

Communicate clearly

Reaching more
customers
with sight loss



RNIB

supporting blind and
partially sighted people



**2 million
people**

with sight loss
in the UK

**4 million
people**

will have sight
loss by 2050

**Reach out
to more
customers:
be accessible**

What is accessible information?

People with sight problems use a number of different methods to access information. Although some will use braille, many others use large print, audio or electronic formats.

There are around two million people with significant sight loss in the UK and millions more who struggle to read small or standard print. Some of these people may already be your customers, but many more have the potential to be.

We understand that you want to offer them the same high quality customer service and communication enjoyed by your sighted customers, but may not be sure how to achieve this.

RNIB can work with you to produce written communications, from letters to websites, in formats that are accessible to blind and partially sighted people. These formats include braille, audio and large print. We also offer website and print accessibility testing.

Why is it important to my organisation?

Providing accessible information to your blind and partially sighted customers will enhance your levels of customer service, giving your organisation a competitive advantage. It will also form an integral part of your Corporate Social Responsibility (CSR) strategy.

Blind and partially sighted customers are consistently reporting the frustration they feel when they are unable to access the services of an organisation directly.

Many blind and partially sighted people live alone or prefer not to have personal details, such as financial or health information, read aloud to them by someone else, such as a family member, friend or work colleague. Having easy access to day-to-day information is a vital part of maintaining an independent lifestyle. For many people

with a sight problem the way in which an organisation communicates with them is a key factor when they are choosing between products and services.

If you are an employer of a blind or partially sighted person it is likely that your Equal Opportunities Policy or Disability Equality Scheme will demand that information such as pay slips, contracts and other day-to-day information is provided in an accessible format.

How we can help

RNIB Accessible Information Service is a commercial operation used by hundreds of companies across the UK.

We specialise in reproducing customer information in a variety of accessible formats. RNIB has access to some of the most advanced technology available including automated systems for the reproduction of personalised information such as bank statements, bills and personalised letters.

Our wide range of services can be tailored to the needs of your organisation as well as the needs of your customers and employees.

Many of our customers work with us on an ongoing basis, but we are equally happy to offer you support for a one off project.

“HSBC has used RNIB for transcription of bank statements for many, many years. Our customers are very satisfied with the quality and speed of their braille and large print statements”

Mary A Walsh, Customer Disability Manager, HSBC Bank Plc



Our transcription services

Automated document solutions:

If you have a large customer base, our automated service is designed to give you peace of mind. With a 48 hour turnaround time, we can produce your confidential or sensitive information, such as billing or statements, to large numbers of customers.

WebDocs:

Our new online service is perfect to help you react to unexpected requests. It's ideal for agendas, menus or ad hoc letters needed at short notice. You can upload your documents online and receive your alternative formats within 48 hours. Webdocs is for short, text only documents that you need in a hurry.

Rapid:

RNIB can transcribe a document of up to ten pages within 3 to 5 days. Our rapid service is great for reproducing personalised information like credit card statements, pension information or advice from local authorities. Designed to handle hard copy, electronic and PDF documents with simple tables, this is a great service for medium volume, quick turnaround work.

Standard:

This is ideal for a wide range of standard documents such as annual reports or marketing materials. We can also save you money by archiving your standard documents to reproduce as you need them.

Design consultancy and training:

RNIB can work with you on a consultancy basis, providing practical advice on designing and producing information in a way that is accessible and ensures that your messages are clearly communicated.

Strategy development:

We can also help support your organisation in developing an accessible information strategy and can provide in-house training to your employees.



“The RNIB transcription service is invaluable to Weight Watchers as it enables us to be accessible to all of our members. It's always a pleasure dealing with them and they have always met our deadlines.”

Philip Newton,
Weight Watchers

Working with you

When you work with us, we'll give you a dedicated account manager to help you choose the right service for your project or customer. Your account manager will help you work out the right quantities for each format that you need and will manage your relationship with RNIB from beginning to end.



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Why choose RNIB?

- RNIB are the leading experts in providing accessible information. We have over 100 years of experience working with and providing services for blind and partially sighted people.
- Our knowledge and experience means we are uniquely placed to offer support, guidance and services to organisations who want to make sure they are providing information to all their customers in the most accessible way.
- We pride ourselves on setting international standards for accessible information design, delivery and production and we are leading the way in the development of new production mechanisms.
- Our teams work with a wide range of organisations, from FTSE 100 companies through to small businesses in both the public and private sector, including financial services, utilities, local and central government, retail and the pharmaceutical industry.
- Our teams hold ISO 9001 accreditation, so we can offer you guaranteed consistency, confidentiality and security. With comprehensive site security and disaster recovery plans, you can be assured that your customers' information will be in safe hands.
- RNIB consult and communicate with blind and partially sighted people on a regular basis and we are well placed to help you communicate the improvements you have made to your service delivery.

Access all areas

RNIB also offers a range of additional consultancy services, providing guidance and practical solutions to help you improve access for blind and partially sighted people to your products and services.

These include:

- Website audits and training
- Building and street design audits and training
- Signage design consultancy and maps for all
- Product design assessments
- Software consultancy

**Call 01733 375 370 for more information
or visit [rnib.org.uk/professionals](https://www.rnib.org.uk/professionals)**



RNIB is the leading charity working in the UK offering practical support, advice and information to anyone with sight loss or those who work with them.

Action for Blind People and Cardiff Institute for the Blind (CIB) are now part of RNIB Group, offering blind and partially sighted people access to the skills, expertise and experience they need to live independent lives.

Go online and visit rnib.org.uk to find out more.

rnib.org.uk/professionals