

# Purple Tuesday

Changing the customer experience

## Top Tips: Customer Service



**The international sign to represent disabled people is a person in a wheelchair, so it comes as no surprise when people think about site accessibility, their initial thought is to consider wheelchair users.**

When completing this guide, you should keep the following disabilities in mind:

### **Wheelchair**

A person who is unable to walk, or can only walk short distances, due to their disability, injury or illness, and uses a wheelchair for their mobility.

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### **Dexterity**

A person with a condition that affects their mobility, such as quadriplegia, paraplegia, multiple sclerosis, cerebral palsy, carpal tunnel syndrome, tendinitis, arthritis or sciatica.

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### **Visual**

Visual impairment, also known as vision impairment or vision loss, is a decreased ability to see to a degree that causes problems not fixable by means such as glasses.

### **Ambulant**

A person with a medical condition who is able to walk with mobility aids.

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### **Auditory**

Hearing loss, also known as hearing impairment, is a partial or total inability to hear.

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### **Comprehension**

A communication disability is an impairment which affects the ability to receive, send, process, and comprehend concepts or verbal, nonverbal and graphic symbol systems. A communication disorder may be evident in the processes of hearing, language, and/or speech.

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Purple would like to encourage your organisation to answer the questions below, based on your organisation, and then reflect on the findings and put actions in place to overcome some of the issues identified. In some cases, compromises may need to be made, but you will likely find there are a number of small changes your organisation could make to create a positive impact for your disabled customers.

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## **Entrance to the building**

- Are the entrance doors clearly distinguishable?
- When opened, does the entrance permit passage of a wheelchair or double buggy?
- Are signs designed and positioned to inform those with visual impairments and wheelchair users with reduced eye-levels?
- Is the reception point suitable for approach by people in standing and seated positions?
- Are junctions between floor surfaces arranged in a way that avoids presenting tripping hazards and causing visual confusion?

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## **Customer service / reception areas**

- Is the reception area/customer services desk accessible to all users, including those with hearing impairments?
- Where there are display stands or information points are they visible/reachable/accessible by people with disabilities?
- Do you provide a personal assistance facility for disabled visitors should they request it?

## Communication to visitors and customers

- Is the site equipped to provide hearing assistance?
  - Is it clearly signed using both text and clear icons
  - Does the building's lighting installation take into account the needs of people with visual disabilities?
  - Is there braille information available for people with visual disabilities?
  - Is all signage at an appropriate height for a disabled visitor?
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## Movement

Relevant to the following where applicable: steps, stairs, escalators and lifts.

- Has a handrail been installed on one or both sides?
  - Is the area well lit?
  - Can the step edges be easily viewed and identified?
  - Is the level change made clear?
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## Toilets and changing facilities

- Do you have WC provision for people with visible and hidden disabilities?
  - Do all lavatory areas have slip-resistant floors?
  - Are floors easy to distinguish by colour contrast from walls?
  - Are all door fittings/locks easily gripped and operated?
  - Are the door fittings/locks and light switches easily reached and operated?
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## Emergency Evacuation

- Is the fire alarm system visible as well as audible?
  - Are final fire exit routes as accessible to all, including wheelchair users, as the entry routes?
  - Is evacuation from upper and lower levels possible using an evacuation lift/platform lift with a protected power supply?
  - If refuges are available, are they equipped with 'carry chairs'?
  - Is the evacuation strategy checked regularly for its effectiveness?
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## Capability of our people / training / understanding

- Do you believe that there is a training and capability requirement in this area for:
    - Your management team?
    - Your service provider(s) management team?
    - Your service provider(s) non-management team?
  - Do you have any disabled staff at the site who are used for strategy direction in this area?
  - Do your partners have their own policy in relation to disabled visitors?
  - Do you already work with any disabled partners, i.e. Purple?
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We hope this guide has provided you with multiple thinking points to help improve the customer service you provide.

If you would like any assistance in providing training to your staff, please let us know at [Membership@WeArePurple.org.uk](mailto:Membership@WeArePurple.org.uk) and we can discuss a package or service which would work best for your organisation.

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## Get in touch:

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