

Agenda Item 17: Customer Interaction Series

Development of CCDA's Educational Materials:	<i>Purpose</i> A Customer Interaction Quick Reference Guide Series as a collection of resources and information on promoting accessible and inclusive customer service practices access industries. This includes the previously discussed “Overview of Accessible Routes and Service Access Toolkit” A Customer Interaction Quick Reference Guide Series: 1. Customer Accessibility and Inclusion (Disability Etiquette and Customer Interaction) a. The Five Essentials b. Everyday customer service behaviors c. General guidance for any disability d. Audience: customer facing staff 2. Accessible Routes and Service Access a. One-Page Handout: Maintaining Accessible Routes - General Business Version (Business owners, managers, store leaders, daily store/sales associate) - Merchandiser/Vendor Version (Merchandisers, vendors, installers) b. One-Page Handout: Accessible Service Counters - General Business Version (Business owners, managers, store leaders) c. Daily Accessibility Walkthrough Checklist (Accessibility Check-In): - General Business Version (Store associates, managers, store designers) 3. Accessible Websites and Digital Content a. CCDA Website Accessibility Toolkit (WCAG) b. Accessible Documents and Presentations (Word, PowerPoint, PDFs, etc.) c. Accessible Social Media and Communications (social media posts)
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Content & Priorities:	Customer Accessibility and Inclusion (Disability Etiquette and Customer Interaction) a. The Five Essentials 1. Ask before helping 2. Speak directly to the person, not their companion 3. Respect mobility aids and service animals 4. Do not make assumptions about someone's abilities or needs 5. Use the language the person prefers b. General guidance for any disability 1. Ask, "How can I best assist you today?" 2. Assume competence 3. Maintain eye contact and stay focused 4. Repeat or rephrase information when needed 5. Ask before touching any disability-related devices or belongings 6. Assist with payment only with clear permission 7. Place purchased items on a wheelchair, disability-related equipment, or backpack when requested 8. Invite Feedback and Co-design Improvements
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Discussion Questions:

1. Looking at the proposed content above, what is missing? Are there any important topics or information that should be added?
2. What needs to be changed? Are the titles clear and appropriate?
3. What needs more explanation? Are there areas that need additional examples, clarification, or information to make them useful in everyday customer interactions?
4. Will customer facing staff be able to understand and apply the information?