

# SERVICE MATTERS

## ASSISTING CUSTOMERS WITH DISABILITY

*"I'm a customer,  
just like everyone else"*

*"Sometimes staff speak  
rudely to me – they think  
I don't understand but I  
do and it hurts"*

*"Talk to me and  
ask me if I  
need help"*

*"Relax and  
don't be  
embarrassed"*

*"Speak directly to me,  
not my companion  
or carer"*

### TREAT ME WITH RESPECT

**Introduce yourself**

**Ask if I want help**  
– don't assume I need it

**Focus on me,**  
not my disability

**Give me time to browse**  
and make a decision

**Use common sense** – treat me  
how you would like to be treated

**I am fun to talk to**  
and like to have a joke

### MAKE IT EASY FOR ME

**Make the entrance easy to see**

**Put safety markings on the glass**  
so I don't walk into it

**Get rid of steps**  
so the entry is level

**Provide me with a chair**  
to sit on if I need to wait

**Provide wheelchair  
accessible fitting rooms**  
with chairs and mirrors

**Remove obstacles**  
in the aisle and make room  
between stands/shelves

### TALK TO ME

**Speak clearly,** not loudly

**Give me time to ask questions**  
and don't rush me

**Be flexible** – if I don't  
understand, use different words

**If you don't understand me,  
ask me to repeat it**  
– don't pretend you understand

**Talk to me**  
and ask me if I need help

**I struggle with the bag policy** –  
it makes me feel uncomfortable