



# SignVideo & Barclays

Making Banking More Accessible for the Deaf BSL Community



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Since our dedicated accessibility team started in 2012, there had been a big focus on making banking more accessible for people who are blind or have sight loss



## Talking ATMs



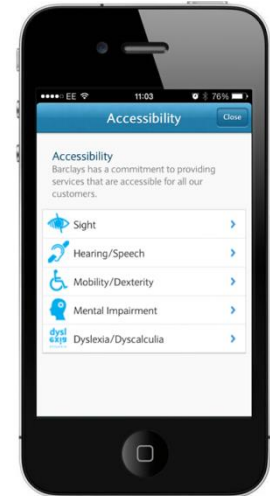
Nov  
2012

## High Visibility Debit Cards



Jan  
2014

## Accessibility App



July  
2014

But customer research told us we still had some way to go, to make our Deaf customers

happy

**Deaf**  
**Customer**  
**satisfaction**  
**-19\***

*Would recommend to a hearing person. However, would not recommend to someone with a hearing impairment as there are accessibility issues.*

*The service for disabled people is poor. They don't provide interpreters for meetings. They call you even though your deaf. It is frustrating and lack of access*

2013

**\*Compared to blind/VI customers, who scored us**

**+21**

So we introduced SignVideo: A way for British Sign Language users to contact us from the comfort of home



September  
2013

Although well received, it didn't help us resolve the issue of in-branch interpretation, where the wait could be several weeks for an independent face-to-face interpreter



2014/15

Could our recent investment in 10,000 iPads for the branches be the answer?



2014/15



Unfortunately, there was no off-the-shelf provider of remote interpretation, so we worked with SignVideo to create one...



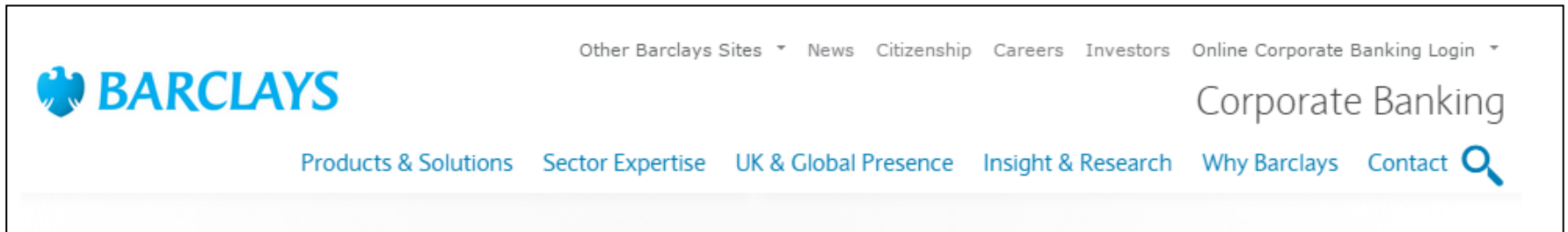


# We became the first bank to provide instant access to BSL interpretation in-branch



**March  
2015**

As a financial services provider to thousands of businesses, it's our ambition to use our position to inspire and promote the use of accessible services



The screenshot shows the top navigation bar of the Barclays Corporate Banking website. On the left is the Barclays logo. To its right are links for 'Other Barclays Sites', 'News', 'Citizenship', 'Careers', 'Investors', and 'Online Corporate Banking Login'. Further right is the text 'Corporate Banking'. Below these are links for 'Products & Solutions', 'Sector Expertise', 'UK & Global Presence', 'Insight & Research', 'Why Barclays', and 'Contact' with a magnifying glass icon.



Through pioneering innovation like SignVideo and other customer service improvements, we are delivering on our promise to become the UK's Most Accessible Bank

