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Service and Accessibility Proposition Manager - British Airways

Beyond Accessibility

Launched in 2018 the 'Beyond Accessibility' campaign aimed to drive improvements across our business for our customers requiring additional assistance.

The campaign aimed to:

- Move colleagues away from disability to thinking about accessibility and a wider range of disabilities
- Prioritise delivery through customer service, engagement and colleague learning
- Put in place an accessibility strategy to drive improvements across the business that would make customers journeys simpler and easier



Beyond Accessibility

Change of mindset:

Move colleagues away from disability to thinking about accessibility and a wider range of disabilities

- Learning that it's not always PRM – it may be additional assistance customers
- Non-visible disabilities.
- Use of person first language.

Service Proposition:

Prioritise delivery through customer service, engagement and colleague learning

- Introduction of our dedicated Accessibility team within our Global Engagement Centre's.
- New entrant training now contains beyond accessibility training.
- Communication campaign, including roadshows, merchandise, posters and leaflets.
- Partnership with Ethos farm.
- Colleague engagement and embedding of 'ALLSET'.

Forward thinking:

Put in place an accessibility strategy to drive improvements across the business that will make customers journeys simpler and easier

- Strategy put on hold due covid in 2020.
- Strategy now revisited, with a new plan in place
- Senior stakeholder engagement.
- Colleague engagement and learning.
- Engagement with external stakeholders.
- Removing barriers to travel – continuous improvement approach.
- 'Nothing for us without us'
- Engagement with charities to support us to support our colleagues.



Person First Language



Dedicated Accessibility Team in Newcastle Engagement Centre



**“People will forget what you said,
people will forget what you did, but
people will never forget how you made
them feel.” – Maya Angelou**

