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3 ACTIONS FOR BANKS

Accommodating d/Deaf Customers in
Customer Facing Areas

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Accommodating d/Deaf Customers

3 Actions

1

Train your employees to interact with a d/Deaf customer: Just as employees are trained to practice inclusion and accommodation in the workplace, you should train your employees on how to effectively assist a deaf customer. This does not have to involve a crash course in Sign Language, but small resources distributed around the store can go a long way. Best practice: place notepads and pens in every customer-facing area of your workstation. Whether at the register or at the checkout counter, make sure a pen and a piece of paper are available at all times to assist d/Deaf and hard-of-hearing customers so you can reliably serve your guests.

2

Provide free Wi-Fi: By offering free Wi-Fi, the d/Deaf have more freedom to communicate with you on their own terms. Tools like Video Remote Interpreting (VRI) ([hyperlink to VRI landing page](#)) allow your d/Deaf clients access to an on-demand interpreter to remove communication barriers between you and the d/Deaf client. This service can also be integrated into your bank's practices and technologies to ensure a consistent and reliable method of communicating with d/Deaf clients. Best practice: Place posters in your workplace that clearly state the name and password of your Wi-Fi network. If your d/Deaf client chooses VRI or an outside interpreter, continue to speak directly to the d/Deaf client while the interpreter translates for them.

3

Use visual aids: Visual aids are a great way to ensure that services are clearly advertised. If your bank shows videos in the workplace to promote your products and services, add subtitles so your message is visually recognizable. Although subtitles do not replace Sign Language translation, it is a first step in creating an accessible space for d/Deaf people. In addition, infographics can be placed on kiosks in customer-facing areas to signify the services you offer. This is helpful not only for d/Deaf and hard of hearing customers, but also for customers who speak multiple languages. Best practice: Create an infographic that speaks directly to a d/Deaf or hard of hearing customer by letting them know you are ready to meet their needs.