

## **Abstract (in English)**

The dissertation focuses on working with long-term clients of the “Senior telefon“ helpline. It elaborates on the specifics of working with the clients who use the helpline repeatedly compared to other users. The thesis is based on theoretical knowledge sourced from professional literature and statistics, as well as on the internal regulations, documents and methodological materials of the “Senior telefon“ helpline. The empirical part analyses selected documents that deal with the potential of working with long-term clients, with the aim to compare the findings with the existing Methodology of working with long-term clients of the “Senior telefon“ helpline.