”*

**There is no need to be interested in the technology.** However, it is worth learning the basics of your own digital device to make it easier to find the best and most useful features for you. Ultimately, devices are just tools, and it is the results that can prove inspiring!

*“I’m so dumb with these devices...”*

**We can all be incompetent with new technology.** However, that does not mean we cannot learn how to use it. The best thing you can do for yourself is to ignore the feeling of stupidity and have the courage to learn how to use your own device from the start. This is how we learn pretty much everything else in life as well.

*“Can someone this old even learn anymore...?”*

**Yes, you can.** People of all ages can learn new things. As you get older, you need more repetition and less distraction to learn, but age alone does not stop the ability to learn. In fact, learning new things is good for the brain.

**Encourage your customers to take notes during the guidance session and practise at home. Small steps go a long way!**

SeniorSurf



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