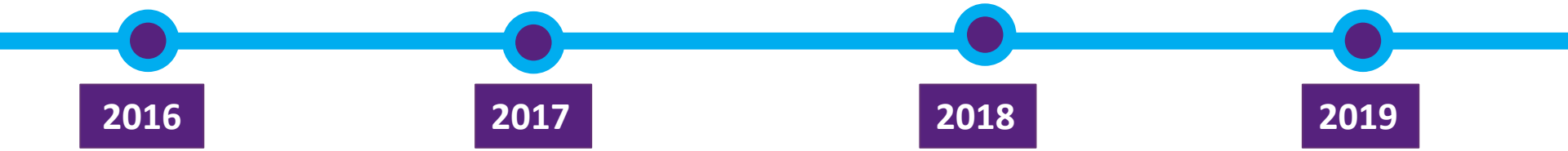


**Creating a Society where no one is left out**

**Hannah Hall**

Customer Empathy Manager

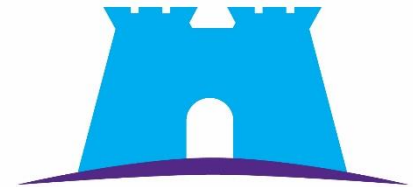




**Empathy**

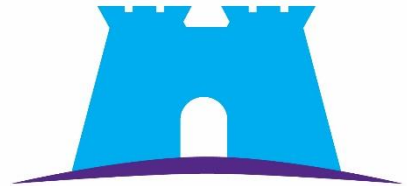
**Dementia Friends**

**Accessibility**



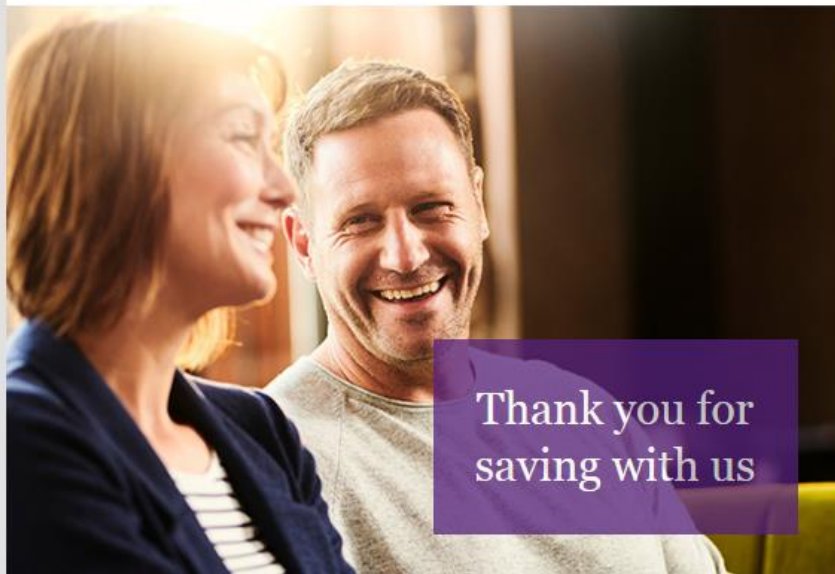
# Accessibility impacts almost 50% of our customers

Customer Insight, Skipton Building Society, 2018.



# Research: Customer Panel Recruitment and Welcome Email



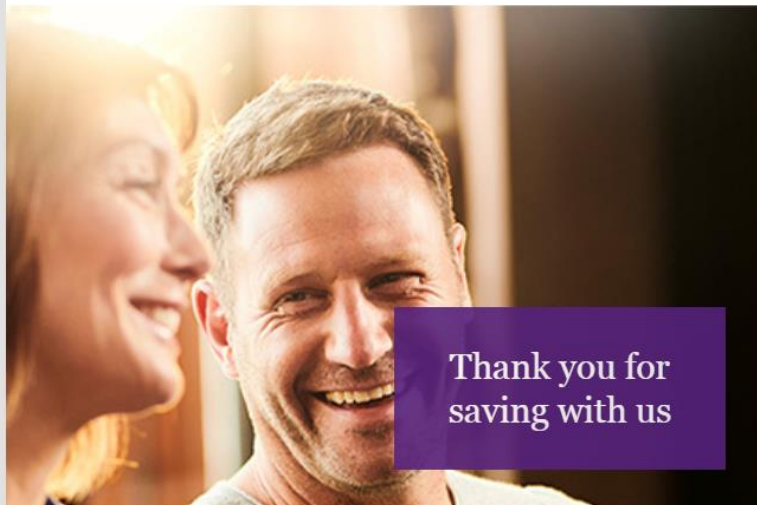


You're now part of the UK's fourth largest building society and, as a mutual organisation with no shareholders to answer to, we focus our efforts on putting you and your needs at the heart of everything we do.

For 165 years, we've helped generations with our products and services and we want to help you make the most of your savings too.

## Managing your savings

[You can manage your account online](#) – view your balance and statements and, where the terms of your account allows it, [make payments into your account](#) and instruct a transfer of money to accounts in your name.



