

## Customer Service Tips for Staff and Students

### AODA Section 2 - Definition of Disability

- Any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical coordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device,
- A condition of mental impairment or a developmental disability,
- A learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language,
- A mental disorder, or
- An injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997.

### What are barriers?

A barrier is anything that keeps someone with a disability from fully participating in all aspects of society because of their disability.

### General tips on providing service to customers with disabilities

- If you're not sure what to do, ask your customer, "May I help you?" Your customers with disabilities know if they need help and how you can provide it.
- Speak directly to the person with a disability, not to his or her support person or companion.
- Avoid stereotypes and make no assumptions about what type of disability or disabilities the person has. Some disabilities are not visible and customers are not required to give you information about any disabilities they may have.
- Take the time to get to know your customer's needs and focus on meeting those needs just as you would with any other customer.
- Be patient. People with some kinds of disabilities may take a little longer to understand and respond. A good start is to listen carefully.
- Make an effort to learn about appropriate language and terminology to use when referring to people with disabilities.
- If you cannot understand what your customer is saying, politely ask them to repeat themselves.
- Don't touch or speak to service animals – they are working and have to pay attention at all times.
- Don't touch assistive devices, including wheelchairs, without permission.
- Consider offering interactive devices (such as self-serve checkouts, direct payment devices) that can be used by people with various types of disabilities or offering alternate services.
- Consider including people with disabilities in the testing or evaluation of your communication services.

## **How to interact and communicate with people with various types of disabilities**

Being able to interact and communicate with people with disabilities is a big part of providing accessible customer service. Sometimes the best approach is to ask a person how you can best communicate with them. Here are some tips:

### **Tips on how to interact and communicate with customers who have vision loss**

Vision loss reduces a person's ability to see clearly. Vision loss can restrict your customers' abilities to read signs, locate landmarks or see hazards. Some of these customers may use a guide dog or white cane, but others may not. Sometimes it may be difficult to tell if a person has vision loss.

#### **General Tips**

- Don't assume the individual can't see you.
- Don't touch your customer without asking permission.
- Offer your elbow to guide the person. If he or she accepts, walk slowly, but wait for permission before doing so. Lead – don't pull.
- Identify landmarks or other details to orient your customer to the environment around him or her.
- Don't touch or speak to service animals – they are working and have to pay attention at all times.
- Don't leave your customer in the middle of a room. Show him or her to a chair, or guide them to a comfortable location.
- If you need to leave your customer, let him or her know you are leaving and will be back.
- Identify yourself when you approach your customer and speak directly to him or her, even if he/she is accompanied by a companion.
- There is generally no need to raise your voice because the person does not necessarily have hearing loss. Say your name even if you know the person well as many voices sound similar.
- Be clear and precise when giving directions, e.g., two steps behind you, a metre to your left, etc. Don't use "over there" or point in the direction.
- If you're uncertain about how to provide directions, ask the person how to do so.
- Do not be afraid or embarrassed to use words such as "see", "read" and "look." People with vision loss also use these words.
- When providing printed information, offer to read or summarize it.
- Offer to describe information. For example, verbally itemize the bill or explain what the specials are or what is on the menu.

### **Tips on how to interact and communicate with customers who are Deaf, oral deaf, deafened or hard of hearing**

People who have hearing loss may be Deaf, oral deaf, deafened or hard of hearing.

#### **General Tips**

- Attract the customer's attention before speaking. Generally, the best way is by a gentle touch on the shoulder or with a gentle wave of your hand.
- Ask how you can help. Don't shout.

- Move to a well-lit area, if available, where your customer can see your face.
- Don't put your hands in front of your face when speaking. Some people read lips.
- If necessary, ask if another method of communicating would be easier, for example, using a pen and paper.
- Be patient if you are using a pen and paper to communicate. American Sign Language may be your customer's first language. It has its own grammatical rules and sentence structure.
- Look at and speak directly to your customer. Address your customer, not the interpreter or support person.
- Be clear and precise when giving directions, and repeat or rephrase if necessary. Confirm that your customer understands you.
- If the person uses a hearing aid, reduce background noise or move to a quieter area, if possible, so the person can hear or concentrate better.
- Don't assume that the customer knows sign language or reads lips.

### **Tips on how to interact and communicate with customers who are deafblind**

A person who is deafblind can neither see nor hear to some degree. This results in difficulties in accessing information and managing daily activities. Many people who are deafblind will be accompanied by an intervenor, a professional who helps with communicating.

#### **General Tips**

- Don't assume what a person can or cannot do. Some people who are deafblind have some sight or hearing, while others have neither.
- A customer who is deafblind is likely to explain to you how to communicate with him or her or give you an assistance card or a note explaining how to communicate with him or her.
- Identify yourself to the intervenor when you approach your customer who is deafblind, but then speak directly to your customer as you normally would, not to the intervenor.
- Don't touch or address service animals – they are working and have to pay attention at all times.
- Don't suddenly touch a person who is deafblind or touch them without permission.

### **Tips on how to interact and communicate with customers who have physical disabilities**

There are many types and degrees of physical disabilities, and not all require a wheelchair. People who have arthritis, heart or lung conditions or amputations may also have difficulty with moving, standing or sitting. It may be difficult to identify a person with a physical disability.

#### **General Tips**

- Speak naturally and directly to your customer, not to his or her companion or support person.
- If you need to have a lengthy conversation with someone in a wheelchair or scooter, consider sitting so that you can make eye contact.
- Ask before you help. People with physical disabilities often have their own ways of doing things.

- Respect your customer's personal space. Do not lean over him or her or on his or her assistive device.
- Don't move items or equipment, such as canes and walkers, out of the person's reach.
- Don't touch assistive devices without permission. If you have permission to move a person in a wheelchair, remember to:
  - Wait for and follow the person's instructions
  - Confirm that your customer is ready to move
  - Describe what you're going to do before you do it
  - Avoid uneven ground and objects
  - Don't leave the person in an awkward, dangerous or undignified position such as facing a wall or in the path of opening doors.
- Let your customer know about accessible features in the immediate area (i.e., automatic doors, accessible washrooms, elevators, ramps, etc.).

### **Tips on how to interact and communicate with customers who have mental health disabilities**

Mental health disabilities are not as visible as many other types of disabilities. You may not know that your customer has a mental health disability unless you're informed of it.

#### **General Tips**

- Treat a person with a mental health disability with the same respect and consideration you have for everyone else.
- Be patient.
- Be confident and reassuring. Listen carefully and work with your customer to try to meet their needs.
- If someone appears to be in a crisis, ask him or her to tell you the best way to help.