

Tips for serving customers who are blind or have low vision

We know providing excellent customer service is important to you. Here are some ways you can provide a positive experience for customers who are blind or have low vision.

1

Don't be afraid to ask if someone needs help

There have been a few occasions where people who are blind haven't been served. Either out of ignorance or because they weren't situated directly in the line.

Check if the person is waiting to be served. Look out for people with white canes or a dog guide.

Say hello and introduce yourself.

For example:

"Hello sir, would you like some assistance with the menu?"



2

Paper/large print menus

Provide paper menus to your customers. People who are blind or have low vision often carry assistive technology like magnifying glasses or use screen readers on their smartphones which will use the camera to read out the menu to them.



Large print guidelines

At a minimum, your menu font size should be 12-point. The clearest font to read universally is Arial. Large print is usually produced in Arial 18-point font.

12 point Arial

18 point Arial

3

Describing the menu

Do your best to describe what is on your menu. Remember, the customer may have trouble seeing the food on display or reading the menu.

For example: "Hi there, we specialise in burgers and pies. In terms of burgers, we have beef, chicken and vegetarian options. And for pies we've got your usual beef and a great lamb and rosemary option."

Sometimes, it's easy to ask if the person would prefer hot or cold food, as it can narrow down the choices.

Customers who are blind should be given all the information so they can make an informed choice. Let them know if there are any meal deals or lunch specials.

4

Hot liquids and avoiding spillage

The customer might need some extra help in picking up their hot items. Let them know it's hot and check if it's okay to hand it to them, or bag the food so it's easy to carry.

Grab a name for the order so you can announce it once it is ready. Numbers are a little hard to remember when you can't easily read the receipt.

Easy changes that can be done immediately



1. Print out menus and leave them on the counter.
2. Grab a name for the order so you can notify them their order is ready (especially if your orders come up on a screen).
3. Work on summarising your menu verbally so when it's busy you can turn to your mental script.
4. Hand hot items directly to the person to avoid spillage.