



Checklist for Valuing Disabled Customers⁹

Senior leadership commitment and accountability to action and follow-up on these requirements is critical to deliver enhanced business performance through disability confidence. The following checklist lays out the key requirements for a structured approach to changing customer practices to drive sustainable improvement. Addressing each of these aspects will also help the company avoid reputational and legal risk.

Tailor this checklist to meet the realities of your organisation and individual department/markets.

A company which values and adapts for disabled customers will:

- Reach a wider market
- Develop better designed, user-centred products and services
- Create innovative new products to meet their needs
- Provide clear and accessible communications which are easier for everyone to read and understand.
- Deliver tailored services – and ultimately better services for everyone
- Stimulate demand from underserved customers
- Reduce loss of business from disabled customers and their families, who cannot access a company's products and services
- Improve customer retention
- Enhance reputation with every customer

Policy and top level commitment

Service to disabled customers and clients will form an integral part of the company's product and service standards. A company-wide policy will be agreed by the top team and communicated to the rest of the company. Disability confidence will be embedded into all our customer service policies and procedures.

Staff training and disability awareness

Specific steps will be taken to raise awareness of disabled customers among employees involved in developing, marketing and delivering products and services to customers. Training will be made available to communicate service standards and to equip employees to achieve these.

Market research

Steps will be taken to understand disabled people's preferences and requirements. Complaints and customer feedback mechanisms will be made accessible to disabled customers.

Design of products and services for all

Regular reviews of the accessibility of products and services to customers with disabilities will be undertaken and acted upon. Whenever possible, the company will consult disabled people as experts and consumers on product and service design.

⁹ Employer's Forum on Disability, UK



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Physical environment

All reasonable steps will be taken to remove barriers in the physical environment that prevent people with disabilities from doing business with us. Every refurbishment will improve accessibility.

Communication with customers

The availability of accessible products and services will be communicated to customers with disabilities, while advertising and other images will reflect a diverse customer base. A variety of formats will be used in our communications with customers.

See the **Guidelines on Written Communications**, and **Guidelines for Creating an Accessible Websites And Webpages**, included in this Online Toolkit

Influencing other organisations

Major suppliers, contractors and franchisees will be encouraged to adopt this agenda, in particular those who have a direct impact upon our ability to make adjustments for applicants, employees and customers, such as Facilities Management, ICT and Recruitment companies.

Involvement in the wider community

The company will recognise and respond to people with disabilities as suppliers, shareholders, employees and members of the community.

Monitoring performance

Progress in implementing the key points of this Checklist will be monitored at Executive level.