Accessibility & Business Opportunities

From compliance to better customer experiences and growth

An accessible business welcomes more people.



ACCESS

Remove barriers

INCLUSION

Respect choice

OPPORTUNITY

Serve more customers

Why accessibility matters

Accessibility is more than a building feature

RIGHTS & DIGNITY

Equal access and non-discrimination.

BETTER EXPERIENCE

Easier access benefits more customers.

BUSINESS VALUE

Reach new customers and strengthen loyalty.



1. Make premises easier to use

Follow the customer journey: arrival → entry → service → exit

ARRIVE

Clear paths, safe lighting and signs

ENTER

Step-free routes or accessible alternatives

USE SERVICES

Accessible counters, seating and toilets

START TODAY

Clear obstacles; offer a seat or assistance



2. Design products for more customers

Think about the experience from choosing to using

EASY TO UNDERSTAND

Clear labels, plain language, readable text

EASY TO HANDLE

Practical grips, packaging and alternative formats

EASY TO CHOOSE

Explain features clearly; test with customers



3. Make services and digital channels inclusive

Customers need ways to communicate, book, pay and get support

IN PERSON

Speak directly to the customer.

Ask before assisting.

Allow time and choices.

ONLINE & BY PHONE

Readable websites and forms.

Captions and image descriptions.

Alternative booking channels.



Inclusive markets: where are the opportunities?

Ask: which customer needs are not yet being met?

TOURISM & HOSPITALITY

Accessible booking information, facilities and trained staff.



RETAIL & SERVICES

Flexible communication, shopping, payment and delivery options.



NEW PRODUCTS & PARTNERSHIPS

Co-design solutions with persons with disabilities.



A practical example: a restaurant

Small changes can make the whole visit easier

BEFORE • BARRIERS

A step at the entrance

Small, difficult-to-read menu

Staff unsure how to assist

Inaccessible online booking

AFTER • ACCESS

Step-free entry or accessible route

Large-print or digital menus

Respectful staff assistance

Phone and accessible online booking

Better access can mean better service for everyone.

What will your business do next?

Choose one achievable action and one longer-term improvement

LOOK

Walk through the customer journey. Where are the barriers?

LISTEN

Ask persons with disabilities what would help.

ACT

Assign responsibility, set a timeline and check results.

What is ONE accessibility improvement you can start within 30 days?