

Every Customer Counts!

‘’ Are you open for business … for everyone?’’

That’s the question the Equality Commission is asking as part of its ‘’Every Customer Counts’’ initiative. If you offer services to the public, you need to read on.

There are 360,000 disabled people in Northern Ireland many of whom are your potential customers. Providing better access means that your business is more welcoming to everyone and enabling customers of all ages and abilities to access your services will widen your customer base.

Accessible businesses often create loyal, lifelong customers. People stick with those that they trust. This is particularly true for disabled customers.

Every business, regardless of its size, has a legal duty to take reasonable steps to ensure that disabled people can access its services. Making reasonable adjustments means that the actions you take to make your business more accessible should be relative to the size of your organisation.

Making small changes to the way you work, how you present information and the accessibility of your premises, can have a big impact on the number of your customers. Ensuring that your staff can provide great customer service to disabled people can often make the biggest difference of all.

To learn more about the Every Customer Counts initiative, including access to the complete suite of documents, please click on the following link

[ECNI - Every Customer Counts - promoting accessible services](https://www.equalityni.org/EveryCustomerCounts)