



Disability-Smart Customer Service

About this training course

More and more businesses are becoming aware of their legal responsibilities to make adjustments for disabled customers and visitors, and the fact that more than being a legal requirement – it's just good business. These organisations are taking steps to ensure their premises, communications and even the way that they welcome visitors are fully inclusive and accessible to people with disabilities.

This course will help build the skills and confidence of front of house staff and those who engage with your customers face-to-face, via email or over the telephone. It will give them the skills they need to communicate effectively with disabled customers prior to their arrival and ensure they know how to make adjustments in those ad hoc situations.

Course delegates will have the opportunity to learn best practice and work through case studies and sample scenarios from previous work with BDF partners to provide practical insights to take away for immediately immediate use in their role.

Learning objectives

This training will equip your team to:

- Understand how disability is defined based on the Equality Act 2010
- Understand the business' legal requirements to make adjustments for customers;
- Understand what is reasonable in making adjustments;
- Know how to spot the signs that a customer may have a disability;
- Become confident in communicating with disabled customers;
- Identify common barriers and know how to make adjustments to remove them;
- Know where to go for help and support

Further Course Details

This is a half day course and will include breaks

Course Methodology

1) What is a disability?

An introduction to the topic focused on getting delegates talking and exploring ideas. Group discussion and true/false exercises testing pre-conceived ideas and

opening delegates up to the broad definition of what a disability can be through an exploration of the UK Equality Act 2010 definition.

2) Your disabled visitors

Group discussion around visible and non-visible disabilities, common myths and misconceptions, and common barriers for disabled customers with various types of impairments.

3) Understanding the models of disability and introducing the concept of adjustments

A discussion about the charity, medical and social models of disability leading into discussion of how to address the potentially differing needs of disabled staff and how to identify what is reasonable in making adjustments. This section will also include how to identify barriers and make adjustments in advance and on an ad hoc basis.

4) Communication

An opportunity for delegates to explore how to spot the signs of disability and how to have be confident in communicating with customers. This is a time to explore best practice and gives delegates an opportunity to address their own uncertainties around potentially awkward situations, building confidence through a trainer-led Q&A that focuses on specific terminology or phrases. This section will also explore specific barriers with telephone and face-to-face communications and how to remove them.

5) Putting skills into practice

- Delegates are given scenarios and case studies to discuss. This is an opportunity to apply everything learnt in the session in problem-solving exercises: identifying possible barriers, solutions and adjustments, as well as the soft skills needed to navigate potentially challenging situations. The scenarios aim to cover a variety of situations, encouraging a practical response.

Costs

We offer BDF Members and Partners a discount on our prices.

As a member of the BDF network the discounted charge will be only be £1,700 for a full day of training delivery. The cost for non-members is £2,000.

Cost for BDF Members and Partners: £850 Non-members: £1000

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