texthelp®

10 takeaways
for telecoms providers

Telecommunications regulator Ofcom has issued its **'guide to publicising services available to disabled people'**.

Here are Ofcom's ten examples of good practice to ensure telecoms providers are meeting their obligations.

"Disabled people are **active users** of communications services, and indeed may be **more reliant on certain communications services**. For example, they may be more reliant on online shopping or telephone banking if their particular disability makes using the high street more challenging."

What's more, the report points out, it can also be vital for disabled people to know that they can phone for help if they're in difficulty or in an emergency.

Since publication in August last year, Ofcom has already embarked on spot-checks to ensure companies are complying with the guidelines.
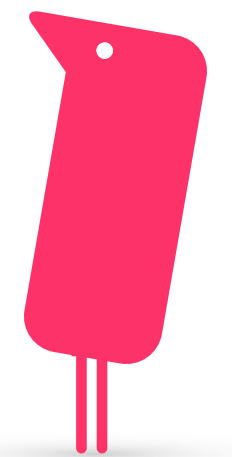
Here's a snapshot of **ten 'good practice' recommendations** pinpointed in the report:

1 Identify a champion at senior level with responsibility for accessibility issues, and the ability to challenge the organisation to do more for disabled people.

2 Offer staff training on identifying consumers with special service accessibility needs.

3 Educate staff about assistive technology and how it can help your customers.

4 Build a dedicated team to deal with enquiries about products and services available to customers with disabilities.

5 Put systems in place to document a customer's specific needs, so they don't have to disclose the same information every time they get in touch.
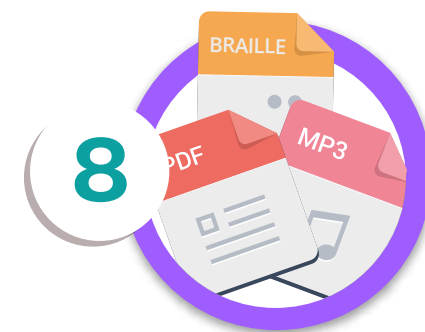
6 Make information about products and services for disabled customers clear, friendly and easy to find.

7 Ensure your website is easily readable by customers with visual impairments using a range of screen readers.

8 Make sure that important information, about special facilities available to disabled people, are made available in different formats.

9 Consider ways to make your company website more useful for disabled people, ie. Adhere to WCAG 2.0 standards, and implement Browsealoud so users with difficulties reading on-screen text can hear web pages read aloud.

10 When a customer requires communication in an alternative format, ensure that future materials are always sent in that format.

How do you measure up?

Are you confident that your organisation's website and other customer communications measure up?

Get in touch and we'll be glad to help with a no-obligation accessibility healthcheck.

Ofcom Good Practice Recommendations Checklist

Checking things off a list gives you a real sense of achievement and it motivates you to do more. **Use the handy checklist** on the next page to ensure recommendations don't 'fall through the cracks' and to **monitor your organisation's progress** in making their information more accessible.

get in touch

take me there

Best practice tip

	backlog	progress	complete

Identify an accessibility champion at a senior level

Offer staff training on identifying consumers with special service accessibility needs

Educate staff about assistive technology

Build a dedicated team to deal with enquiries about products and services available to customers with disabilities

Put systems in place to document a customer's specific needs

Make information about products and services for disabled customers clear, friendly and easy to find

	backlog	progress	complete
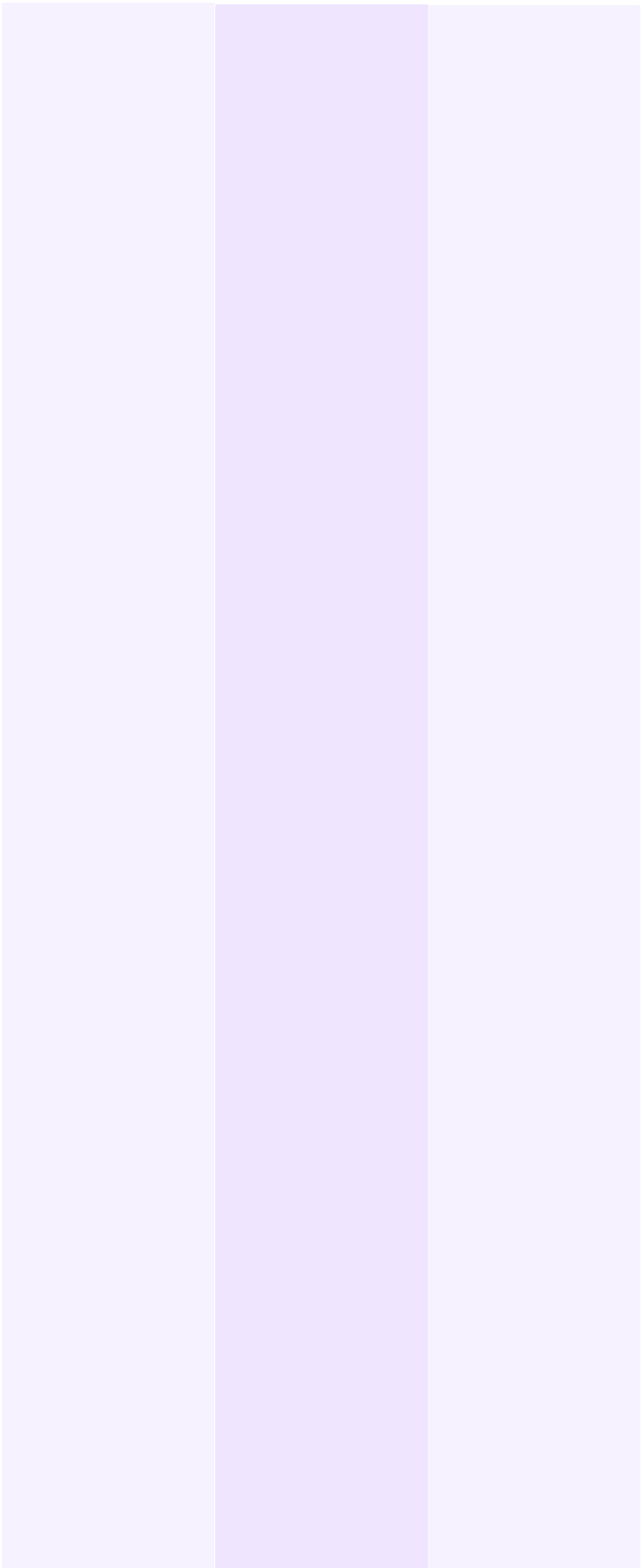
Ensure your website is easily readable by customers with visual impairments

