

Barclays: making online adjustments to ensure all IT is accessible

Barclays is committed to ensuring all its technology – by making **online adjustments** – allows disabled people to both work for the bank and do business with it, effectively and productively.

Sign language service SignVideo was launched as an alternative to telephone banking and is now also offered in branches. The service is available instantly and on demand making it more convenient for customers and also saving the bank money as it no longer has to organise and pay for in-person interpreters, which can take a number of weeks. Disabled customers were fully involved in testing SignVideo and continue to provide the team at Barclays with feedback on how the service can be improved. The Barclays SignVideo service was shortlisted for a Tech4Good Award in 2015 and won a Barclays Supplier Award for Citizenship Initiative of the Year.

The feedback that Barclays has received from customers and colleagues continues to demonstrate why services like this have such an important impact. A Barclays colleague who used the service with a customer said: “This truly had such an impact on the customer as he was able to speak to me in depth about where he grew up and

how he wanted to personalise his card. For the first time I was able to really engage with this customer.”

Barclays has introduced an accessible Twitter service (@BarclaysAccess), which it says is one of the best ways of engaging with disabled customers, many of whom already use this social media platform. The service allows Barclays to directly engage with customers, share news and get input on new projects and work. It also allows them to engage with wider conversations around accessibility through Twitter chats like #AXSChat and #HearingLossHour that allow them to demonstrate leadership in the agenda.

Barclays also uses its disability network, Reach, and senior leader-led listening groups to understand the needs of colleagues with disabilities and to prioritise colleague-focused projects. In recent years it has made significant improvements to its workplace adjustments process that included increased self-service and self-referral options and the introduction of a workplace adjustment passport which enables colleagues to share any adjustments with line managers as their career in the business develops.



What Barclays learned from making online adjustments:

- Go to disabled customers and find out what they want; do not wait for them to come to you – their input is vital
- Involve disabled people throughout and act on their feedback to ensure online adjustments are truly accessible
- Making services accessible offers the customer a better service and can also save the bank time and money

About business disability international



bdi

a unique, global, business-led consortium working to the mutual benefit of business, people with disabilities, and the societies and economies in which businesses operate. It was founded by Barclays, GSK and Infosys, together with Susan Scott-Parker OBE.



bdi enables its member companies to:

diagnose and address the systemic implications of disability on their business as it affects their worldwide customers, colleagues, potential colleagues and wider stakeholders

jointly fund a cost-effective, central resource with unique business-disability experience



bdi does this by asking:

“What does global HQ need to say and do, to enable national leaders to deliver the consistent best practice that, in turn, delivers both business and societal benefit?”



bdi pioneers:

practical business-to-business collaboration, learning and influence, making it easier to deliver worldwide the best practice we brand ‘disability confidence’

Learning directly from disabled people: A toolkit for global business

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