

Customer Service

	Yes	No	N/A
<ul style="list-style-type: none"> • Have you established a non-discriminatory customer service system which includes: <ul style="list-style-type: none"> ○ Complaints procedures ○ A reasonable adjustment request procedure ○ Customer feedback, including improvement suggestions? 			
<ul style="list-style-type: none"> • Have you used this system to consider and where appropriate utilise customer feedback: <ul style="list-style-type: none"> ○ For updating policies, procedures and practices ○ For dealing with complaints ○ For dealing with negative attitudes within the organisation ○ To build on good practice? 			
<ul style="list-style-type: none"> • Do you use this system for responding to requests for reasonable adjustments? Is it able to identify requests and the action taken and are written records kept? 			
<ul style="list-style-type: none"> • Do all staff understand their responsibilities and the provisions of the Disability Discrimination Act (DDA)? 			
<ul style="list-style-type: none"> • Has disability awareness training been received by all staff, especially those in direct contact with the public? 			
<ul style="list-style-type: none"> • If you answered yes to the previous question – Is this training designed to be specifically relevant to: <ul style="list-style-type: none"> ○ The issues they are likely to encounter 			
<ul style="list-style-type: none"> • Is an accurate record of disability training maintained? 			
<ul style="list-style-type: none"> • Is guidance provided to all customer facing staff regarding fulfilment of requests for alternative accessible formats, e.g. large print, audio tape/CD and Braille? 			
<ul style="list-style-type: none"> • Are there any features that would mean potential disabled customers are not able to access your service, e.g. clear aisles, good lighting, clear screens? 			
<ul style="list-style-type: none"> • Do you know what auxiliary aids are available to improve access to services, e.g. Textphones, induction loops, pen grips, signature guides, clipboards and magnifying glasses? Is this information shared within the organisation? 			

Royal Mail Disability Helpline Telephone: 0114 241 4731 Fax: 0114 241 4534
 Calls are welcome through RNID Tynetalk and BT Text Direct

Email: dac@royalmail.com Website: www.royalmail.com/dac

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Product and Service Design and Contracts

	Yes	No	N/A
• Do all tender specifications require contractors/suppliers to demonstrate compliance with the Disability Discrimination Act (DDA)?			
• Is DDA compliance included as a mandatory part of the scoring mechanism in awarding the contract?			
• Is DDA compliance monitored and reviewed on a regular basis?			
• Has someone been identified as being responsible and contractually liable for the costs of remedial actions to correct design/product features?			
• Have all product design teams been provided with training to include inclusive design, accessibility and compliance with the DDA?			
• In the testing of new products or services is accessibility and compliance with the DDA included as an integral part of this process?			
• Is there a process for ensuring remedial action where the product or service is found to be inadequately accessible as a result of testing?			
• Are you actively working to attract disabled customers?			
• Are disabled customers included in product development and test marketing?			
• Do you consider meeting the needs of disabled people when designing new products or services?			
• Do you ask disabled customers what new products or services would be useful to them?			
• Do you 'test' new products or services with a pilot group of disabled people before they become generally available?			
• Is product or service information available in formats that are accessible to disabled people e.g. large print, audio tape/CD and Braille?			

Telephone Based Customer Contact

	Yes	No	N/A
• Are all telephone numbers offered to Customers automatically accompanied by a Textphone number or information regarding the availability of RNID Typetalk and/or BT Text Direct services?			
• Have all appropriate staff receive training in the use of Textphones?			
• If there is a standard method for answering telephones (e.g. within five rings) is the same level of service offered to Textphone users?			
• Where telephone answering services are available out of hours, are similar answering services automatically available for Textphone users?			
• Are all Textphone numbers, RNID Typetalk and BT Text Direct services regularly monitored and reviewed (e.g. via Mystery Shoppers)?			

