Transforming the customer experience

Embracing accessibility to strengthen your products, services, and customer relationships

Almost a third of the UK population has a disability. 5 Failing to cater for this has the potential to narrow your audience, negatively impact your brand, and affect your revenue. **Conversely, ensuring your products and services are designed with an accessibility lens can potentially enhance your revenue and help you meet various C-suite objectives:**

Chief Marketing Officer

→ Developing more inclusive products, branding and corporate messaging.

→ Capturing and actioning feedback from customers in most effective way.

Chief Financial Officer

→ Optimising customer experience and engagement.

→ Enhancing the organisation's brand and reputation.

→ Conducting research and identifying customer needs.

Chief Legal Officer

→ Addressing inclusion goals.

→ Negotiating and managing ongoing contracts with technology vendors.

→ Reporting on regulatory and compliance requirements.

How can accessibility evolve your customer relationships?

Integrating accessibility and inclusion into your products, services and overall approach has the potential to help your organisation.

Boost financial performance

Organisations focused on disability achieve 28% higher revenue, double the net income, and 30% higher economic profit margins over a four-year period.[2]

Optimise sales opportunities

16M
UK CITIZENS
WITH DISABILITY

16 million UK citizens have a disability.[3] By serving them well, you can potentially build brand equity, plus potentially tap into their collective spending power of £274 billion a year.

Compliance and risk mitigation

Without accessibility built-in to your offering, your business could be at risk of non-compliance, which could be very damaging to your reputation.

Enhanced employee experience

Developing more thoughtful, considered products can have a positive impact on your own employees.

Taking a more accessible approach to customers: an action plan

1 **Evaluate your technology**

Do your core business solutions support accessibility? If not, do they need to be re-evaluated? It may be productive to consider generative AI tools such as Microsoft Copilot to automatically leverage accessibility tools where needed— without the user needing to take a specific action. The low-code/no-code Microsoft Power Platform can also provide you with critical insights to drive organisation-wide improvement.

2 **Capture feedback**

How accessible do your customers think you are **now**? Do you have a way of reliably capturing feedback?

3 **Implement metrics**

Consider how you will measure your overall adoption of accessibility from a customer's perspective.

4 **Prioritise**

Rather than tackling accessibility all at once, consider incremental improvements.

5 **Train your people**

Provide quality training to ensure everyone knows how to use the tools at hand.

6 **Accelerate impact**

Measure and showcase any improvements to build momentum and positively impact your brand. Ensure your leadership remains on-board and committed.

How can Microsoft help?

Microsoft can offer support and guidance as your organisation accelerates its adoption of accessibility tools. Our expert team can evaluate your existing use of accessibility features and help you determine which tools could be the most beneficial to your organisation — and how to start using them.

Speak with your Microsoft Account Team or a Microsoft partner to develop a plan for your organisation.

1. House of Commons, Research briefings: Disabled People in Employment, 2023 2. Accenture, The Disability Inclusion Advantage, 2018
3. A Commons Library, Research Briefings, UK Disability Statistics, 2023