



Purple Tuesday

Improving the disabled customer experience

1 November 2022

Brochure

PurpleTuesday.co

What is Purple Tuesday

Purple Tuesday has become the #1 brand for improving the customer experience for disabled people and their families 365 days a year. The initiative inspires organisations and their staff, across all sectors and all sizes to promote awareness, develop understanding and put in place practical solutions for greater accessibility. Participation is free. The only requirement is a commitment to make at least one change to practice each year that will enhance the disabled customer experience.

Last year's November celebratory day reached over 19 million people; involved over 7,000 social media conversations; and received over 270+ pieces of broadcast and print media.

Ambitions for 2022 are even greater. Purple Tuesday is going global! Celebratory day events will be held on 1 November 2022. Sign up today to be part of a growing movement of disability inclusive organisations.



What are the key Purple Tuesday benefits

- Purple Tuesday **talks to customers**—both disabled and non-disabled who want their brands to be inclusive, fair and deliver a high quality experience for everyone. In return, they will reward with brand loyalty.
- Purple Tuesday **talks to staff** – 50% of working age adults have a relative or someone in their close network with a disability. They do not want their employer to provide a poorer customer experience because that individual has a disability.
- Purple Tuesday **talks to investors** who are expecting their investments to return demonstrable social impact.
- Purple Tuesday **connects to innovators, thought leaders and like-minded organisations** committed to disability and accessibility. It helps foster collaborations and builds new business relationships.

Call to Action



1. **Register** your organisation at PurpleTuesday.org.uk/Get-Involved. It is free to participate.
2. **Commit** to making at least one change that will improve the customer experience for disabled people. If your organisation is already taking actions to improve the customer experience for disabled people, then consider the next intervention to add further impact and value. If this is a new journey, what are the realistic first steps you can take to make a difference. Purple Tuesday can support you throughout this process.
3. **Deliver** on your committed changes, educate and support your staff so that they can better serve your disabled customers.
4. **Celebrate** Purple Tuesday with us on 1 November 2022 by turning your organisation purple and sharing your stories through our dedicated social media channels and on your own communication channels for staff and customers.

“ **Purple Tuesday** is important to **eBay** because our purpose as a business is to create economic opportunity for all, and accessibility is a fundamental pillar of that. We’ve taken great strides over the past 10 years or so at **eBay**, but as technology and the needs of our customers change, so must we. There is always room for **improvement** and through partnering with **Purple** we’re committing to continually adapting and evolving our site as we progress on this journey with them. We know that small changes can make a world of **difference to people with a disability** who use our platform, and we would encourage any retailers with an online presence especially to do the same. ”

– Eve Williams – Chief Marketing Officer, eBay UK



Commitment ideas

Your commitments need to be completely tailored to your organisation. See examples below of options others have chosen to implement:



Commit to a Digital Accessibility Audit

To identify where you can make improvements on your website to improve online accessibility



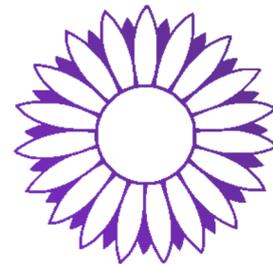
Commit to a site Access Audit

To identify where you can make improvements to your physical space to improve accessibility



Offer Inclusive Customer Service Training

For your staff through face-to-face, online or blended forms of delivery to help your staff confidently communicate with disabled people, without fear of unintentionally offending them



Implement Hidden Disabilities Sunflower

Implement the Hidden Disability Sunflower Lanyard Scheme to make it easier for employees to know when they are supporting a disabled customer. As well as putting up Not Every Disability Is Visible signage



Support Staff to learn Sign Language

Training your staff to learn some key words and phrases in Sign Language to enable basic conversation with customers who use this as their main form of communication



Formalise Quiet Hours

To support customers who may have sensory needs such as Autism, ensuring all usual loud noises are either reduced or removed during this period, such as till beeping and music

Purple Tuesday Top Achievements

Over the past 4 years, Purple Tuesday has become the #1 brand for improving the disabled customer experience. Here are some of our top achievements:



Piccadilly Lights

For the last 4 years, Purple Tuesday has lit up the iconic Piccadilly Lights in London, showcasing to the world the value of disabled customers. In 2021 15 Sector Partners proudly stood by our side demonstrating their commitments for change and that of the 5,000+ participating organisations to improving the disabled customer experience.



ITV Advert

Purple Tuesday has worked with the award winning ITV SignPost Productions since 2020 to create an advert to air in the run up to Purple Tuesday. The advert has been seen on TV over 4 million times in the past 2 years.



National Media

National media has been a large part of Purple Tuesday. Since launching in 2018, Purple Tuesday has had 700+ items of media coverage including national broadcast slots on BBC, Sky News, ITV News, Channel 5 News, BBC Radio Five Live, Financial Times and many more.



Community Support

With Purple Tuesday growing year on year as a brand, the public are getting more involved. Significantly, last year Purple Tuesday trended at #2 on Twitter, reached 19m+ and had over 7,000 social media conversations including #PurpleTuesday.

Purple Tuesday Business Support

The Purple Tuesday team have developed a range of resources to help guide your organisation in the right direction to support the customer experience for disabled people and their families. These can be accessed for free when you register.

For those organisations, looking for one to one tailored support, we offer a range of disability inclusion services including:

- Accessibility audits
- Digital audits
- Training and consultancy
- Disability Confidence Accreditation

For further information please contact: charlene@purpletuesday.org.uk

Purple Tuesday

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www.PurpleTuesday.org.uk