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

Best Practices in Effective Communication

And Its Impact on the Customer Relationship

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Disclaimer

- **Information, materials, and/or technical assistance are intended solely as informal guidance and are neither a determination of your legal rights or responsibilities under the ADA, nor binding on any agency with enforcement responsibility under the ADA.**
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ADA National Network

- Technical Assistance
- Refer and Network
- Conduct Research
- Provide Training
- Publish & Share Materials
- Social Media



Contact:
1-800-949-4232
www.adata.org

Accessibility Consulting

- Self-Evaluation and Transition Plans
- Facility Audits
- Architectural Plan Review
- Policy & Procedure Review
- Public Right-of-Way Review
- Website Accessibility Audits
- ADA Lawsuit Audits

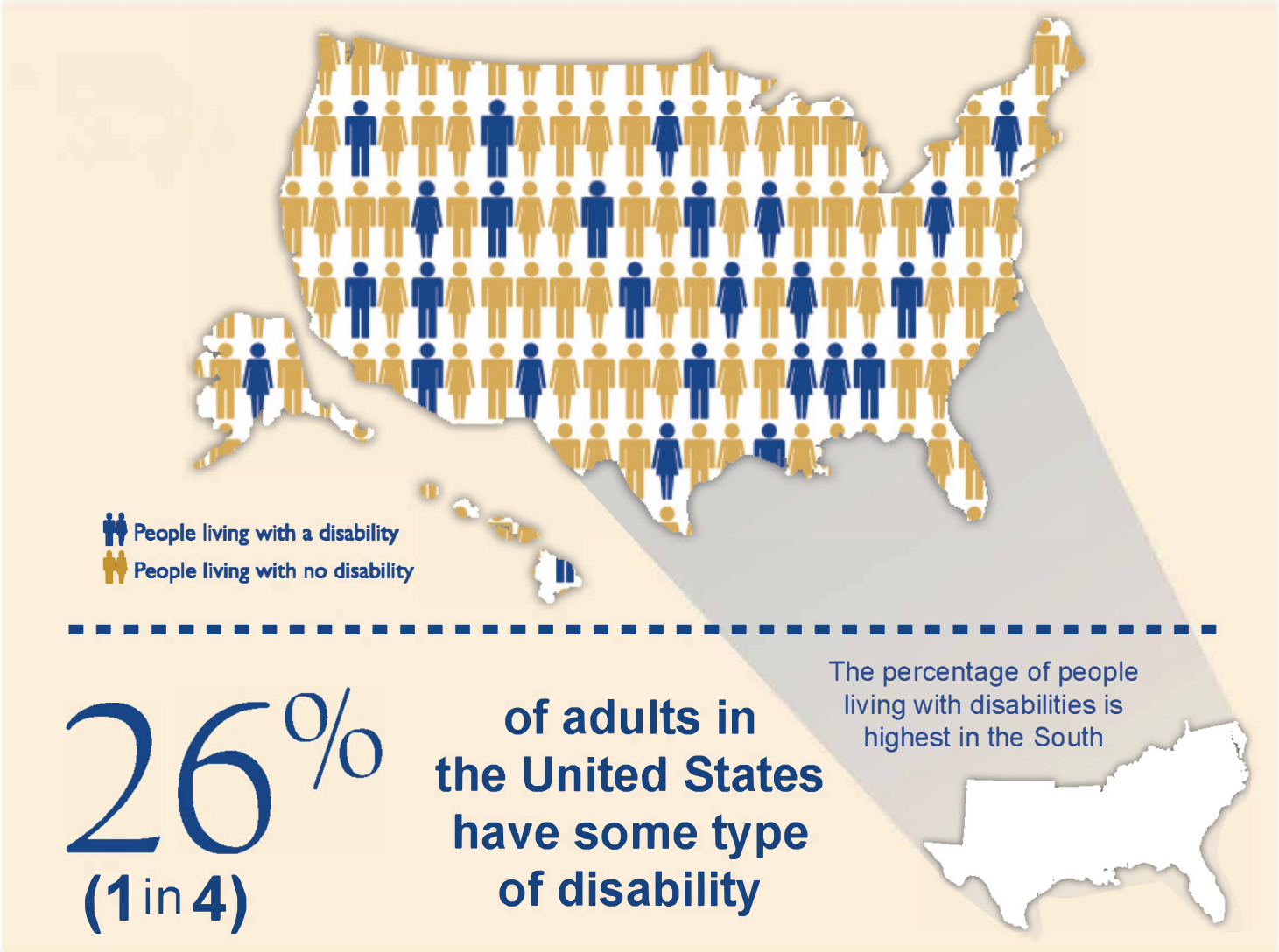


Learning Objectives

- 1. Understand the prevalence of disability in America**
- 2. Define effective communication**
- 3. Learn why good access is good business**
- 4. Discuss tools for effective communication**

Disability Statistics

61 million adults in the United States live with a disability



Percentage of adults with functional disability types

13.7%

MOBILITY

Serious difficulty walking or climbing stairs



10.8%

COGNITION

Serious difficulty concentrating, remembering, or making decisions



6.8%

INDEPENDENT LIVING

Difficulty doing errands alone



5.9%

HEARING

Deafness or serious difficulty hearing



4.6%

VISION

Blindness or serious difficulty seeing



3.7%

SELF-CARE

Difficulty dressing or bathing



What is Effective Communication?

What is Communication?

- **Communication is the transfer and understanding of meaning**
 - **Transfer** – the message is conveyed in a form that can be interpreted by the receiver
 - **Understanding** – the comprehension of the message



What is Effective Communication?

- **Effective Communication**
 - **Communication wherein the intended message is successfully delivered, received, and understood.**
 - **All the people included in the communication assign a similar meaning to the communication.**



Good Access is Good Business

The Disability Market

- **There is an estimated 1.85 billion people with disabilities worldwide.**
- **Their friends and family add another 3.4 billion potential customers.**
- **Together they control over \$13 trillion of annual disposable income.**
- **Customers will direct their loyalty and their dollars to companies demonstrating inclusivity.**

Tools For Effective Communication

Auxiliary Aids and Services

- Large Print
- Braille
- Qualified Interpreter
- Audio Recording
- Printed Information
- Assistive Listening Systems
- Open or Closed Captioning
- Video Relay Services
- Screen Reader
- CART Services

Websites

- **Website accessibility is critical for effective communication.**
- **Use Web Content Accessibility Guidelines (WCAG) 2.1 as a best practice.**
- **Depending on your organization, you may be liable.**
- **Know your state laws!**

Digital Documents

- **Digital documents should be authored so they are accessible to screen readers and other assistive technology.**
- **Fundamentals for document accessibility include using built-in styles, alt-text for images and graphics, proper contrast and font sizing, and more.**
- **Get training or implement a document accessibility policy.**
- **Invest in remediation.**
- **Depending in your organization, you may be liable.**

Social Media

- **An estimated 3.78 billion users worldwide.**
- **Social media content should be accessible with captions, alt-text and plain language.**
- **Accessible social media content can increase reach and effectiveness, foster connections, positively impact cultural expectations, and demonstrate inclusivity.**
- **Training is available.**

Contact Us. We're here to help.

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🕒 9:00 – 4:00 M-F



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