

---

# Surveying customer satisfaction about accessible format materials

---

**Guidance from UKAAF**

**UK Association for Accessible Formats (UKAAF)**

**Because format quality matters**

## Why format quality matters

"When organisations send me information in formats that I can read myself it allows me to be independent, feel informed and appreciated - just like every other customer."

End-user

"Producing consistently high quality accessible formats helps us to maintain our reputation, to gain new customers and to retain existing ones."

Transcription agency

"We are committed to ensuring that our customers with print disabilities receive the same information, of the same quality, as everyone else."

Service provider

Copyright © 2012 UK Association for Accessible Formats (UKAAF).

Not for re-sale. You may reproduce in whole or in part with acknowledgement to UKAAF. Refer to inside back cover for citation guidance.

## Who is this guidance for?

This guidance from the UK Association for Accessible Formats (UKAAF) is primarily aimed at service providers and transcribers. It will be particularly useful in helping you collect feedback from your blind and partially sighted customers on the accessible information you provide to them. Accessible format materials include large print, braille, audio and electronic file formats, among others.

Asking your customers about their experiences will help you to understand their needs and to maintain good service in the future.

## The guidance includes:

- Advice on tailoring the survey to your service, administering the survey, and what to do with the feedback you receive
- Survey questions which you can copy and paste into your own survey and instructions for recipients on how to complete it

## Disclaimer

This guidance may include references to external websites, services or products for which UKAAF accepts no responsibility. This information is given without any representation or endorsement of those websites, services or products.

## Contents

1	Introduction .....	5
2	About UKAAF.....	5
3	Definition of print disability .....	6
4	Instructions for using the survey.....	6
5	Where to get further help .....	9
6	Your feedback is welcome .....	10
	Appendix 1 - Customer satisfaction survey on accessible format materials .....	11

---

## 1 Introduction

By obtaining these guidelines you are demonstrating your commitment to helping people with a print disability to read your materials if they find reading standard print materials difficult or impossible.

This guidance concentrates specifically on materials suitable for blind and partially sighted people - such as large print, audio, braille and electronic file formats. However, others with a print disability, for example with dyslexia or motor-difficulties, may also find such materials necessary.

The provision of accessible information is a key requirement of the Equality Act which service providers must follow, but good customer service and business practice includes communicating with your customers and staff in ways which meet their reading needs. By providing accessible format materials, you not only demonstrate your commitment to equality and inclusion, but also increase your reach and customer base. It therefore makes good business sense.

This guidance will help you and your organisation to incorporate good practice into your business and provide good quality accessible format materials in a timely and appropriate way.

## 2 About UKAAF

The UK Association for Accessible Formats (UKAAF) is the industry association whose mission is to set standards for accessible formats that meet end-user needs through:

- development, delivery and promotion of codes, standards, and best practice for the production and provision of accessible formats

- consultation and collaboration with transcribers, service providers and users of accessible formats.

Members of UKAAF include organisations and individuals with an interest in the provision of quality accessible formats, such as service providers, transcribers, educators, researchers, print services, publishers, and end-users.

Through its leadership and representation, standards-setting, and by fostering a spirit of cooperation between members, UKAAF ensures that the needs and requirements of end-users are understood by service providers and transcribers to help improve the quality of accessible formats.

Please see the section on "Where to get further help" towards the end of this document for more information about the benefits of being a member of UKAAF.

### **3 Definition of print disability**

A print-disabled person is anyone for whom a visual, cognitive, or physical disability hinders the ability to read print. This includes all visual impairments, dyslexia, and any physical disabilities that prevent the handling of a physical copy of a print publication.

Source: Copyright Licensing Agency Print Disability Licensing Scheme, Guidelines for Licensees 2010.

### **4 Instructions for using the survey**

#### **Tailoring the survey to your service**

You will need to tailor parts of the questionnaire to suit your service before the survey is sent to your customers.

---

This will include writing your own covering letter in your own house style, and copying and pasting the survey questions into your own correspondence. You may wish to include other questions in your survey, but those we're suggesting here we consider appropriate for asking blind and partially sighted people about their reading needs.

You'll then need to have your letter/survey transcribed into accessible formats to send to your customers. Of course, you won't want to leave the UKAAF branding on the survey when you send it out, as it will confuse your customers.

You should make alterations to the following sections:

### **Introduction**

You need to specify in which formats responses can be sent back to you. For example, in print, electronically, in braille, by audio and/or over the telephone.

### **Question 1**

Please alter the list of options in question 1 to reflect the accessible formats which you currently supply to customers.

