

Scenario 2: Face to Face with a disabled customer

Scenario: You work for New Look in their personal shopping team. A customer has arrived for her personal shopping appointment. The customer is in a wheelchair.

Remember! Customers with disabilities do not want to be treated any differently to anyone else. Under equality legislation, you are required to treat everyone exactly the same, showing respect and understanding.

For Pass – Welcome the customer and give her an overview of the store – where jeans / shoes / dresses / accessories etc. are located. Find out if there is anything in particular the customer is looking for today. Take her down to the area where these clothes are and give some help with colours and sizes etc. Finally, give her directions to the changing rooms (there is only one larger fitting room suitable for wheelchairs)

For Merit – Deal with the issue of the disabled changing room being full of old stock. This is embarrassing as it shows that the store don't think it is important to keep it empty and available for disabled customers. You need to apologise for this.

Quickly arrange to have other team members help you empty the changing room so that the customer can try on her clothes.

Finally, make the customer an offer to compensate for the incident and to ensure that she leaves with a good taste in her mouth.

