

Access Forward- Serve-Ability

How can I help you?

Introduction to the Customer Service Standard – Integrated Accessibility Standards Regulation

As a customer service provider, openly communicating and responding to your customers' needs is the key to excellent customer service for all, and that includes people with disabilities.

People with disabilities do business, shop, and travel with friends and family, just like everyone else. They are the people you serve. You might call them clients, members, patients, or patrons.

Accessible customer service is about treating every customer with the same consideration and respect, understanding that not all disabilities are visible, and that people with disabilities may have different needs. It's just a matter of finding the best way to serve them.

It can be as easy as asking "How can I help you?" and making small changes to your practices.

Many of us will experience temporary or permanent disability at some point in our lives. Currently, about 1 in 7 people in Ontario has a disability. That's approximately 2 million people. That number is expected to increase as the population ages, as will the need for accessibility.

In fact, it's estimated that by 2031, people at risk of disability and people with disabilities will represent 40% of total income in Ontario. That's approximately \$536 billion dollars. With that much spending power, it's essential for a business or organization to be providing an accessible customer service experience. It's the right thing to do, and it's the smart thing to do.

By learning how to serve people with disabilities, your organization may attract more customers, build customer loyalty, and improve services for everyone.

In this module, you'll learn about the customer service standard and how to interact with people with various types of disabilities.