



## Doing business with people with disabilities

- A customer with a disability is the same as every other customer
- Provide appropriate not special service
- Be patient and understanding
- Most people wish to remain independent but you can ask them if they need any assistance
- If not obvious, people will normally indicate if they have an impairment
- Talk to the person and not the carer/ translator accompanying them
- Good “people skills” and a good culture of customer care already provide much of what is needed to give great service
- Think about those with disabilities especially when the shop is being re-stocked and there are goods and boxes on the sales floor
- Be prepared to use your initiative in how to communicate with some people who have disabilities
- Recognise what the customer wants, even if it means having to repeat a question
- If a customer does not immediately respond to you perhaps they are simply unable to hear you. Try again when you get eye contact and then maintain it
- By speaking normally and clearly most customers should be able to understand you.
- Individual’s experiences differ; some things will be more difficult for some people. Go at their pace
- They may have problems handling money
- They may also find the shop a complex or confusing environment
- Be patient

### Be calm, kind and clear

For further information look at:  
Bracknell Forest Retailers’ Guide: A guide to  
serving people with disabilities

For a copy of the guide or further  
information contact:  
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