



# Purple Tuesday

Improving the disabled customer experience

7<sup>th</sup> November 2023

Brochure

[PurpleTuesday.Co](https://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 **23 million people**; there were over **7000+ Commitments** made to improve accessibility globally; and we celebrated in over **5 countries** for the first time ever and we want this year to be even better!

Celebratory day events will be held on **7 November 2023** around the world.

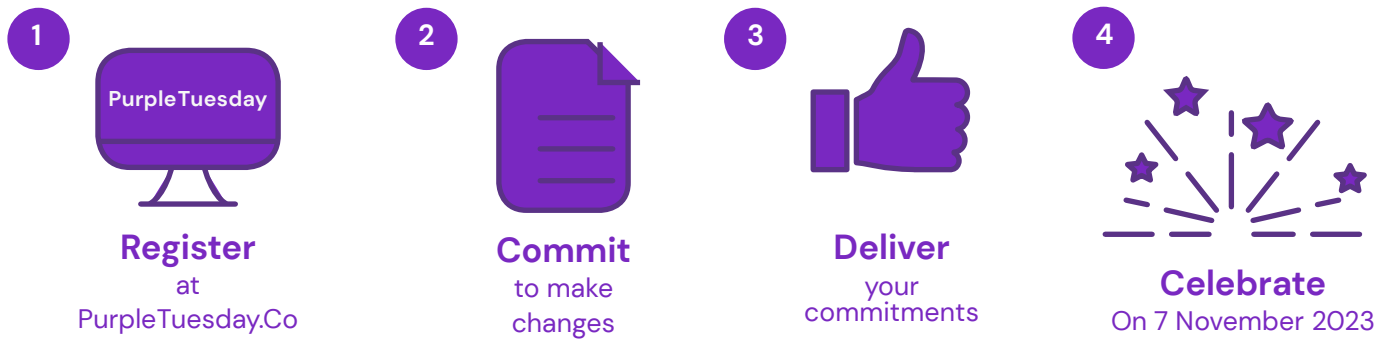
Sign up today to be part of a **growing movement** of disability inclusive organisations.

## 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 desire their employer to ensure that customers with disabilities are not subjected to a subpar experience.
- 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.Co/Get-Involved](https://PurpleTuesday.Co/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 7 November 2023 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.

“ We’re **delighted** to be supporting Purple Tuesday. We know there are **millions** of consumers and colleagues with disabilities who want access to services, information, and products, while some will be looking for fulfilling careers within insurance. As a company, but also as an industry, we want to make insurance as inclusive and **accessible as possible**. We know we’re on a **journey**, and that there is plenty more to do, but **Purple Tuesday are the best possible guides**. ”



# 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



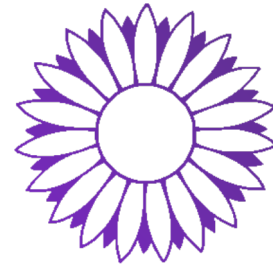
## Commit to a site Access Audit

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 2022 statistics

Staggering 23  
million reach

6,000  
participating  
organisations

100 items of  
media coverage

7,000+  
commitments to  
improve

28 Purple Tuesday  
Sector Partners

40,000  
interactions on  
social media

15 Disabled Customer  
Ambassadors with a  
social community of  
120,000+ followers

Celebration  
events in 5  
countries

## Purple Tuesday Business Support

The Purple Tuesday team have developed a range of free 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: [hello@purpletuesday.co](mailto:hello@purpletuesday.co)

# Participant Plus

Participant Plus offers valuable support to help your organisation fulfil its annual Purple Tuesday pledge and improve accessibility. You gain access to a set of unique and tailored resources, which cannot be found elsewhere. Investing in Participation Plus brings numerous benefits, including a positive (ROI), as it helps you create a more inclusive environment and cater to the needs of disabled individuals effectively. Nearly 1 in 4 customers have a disability, can your business afford to exclude them?

## Benefits of Participant Plus?

- **Improved Compliance:** Participant Plus kickstarts your investment in inclusivity can help ensure that your company is compliant with all relevant laws and regulations. This can reduce the risk of legal disputes and potential fines.
- **Expanded Market Reach:** Participant Plus helps you prioritise inclusivity, you are opening up your business to a wider range of customers and clients. People from diverse backgrounds are more likely to do business with companies that make them feel welcome and included.
- **Increased Customer Loyalty:** Customers are more likely to be loyal to companies that prioritise inclusivity. Participant Plus will help your customers see that you are committed to creating an inclusive workplace, they are more likely to support your business and recommend you to others.
- **Improved Brand Reputation:** Companies that prioritise inclusivity have a better reputation in the marketplace. Participant Plus improves brand reputation can attract new customers, clients, and employees.
- The typical daily consultancy fee stands at £650, but P+ provides an affordable alternative to set you on the right path for a fraction of that price.

## For £99 the package will provide you with:

- An Exclusive **Disability Inclusion Framework Template and Guidance** notes – to support your organisations and to identify achievements and key areas / activity where progress is needed.
- **Accessible Destinations Framework** – helping you identify the maturity level of your organisation in delivering an accessible destination.
- **Accessible Digital Environment Framework** – assisting you in assessing your organisation's level of readiness in delivering an accessible digital environment.
- Creating Accessible Online and Built Environment **Training Webinars** and Top Tips Guides.
- 'Hello, how can I help you?' **Customer Service Guide**.
- Delegate place at 1 x Purple Tuesday Ticketed Events – choice of one Masterclass or Purple 365 Session.
- A Purple Tuesday **Accessible Marketing Toolkit** – a starter pack to engage with your staff, customers and stakeholders online in an accessible way.
- Use of **Purple Tuesday 2023 Logo**– a kitemark that demonstrates your commitments to improving the disabled customer experience.

# Purple Tuesday

**Get in touch:**

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**Email:** [Hello@PurpleTuesday.co](mailto:Hello@PurpleTuesday.co)

    : [@PurpleTuesNov](https://twitter.com/PurpleTuesNov) [#PurpleTuesday](https://twitter.com/PurpleTuesNov)

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