

Covid-19: Supporting your blind and partially sighted customers

R N I B

See differently

Here are a few top tips RNIB has shared with supermarkets to support the shopping experience for blind and partially sighted customers during the Covid-19 pandemic.

Be aware

Not all blind and partially sighted people “look blind” (wear dark glasses, use a cane or a guide dog), so be mindful that it may not always be obvious.

Guiding

If someone usually requires ‘traditional’ guiding in store, and there is no safe alternative, why not simply offer to get the shopping for your customer. Please be aware they may require a guide or carer to shop with them.

Social distancing:

Many customers living with sight loss will find it difficult to maintain social distancing. So, keep this in mind when you’re on the shop floor.

Introduce yourself

If you think that someone needs help, introduce yourself as customers may not see your uniform - a simple: “Hi I’m Steve, your customer support rep, is there anything I can do to help today?” can go a long way.

Hygiene

To keep everyone safe, please highlight to your blind and partially sighted customers where they can sterilise their hands, trolleys and basket handles...don’t assume everyone knows where it is.

Changes to the environment

Make sure your customers with sight loss are aware of changes within the store environment, such as: floor indicators, cashier screens and temporary barriers. Ensure any temporary signage is at least size 14 font – hand-written notes are difficult for everyone to read. But, where you can, verbalise these changes to your customer.

