



3 TRENDS TO SHAPE CX IN 2020

How Accessibility Helps Create an Inclusive Culture of Customer Experience



Helen Henriques
VP Operations



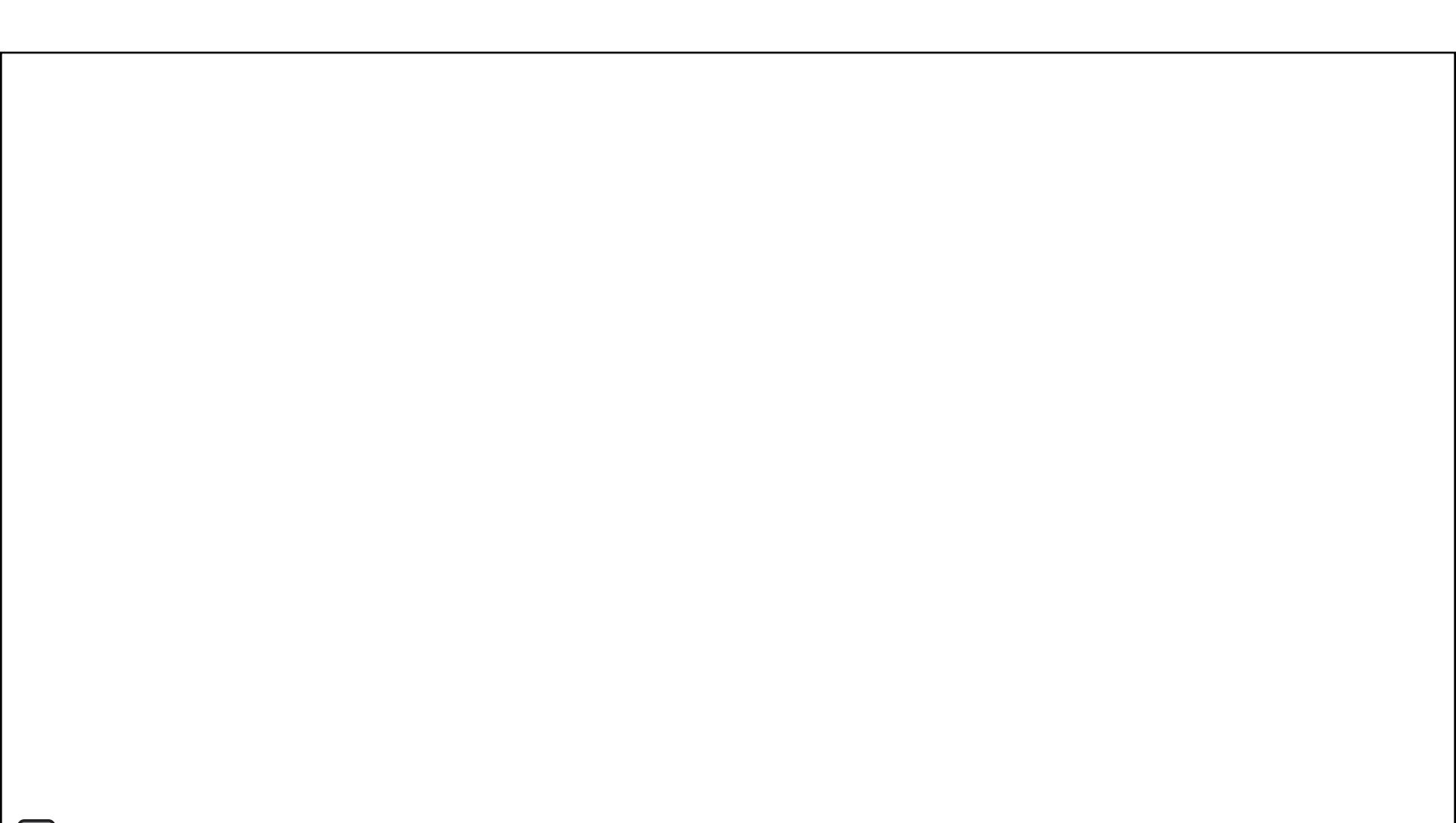
Eric Feinberg
CMO



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.'

ac·ces·si·bil·i·ty

/əkˌsesəˈbɪlədē/

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."

AIRLINE SEAT CHANGE FRUSTRATION

SHARE VIDEO & PICS: ISEE@NBCLA.COM

RIVERSIDE

TOMORROW

82° 







Promote inclusion when you can

ADA Title III Website Accessibility Lawsuits in Federal Court



Source: adatitelliii.com

ADA

ACAA

EN 301 549

WCAG

Section 508



TREND #3

Embrace New

Technologies



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Assistive Technology



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Azul Experience

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USD



TudoAzul
Programa de Fidelidade

CPF or user

Password

OK

Sign-up

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USD



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OK

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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

Share



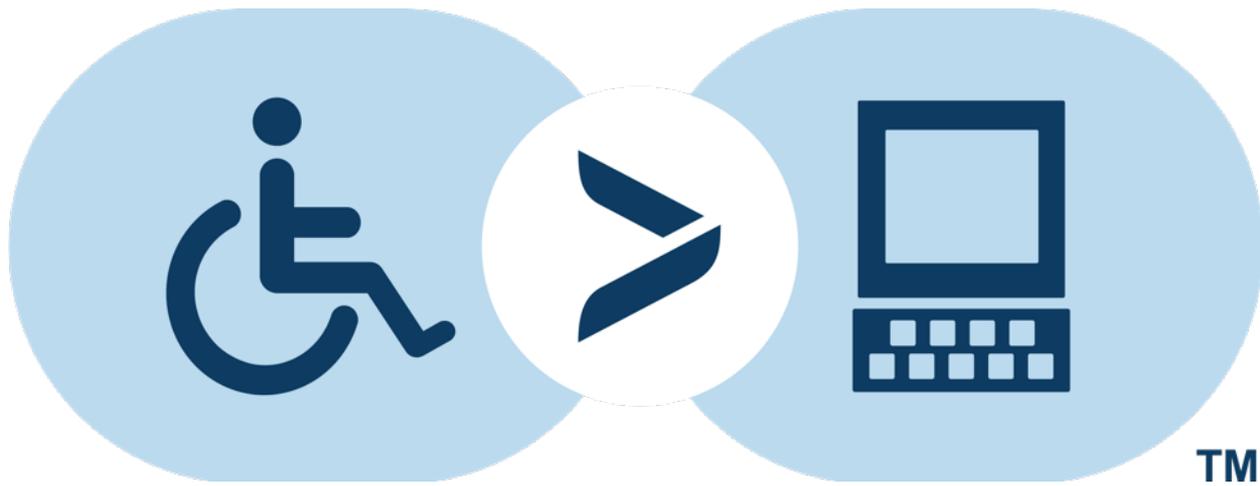
STANLEY BLACK & DECKER ACCESSIBILITY STATEMENT

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 eSENTIAL 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

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Entertainment Company


Grayhound


Marriott

Hertz

 **QANTAS**

Accessibility as a Service





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Q&A



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Learn More

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