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Customer Service Training Improves the Customer Experience and Your Bottom-Line

Best Practices in Customer Engagement

Using Consumer Feedback to Improve the Customer Experience

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2022

Meeting the Challenge
Dana Barton, Director

- **Disability compliance consulting**

- **Located in Colorado Springs, CO**

- **Accessibility audits**

- **Self-evaluation and Transition Plans for title II entities**

- **Operate the Rocky Mountain ADA Center**

What is Customer Engagement?

- **An interaction between and external consumer/customer and an organization through various channels.**

- **Creating deep connections with customers that drive purchase decisions, interaction, and participation, over time.**

What is a Customer?

The recipient of a good, service, product or idea – obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration.

Types of Customer Markets

Business to Customer (B2C)

Business to Business (B2B)

Customer to Business (C2B)

Customer to Customer (C2C)

Government to Citizen (G2C)

Customers with Disabilities

26% of Adults in the US have some type of disability

The global market of people with disabilities is estimated to control $13 Trillion in disposable income

In the US alone, people with disabilities control $1.28 Trillion in disposable income

Customer Feedback

Collection of information from customers about their experiences with your services and products.

Asking for feedback sends the message that your organization has a genuine interest in the experiences of your customers.

How to get feedback?

- **Verbally**

- **Enable reviews on your website**

- **Create surveys and polls**

- **Social Media**

Accessible Means for Gathering Feedback

- **Review physical accessibility**

- **Accessible customer surveys and comment cards**
  - **Alternate formats to provide feedback**

- **Product usability interviews and mystery shoppers**

- **Establish grievance procedures**

Disability Equality Index (DEI)

Initiative between Disability:IN and the American Association of People with Disabilities (AAPD)

DEI produces a report and index to inform companies of best and emerging practices towards peers in the business community that are achieving disability inclusion and equality.

Best Practices – Delta Air Lines

Advisory Board on Disability

"Our Advisory Board on Disability promotes accessibility for all of our customers by providing recommendations to Delta related to compliance, training, policies, procedures and anything that impacts the travel experience of people disabilities when they travel by air."

Best Practices - Google

Central Accessibility Team

"We invite people to participate in user research in order to develop a deeper understanding on how usable our products are and ways to improve them. We also partner with organizations outside of Google to collaborate on joint initiatives and user training."

Best Practices – Tommy Adaptive

Focus Groups

"We hosted extensive focus groups and gathered valuable feedback on the products. Our patent-pending magnetic zipper, for example, was originally designed for someone with a limb difference, as that was a significant issue. It quickly became clear that being able to zip and unzip a jacket with one hand was a feature that everyone could appreciate."

Engaging Disability Groups

- Independent Living Centers (ILCs)
- Mayor's Council for People with Disabilities
- The Arc
- American Association of People with Disabilities
- Easter Seals
- Goodwill Industries

Nothing About Us, Without Us

Thank you!

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