Make sure that important information about special facilities available to disabled people are made available in different formats

Consider ways to make your company website more useful for disabled people, for example by adhering to WCAG 2.0 standards

Consider implementing Browsealoud so users with difficulties reading on-screen text can hear web pages read aloud

When a customer requires communication in an alternative format, ensure that future materials are always sent in that format
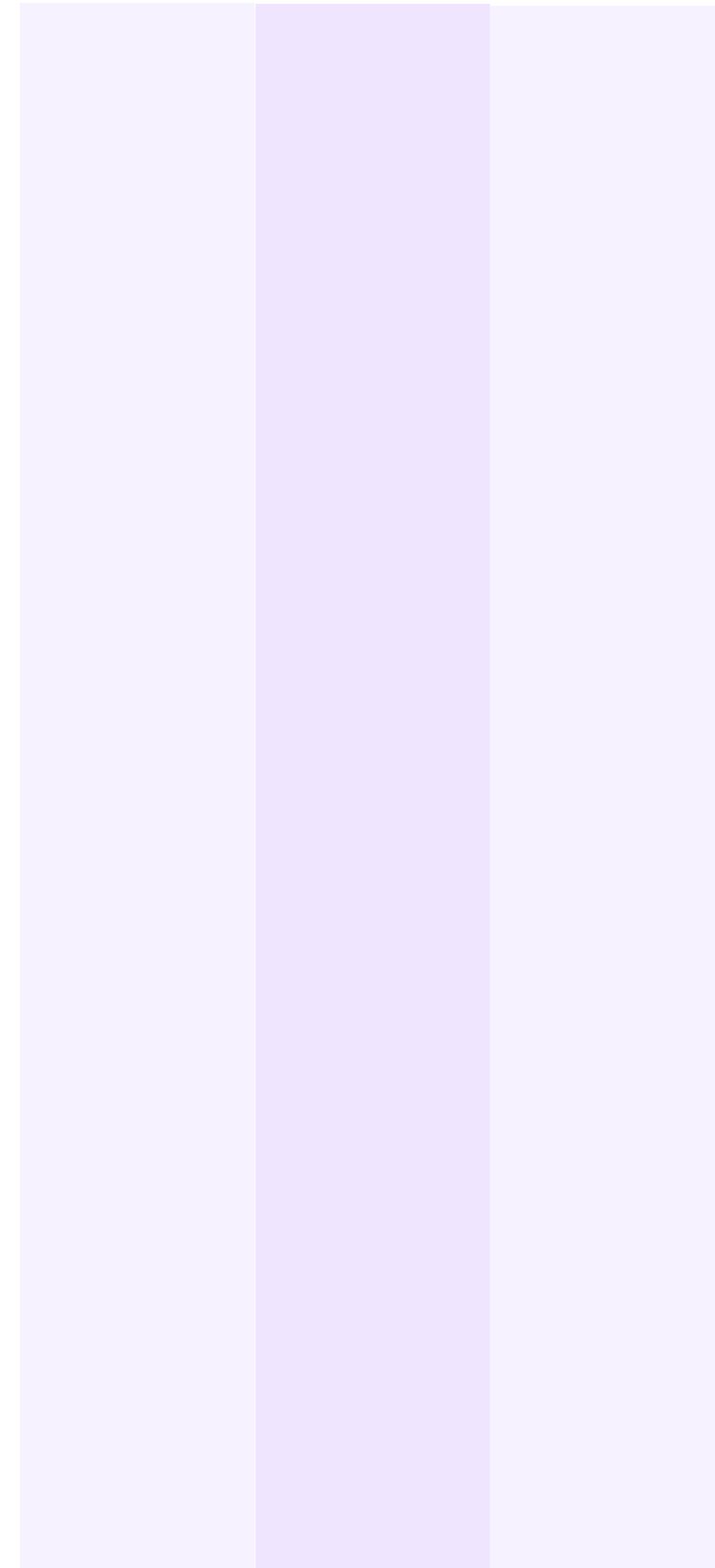
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