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# Findings and Actions

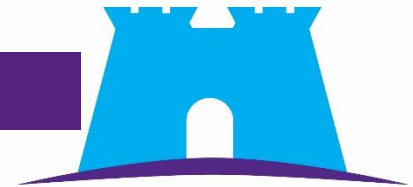
## Findings for improvements

- Language
- Colour contrast with text
- Text styling within the survey
- Tick boxes
- Alt text on images
- Links

## Actions

- Wording changed
- Online colour palette update
- Survey template changes
- Survey host accessibility
- Images having descriptions
- Buttons

The results also supported improvements we have already made



# Research: The Skipton App





## Please read and accept the terms and conditions

### 1. Terms and Conditions

IMPORTANT: PLEASE READ THESE LICENCE TERMS CAREFULLY AND SCROLL DOWN BEFORE ACCEPTING AND USING THE APP. BY CLICKING ON THE 'ACCEPT' BUTTON BELOW YOU AGREE TO THESE TERMS, WHICH WILL BIND YOU.

These End-User Licence Terms (the Terms) represent a legal agreement between you as user, and us (being Skipton Building Society of The Bailey, Skipton, North Yorkshire, BD23 1DN) as developer (SBS, us or we), in connection with your use of this mobile application software, any updates or supplements to it and any data, content and associated media supplied with the software (the App).

The App is designed and intended for use in association with your SBS account(s). As you must be aged 16 or over to have online access to your SBS account(s), you must be aged 16 or over to agree to these Terms and to use the App. You need to have registered for Skipton's Online Services before you can use the App.

These Terms relate to your use of the App only and are separate to the terms and conditions that apply to your SBS account(s) and to the terms of use of Skipton Online services. The terms and conditions that apply to your SBS account(s) will continue to apply in addition to these Terms, even though you may now access your SBS account(s) via the App. The App gives you access to a range of the content and services which are currently available through Skipton Online. Details of these can be found in the App FAQs under Mobile App Features and will be updated from time to time. The App does not store any account information permanently - all account information shown is generated and displayed in real time from our back-end systems and from Skipton Online.

IF YOU DO NOT AGREE TO THESE TERMS, WE WILL NOT LICENSE THE APP TO YOU, AND WILL PREVENT YOU FROM ACCESSING THE APP. IF YOU DO NOT AGREE TO THESE TERMS, PLEASE REMOVE THE APP FROM YOUR DEVICE.

### 2. YOUR PRIVACY

I accept the terms and conditions



FAQs



Secure Messages



Call Us



Find a Branch



Feedback & complaints

Your chosen account:

eSaver Issue 9 Annual

£43,505.66

available balance

Current interest rate: 1.15%

What would you like to do?

Pay in

Withdraw

Transfer between my accounts

Close account



Home



Transfer & Pay



Help



More



Home



Transfer & Pay



Help



More



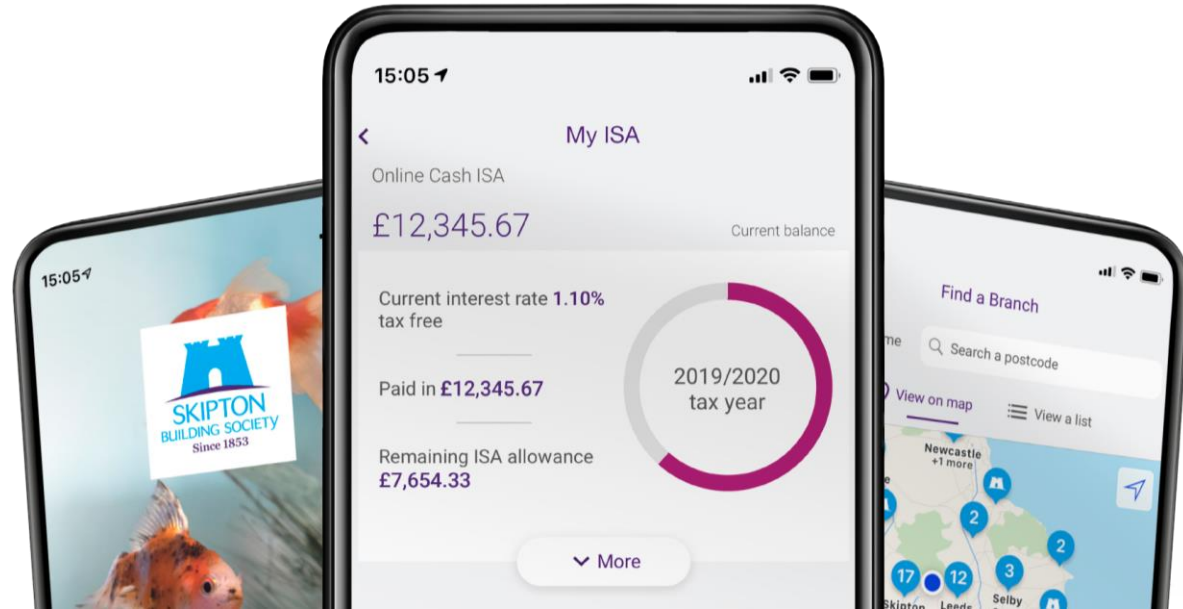
# Findings and Actions

## Findings for improvements

- Colour contrast
- Button/entry field labels
- Terms and Conditions
- Alt text
- Magnify
- Google Maps
- Amount inputting

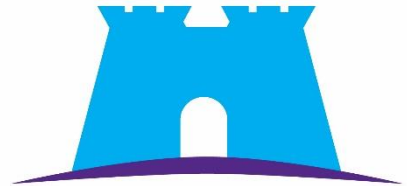
## Actions

- To be planned in



“Without this research, us trying to improve the experience is just a theory...”

Beyond The Envelope.



Questions?