Provision of Accessible Information and Alternative Formats

	Yes	No	N/A
<ul style="list-style-type: none"> Is guidance provided to all customer-facing staff regarding fulfilment of requests for alternative accessible formats, e.g. large print, audio tape/CD and Braille? 			
<ul style="list-style-type: none"> Do all appropriate contracts with third parties clearly specify the third parties' responsibilities in respect of the provision of alternative accessible formats? 			
<ul style="list-style-type: none"> Do contractual arrangements with third parties include processes for fulfilment of requests for alternative accessible formats? 			
<ul style="list-style-type: none"> Are all telephone numbers available to the public automatically accompanied by a Textphone number or information regarding the availability of RNID Typetalk and/or BT Text Direct services? 			
<ul style="list-style-type: none"> Do brand guidelines specify: <ul style="list-style-type: none"> why literature must be accessible the use of clear print guidelines the use of plain English the use of Welsh (if appropriate to meet requirements of Welsh Language Act) the use of an alternative formats statement that forms should be as accessible as possible the requirement of alternative formats and what is needed to fulfil requests the current fulfilment process? 			
<ul style="list-style-type: none"> Do design/production agencies understand your requirements for accessible literature/information and alternative formats? 			
<ul style="list-style-type: none"> Is other Youth and Consumer facing information accessible e.g. videos, posters, electronic information, presentations, road shows and exhibitions? 			
<ul style="list-style-type: none"> Is positive imagery of disabled people used in your advertising and promotional material, e.g. leaflets, posters, video's and television advertisements? 			

Provision of Accessible Web Information

	Yes	No	N/A
<ul style="list-style-type: none"> • Is accessibility for disabled users a mandatory element for all new website designs? 			
<ul style="list-style-type: none"> • Is accessibility for disabled users automatically included in reviews of existing websites? 			
<ul style="list-style-type: none"> • Is someone responsible for retro design of these sites to ensure future accessibility? 			
<ul style="list-style-type: none"> • Has the website been developed with the following considerations? <ul style="list-style-type: none"> ○ A user may be blind or partially sighted; deaf or hard of hearing; may have mobility/dexterity difficulties; may have problems processing some types of information; or may have a combination of impairments. ○ A user may have difficulty reading or understanding text. ○ A user may not have, or not be able to use, a keyboard or mouse. ○ A user may have a text-only screen, a small screen, or a slow Internet connection. ○ A user may not speak or understand fluently the language in which the document is written. ○ A user may have an old version of a browser, a different browser entirely, a voice browser, or a different operating system. 			
<ul style="list-style-type: none"> • Have all staff with responsibility for website design received specific training regarding accessible websites? 			
<ul style="list-style-type: none"> • Are all the documents in the website clear and simple to understand using plain language? 			
<ul style="list-style-type: none"> • Have abbreviations been avoided? 			
<ul style="list-style-type: none"> • Have acronyms been explained? 			
<ul style="list-style-type: none"> • Do all the pages transform gracefully making the content understandable and easy to navigate through? 			
<ul style="list-style-type: none"> • Are all navigation mechanisms clear and consistent? 			

Cont.

	Yes	No	N/A
• Are style sheets used (CSS or Cascading Style Sheets) to control presentation including font and link styles?			
• Have the developers avoided using tables to layout pages ('layout tables')?			
• Are all text and graphics understandable when viewed without colour?			
• Have you adjusted the foreground and background colours so they provide sufficient contrast, i.e. when using monochrome displays or by people with colour perception difficulties?			
• Are text only options provided throughout the website?			
• Are all images supported with a text tag equivalent relevant to the function or purpose of the image?			
• Have the documents been created that do not rely on one type of hardware?			
• Has the website been developed with old browsers and new technologies in mind?			
• Have all moving, blinking, scrolling or auto-updating objects or pages been paused or stopped?			
• Have you obtained recognised website approval on the website, such as 'Bobby', W3C or RNIB See it Right?			
• Are you conforming to Brand Guidelines i.e. using San Serif fonts?			

Training and Awareness

	Yes	No	N/A
• Do you provide disability awareness training for all staff?			
• Is the disability awareness training based on the Equal Opportunities Policy and Disabled Customers Policy?			
• Do you know how many staff have already been trained and when, who may need a refresher and who still requires training?			
• Is a process in place to record the training?			
• Have all permanent staff with customer facing duties received appropriate disability awareness training?			
• Is a process in place to ensure that all casual/agency staff with customer facing responsibilities receive appropriate disability related training?			
• Is guidance provided to ensure that, where necessary, training locations are fully accessible to disabled members of staff?			
• Is there an established process in place to ensure that alternative accessible training materials can be provided for disabled staff as required, e.g. large print, sub-titled video's, sign language interpreter?			
• Do all invitations to training events ask if staff require any form of reasonable adjustment and state how this can be arranged?			
• Is the disability awareness training an integral part of your other diversity training programmes?			

If you require this tick list in an alternative format, contact DAC via:

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