

Retail



Purple Tuesday is about improving the customer experience for disabled people and their families. The Purple Pound is worth an estimated £249 billion to UK businesses but yet 75% of disabled people and their families have left a shop or store due to poor access or poor customer service.

Here are five practical tips to support your teams involved in retail services:

- 👍 If you are talking to a wheelchair user, **talk to them directly and make eye contact with them** rather than the floor, or the person they are with.
- 👍 Let a blind person **reach out for your arm to guide them around** rather than you giving them your arm.
- 👍 In a noisy environment, **when you approach a customer ask them if they want to step to a quieter place to start the conversation.** For a person with a mental health condition (and plenty of others as well!) it may well be the difference between staying, or simply walking out.
- 👍 **Teach yourself hello and goodbye in sign language.** It makes such a difference to a deaf person, and you might find you want to learn even more useful phrases.
- 👍 When talking to people with autism and/or Asperger's **stick to clear facts rather than providing information that then needs interpreting.** For example, 'we have this jumper in red, navy and black' rather than 'we have this jumper in lots of colours'.

Making small changes will make a huge difference to the customer experience of disabled people 365 days a year.

