

Covid-19: Supporting your blind and partially sighted customers

R N I B

See differently

Here are a few tips RNIB is sharing with retailers to support the shopping experience for blind and partially sighted customers as the lockdown risk is managed.

Be aware

Not all blind and partially sighted people “look blind” (wear dark glasses, use a cane or a guide dog), so be mindful that it may not always be obvious.

Guiding

Sighted guiding is possible to do safely by following the Department of Health and Social Care (DHSC) “Supporting people outside their home” (bit.ly/3kekKLC) guidance, your own policies and RNIB sighted guiding guidance (bit.ly/2ZD3Wwf). If this is not possible, verbal guidance may need to be considered.

Social distancing

Customers with sight loss will find it difficult to maintain social distancing, so keep this in mind when you’re on the shop floor.

Introduce yourself

If you think that someone needs help, introduce yourself as customers may not see your uniform – a simple: “Hi I’m Steve, your customer support rep, is there anything I can do to help today?” can go a long way.

Hygiene

To keep everyone safe, please highlight to your blind and partially sighted customers where they can sterilise their hands, trolleys or basket handles... don’t assume everyone knows where it is.

Changes to the environment

Make sure your customers with sight loss are aware of changes within the store environment, such as; floor indicators, protective screens and temporary barriers. Ensure any temporary signage is at least size 14 font – hand-written notes are difficult for everyone to read. But, where you can, verbalise these changes to your customer.

Hi I’m Steve,
how can
I help?