### **Question 2**

Please alter the list of options in question 2 to reflect the accessible formats which you currently supply to customers.

### **Question 3**

If you are able to offer different formats for different types of information please specify what types of document this applies to. If you cannot offer this flexibility, please delete this question and re-number the remaining questions.

### **Closing statement**

At the end of the questionnaire, please insert instructions on how to return the questionnaire to you (e.g. postal and email addresses, phone numbers etc).

### **Administering the survey**

There are a number of options for how you could administer the survey, including sending hard copies (in a range of formats), sending electronic copies by email, or by conducting a telephone survey, or a mix of all of these.

If you choose to receive hard copy returns in a range of formats, and are not able to process documents in braille or audio, for example, you may want to consider asking an independent transcription agency to collate the responses for you. To make this easier, we plan to list member transcription agencies on our UKAAF website, see the last page for details.

If you choose to conduct a telephone survey, you could do this yourself in-house, or by using an agency who will make the calls for you. Some organisations, including RNIB, have telemarketing specialists who conduct phone surveys of blind and partially sighted people (contact Sharon Cobley 01522 685 024). Similar services provided by UKAAF members may be listed on our website.

### **What to do with the feedback**

Having received feedback from your customers, it is time to take stock of the service you provide. This includes celebrating success where things are working well and looking for solutions where problems are identified. Any problems should be discussed with your publishing teams and transcription agency, so that you

---

can work together to make improvements to the accessible information you provide. UKAAF can provide further help if you need it, our contact details are on the last page.

## 5 Where to get further help

UKAAF assists businesses and organisations by advising how to meet the needs of customers and clients with print disabilities; providing guidance on how to source and provide quality accessible formats like large print, audio, braille, electronic file formats and Easy Read; and helping you to understand your responsibilities as a service provider.

Through our website and magazine, members will also gain access to:

- findings from public consultations and end-user research
- research and innovation in accessible formats
- information on suppliers of transcription services
- guidance and advice on standards for accessible formats
- opportunities to review and help to develop standards and guidance.

In addition to supporting service providers and transcribers, UKAAF also represents people with print disabilities. We believe that because format quality matters, end-users should have genuine input into the development of standards for accessible information. By collecting and sharing users' views with service providers and transcribers we can help them to deliver a quality service which meets users' needs.

UKAAF has a User Advisory Group (UAG) so we can include blind and partially sighted people and others with print disabilities in

ongoing research and consultation on key accessible format issues.

There are many benefits of being a member of UKAAF, not least to demonstrate your commitment to quality accessible formats. For more information visit us at [www.ukaaf.org](http://www.ukaaf.org).

## **6 Your feedback is welcome**

We would welcome your views on this guidance, any suggestions for additions, or case studies of how this guidance has helped you. You might like to share your experience in an article in our magazine 'Format Matters'.

You can phone, email or write to us - our details are at the back, or use the feedback form on our website [www.ukaaf.org](http://www.ukaaf.org).

If you find UKAAF's guidance valuable, please encourage others to join by visiting our website.

---

## Appendix 1 - Customer satisfaction survey on accessible format materials

### Introduction

This customer survey has been developed by the UK Association for Accessible Formats (UKAAF) to enable service providers/transcribers **[delete one]** like us to gather feedback on the accessible format information we provide to our blind and partially sighted customers.

The survey can be completed electronically, in print, braille, audio or over the telephone **[delete/add details as applicable]**.

Most of the questions are in the same format, asking you to rate your satisfaction with a particular aspect of our accessible information provision. A scale is given from very dissatisfied to very satisfied and for each question you also have the opportunity to make specific comments.

For all questions, a colon indicates where to insert your answer - please insert 'yes' next to relevant answers.

If you are replying in a format other than print or using the electronic version of the survey, please specify the question number followed by the appropriate letter for your response.

### A. Customer details

1. Customer name:
2. Customer address:
3. Customer account number (if known):

## **B. Questions about accessible format materials**

### **1. Which formats are you currently receiving from us?**

Please insert 'yes' after the relevant response.

- a. standard print:
- b. uncontracted braille (grade 1):
- c. contracted braille (grade 2):
- d. large print:
- e. audio CD:
- f. audio on USB device:
- g. audio tape:
- h. audio DAISY:
- i. electronic text:

Comments:

### **2. Is the format you currently receive from us the format you require?**

Yes/No:

If no, which format would you prefer to receive? Please insert 'yes' after the relevant response.

