

TOOL: Servicing culturally diverse clients checklist

Use this checklist to find out how you service culturally diverse clients and identify areas for improvement.

Know your audience

- We know the wide range of cultural diversity of the clients we service
- We know how clients prefer to be contacted: such as phone, email, letter or SMS
- We know how clients prefer to contact us: such as website, phone or email
- We provide information in multiple languages
- We know where our clients are geographically based
- We can differentiate client data based on culture, ethnicity and language

Know your product or service

- Our product or service is culturally appropriate to key client groups
- We can match or suggest a product or service that is culturally appropriate
- Our product packaging is culturally appropriate
- Our brand and marketing materials are culturally appropriate
- We evaluate and monitor our products regularly to ensure they meet our clients' needs
- Our service delivery is responsive to a range of culturally diverse clients



Know how to communicate

- We know how to address our clients politely
- We know how to demonstrate respect for clients of different cultural backgrounds, determined by age, gender, culture or religion
- We understand naming protocols in target cultures (surname first or last)
- We do not use slang or informal language
- We communicate using plain English, clearly explaining concepts without relying on jargon
- We treat people equally and fairly regardless of their status or cultural background
- We can provide translations of written communications
- We can offer an interpreter service
- We respond to inquiries in a timely manner
- We respect the personal privacy of our clients and do not discuss personal issues in front of other clients

Know how to handle conflict/when to ask for help

- If there is conflict or disagreement based on cultural misunderstandings, our staff know how to react
- Our staff have cultural awareness/effectiveness/competence training





Multicultural NSW

- Our supervisors or managers know how to respond to clients of different cultural backgrounds and support our staff
- We understand how our personal biases may affect interactions with people from a specific culture
- We are sensitive and appreciate a client's cultural experiences (different to our own)
- We will not deny the existence of a conflict and will try to resolve an issue without delay
- We acknowledge there could be perceived cultural power differences which may affect the flow of information.

