3 TRENDS TO SHAPE CX IN 2020

How Accessibility Helps Create an Inclusive Culture of Customer Experience

Helen Henriques
VP Operations

Eric Feinberg
CMO
Helen Henriques
Former COO
Sky Regional Airlines
POLL QUESTION:
How familiar are you with accessibility?

• Very familiar. I’m an accessibility professional and it’s a primary part of my job.
• Somewhat familiar. I know what accessibility is but I want to learn more.
• Not familiar. That’s why I’m on this webinar!
TREND #1
Consider All Customer Needs

If you can get disability right, you can get customer experience right.
1.3 Billion People With Disabilities Globally

Over 60 Million People With Disabilities Make it the Largest Minority Group in US

19.3% of Americans Self-identify as Having a Disability

Friends And Family Represent Another 105 Million Consumers Who Have an Emotional Connection to Disability

People With Disabilities Control $2 Trillion in Income Globally
The design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability.'

terms

accessible

/ækˌsesəˈbiləti/
capable of being understood or appreciated: the author's most accessible stories, an accessible film
easily used or accessed by people with disabilities
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TREND #2
Control
The Narrative
AIRLINE SEAT CHANGE FRUSTRATION

“We have spoken directly with the family and have apologized for the confusion that transpired with the equipment change. Our Los Angeles and Philadelphia teams will take extra care of the family during their upcoming journey with us.”
Promote inclusion when you can

ADA Title III Website Accessibility Lawsuits in Federal Court

- 814 lawsuits in 2017
- 2258 lawsuits in 2018 (177% increase over 2017)

Source: adatiteli.com

Keywords: ADA, ACAA, EN 301 549, WCAG, Section 508
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TREND #3
Embrace New Technologies
Assistive Technology
Fly to more than 100 destinations throughout Brazil. Daily flights departing from Fort Lauderdale and Orlando.
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Azul is committed to digital accessibility. Azul is proud to partner with eSSENTIAL Accessibility to ensure our website is accessible and functional for all our customers while providing free assistive technology for people with physical disabilities. View Azul's accessibility statement.

What is it?

Who is it for?

How does it work?

What if you have questions?

The technology is a suite of keyboard, mouse and touch replacement solutions designed to make the digital world accessible to people with physical disabilities.

The application features tools such as:

- Hands-free mouse
- Voice commands
- Visual click assist
- On-screen keyboard
- Text-to-speech
- Easy to use and can be activated quickly
STANLEY BLACK & DECKER ACCESSIBILITY STATEMENT

Stanley Black & Decker is guided by our purpose of being For Those Who Make The World™. Our employees bring to life our important values of Courage, Innovation, Agility, Performance, Inclusivity, Collaboration, Integrity and Accountability each and every day. We operate with transparency, positive intent and the highest ethical standards to build trusted relationships. This backdrop informs our accessibility statement.

Stanley Black & Decker is committed to digital accessibility, and to conforming to the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA and complying with the Department of Justice’s Americans with Disabilities Act (ADA) Standards for Accessible Design, and other applicable regulations.

To accomplish this, we have partnered with eSSENTIAL Accessibility to administer our accessibility program and oversee its governance. Their accessibility program evaluates and audits our digital products on an ongoing basis in accordance with best practices and is supported by a diverse team of accessibility professionals, including users of assistive technologies. The platform, moreover, goes beyond minimum compliance requirements by making an assistive CX technology application available to customers who have trouble typing, gesturing, moving a mouse, or reading. The application is free to download and it incorporates tools such as mouse and keyboard replacements, voice recognition, speech enablement, hands-free/touch-free navigation, and more.

Our President & CEO Jim Loree says: “Diversity and inclusion are essential for achieving our vision, fulfilling our purpose and being a sustainable company where the most talented people can thrive. A culture that doesn’t embrace people who look, think and act differently will simply not get to the best solution or results.” You can learn more about our commitment to social responsibility and our collaborative workforce here. Building inclusive and accessible digital experiences is an extension of our corporate mission. We want to hear from you if you encounter any accessibility problems. Please contact us.
"If everyone had accessibility it would level the playing field."
-Nyke

"I might be young but I speak for an aging population."
-Stef

"Disability for me is not a word, because I see him do a lot of stuff that normally we don’t do."
-Juan Sr., father of Juan Jr.

"Most companies aren't even aware that blind people can use computers."
-Marc
Leading Organizations Across Sectors Use Us

- Healthcare
  - LabCorp
  - MERCK
  - BAPTIST HEALTH
  - OMNI HEALTH CARE
  - Johnson & Johnson
- Financial Services
  - PNC
  - M&T Bank
  - BBVA
  - Mastercard
  - BMO
- Manufacturers
  - Canon
  - Callaway
  - Herman Miller
  - SAMSUNG
  - Kraft Heinz
- Retail and eCommerce
  - Macy's
  - Shoe Carnival
  - Petco
  - Best Buy
  - Estée Lauder
- Travel
  - Cedar Fair
  - Greyhound
  - Marriott
  - Hertz
  - Qantas
Accessibility as a Service

- Compliance Software & Audits
- Accessibility Program Management
- Risk Mitigation
- Training & Enablement
- Assistive CX Technology
- Brand Purpose & Responsibility

Accessibility Program Management
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Q&A

Helen Henriques
VP Operations

Eric Feinberg
CMO
Learn More

learn@essentialaccessibility.com
eric@essentialaccessibility.com
helen@essentialaccessibility.com