- a. standard print:
- b. uncontracted braille (grade 1):
- c. contracted braille (grade 2):

- 
- d. large print:
  - e. audio CD:
  - f. audio on USB device:
  - g. audio tape:
  - h. audio DAISY:
  - i. electronic text:

Comments:

### **3. Do you need a different format for different types of information?**

Please specify in which format you would like to receive each of the following types of correspondence. Please insert the format you wish to receive for each type of information:

- a. Billing information:
- b. Letters regarding current services:
- c. Account statements:
- d. Advertisements regarding additional services:
- e. Company reports:

Comments:

### **4. How satisfied are you that you can easily identify who the information has come from?**

(For example, is the organisation name clear at the start?) Please insert 'yes' after the appropriate response.

- a. very dissatisfied:

- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

**5. How satisfied are you with the timeliness in which accessible information is received?**

(For example, do you feel you receive the information in good time?). Please insert 'yes' after the relevant response.

- a. very dissatisfied:
- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

**6. How satisfied are you with the condition of the accessible information provided?**

(For example, does it arrive in a legible condition?). Please insert 'yes' after the relevant response.

- a. very dissatisfied:
- b. dissatisfied:
- c. neutral:

---

d. satisfied:

e. very satisfied:

Comments:

**7. How satisfied are you with the production quality of the accessible information provided?**

(For example, is braille coding correct? Is audio clear? Is large print easily legible?). Please insert 'yes' after the relevant response.

a. very dissatisfied:

b. dissatisfied:

c. neutral:

d. satisfied:

e. very satisfied:

Comments:

**8. How satisfied are you with the overall presentation of the accessible information provided?**

(For example, does the accessible format reflect the professionalism of the organisation it's from?). Please insert 'yes' after the relevant response.

a. very dissatisfied:

b. dissatisfied:

c. neutral:

d. satisfied:

e. very satisfied:

Comments:

**9. How satisfied are you that the information is presented in a way that is suitable for someone who is blind or partially sighted?**

(For example, is all the information adapted in a way which makes sense to you?). Please insert 'yes' after the relevant response.

- a. very dissatisfied:
- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

**10. How satisfied are you that you can easily navigate the accessible information provided?**

(For example, is it easy to know what is in the document and how to find the information you need?). Please insert 'yes' after the relevant response.

- a. very dissatisfied:
- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

---

**11. How satisfied are you with the amount of information provided?**

(For example, do you feel you get all the information you need?). Please insert 'yes' after the relevant response.

- a. very dissatisfied:
- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

**12. How satisfied are you with our customer service when requesting accessible information from us?**

(For example, how straightforward was this process?). Please insert 'yes' after the relevant response.

- a. very dissatisfied:
- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

**13. How satisfied are you that you can obtain the information you need on our website?**

- a. very dissatisfied:

- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

**14. How satisfied are you with the general accessibility of our website?**

- a. very dissatisfied:
- b. dissatisfied:
- c. neutral:
- d. satisfied:
- e. very satisfied:

Comments:

**15. Are there any other comments you would like to make about our provision of accessible formats?**

Comments:

Thank you for taking the time to give us your feedback. This will help us to maintain a quality service for our customers.

Please return your completed survey to:

[Insert return instructions here]

Survey ends

---

## Document reference information

Citation guidance	Surveying customer satisfaction about accessible format materials: Guidance from UKAAF (2012) UK Association for Accessible Formats. Ref: G001
Document title	Surveying customer satisfaction about accessible format materials: Guidance from UKAAF
Publisher	UK Association for Accessible Formats (UKAAF)
Document ref	G001
Version number	1.0
Publication date	June 2012
Document purpose	Good practice guidance for service providers and transcribers
Primary contributors	Heather Cryer, Sarah Home and Sarah Morley Wilkins
Board approval	June 2012
Acknowledgements	With thanks to all our reviewers for their valuable comments
Superseded documents	N/A
Template version	1.0

---

## **UK Association for Accessible Formats (UKAAF)**

### **Contact details**

**UKAAF  
PO Box 127  
Cwmbrân  
NP44 9BQ**

**Tel: 0845 60 85223  
Fax: 0845 60 85224  
Email: [enquiries@ukaaf.org](mailto:enquiries@ukaaf.org)  
Web: [www.ukaaf.org](http://www.ukaaf.org)**

### **Registered address**

**UKAAF  
c/o Pia  
Victoria Street  
Cwmbrân  
NP44 3YT**

**President: Lord Low of Dalston CBE  
Registered charity number: 1126966  
Registered as a company in England and Wales number: 6748900**

---