

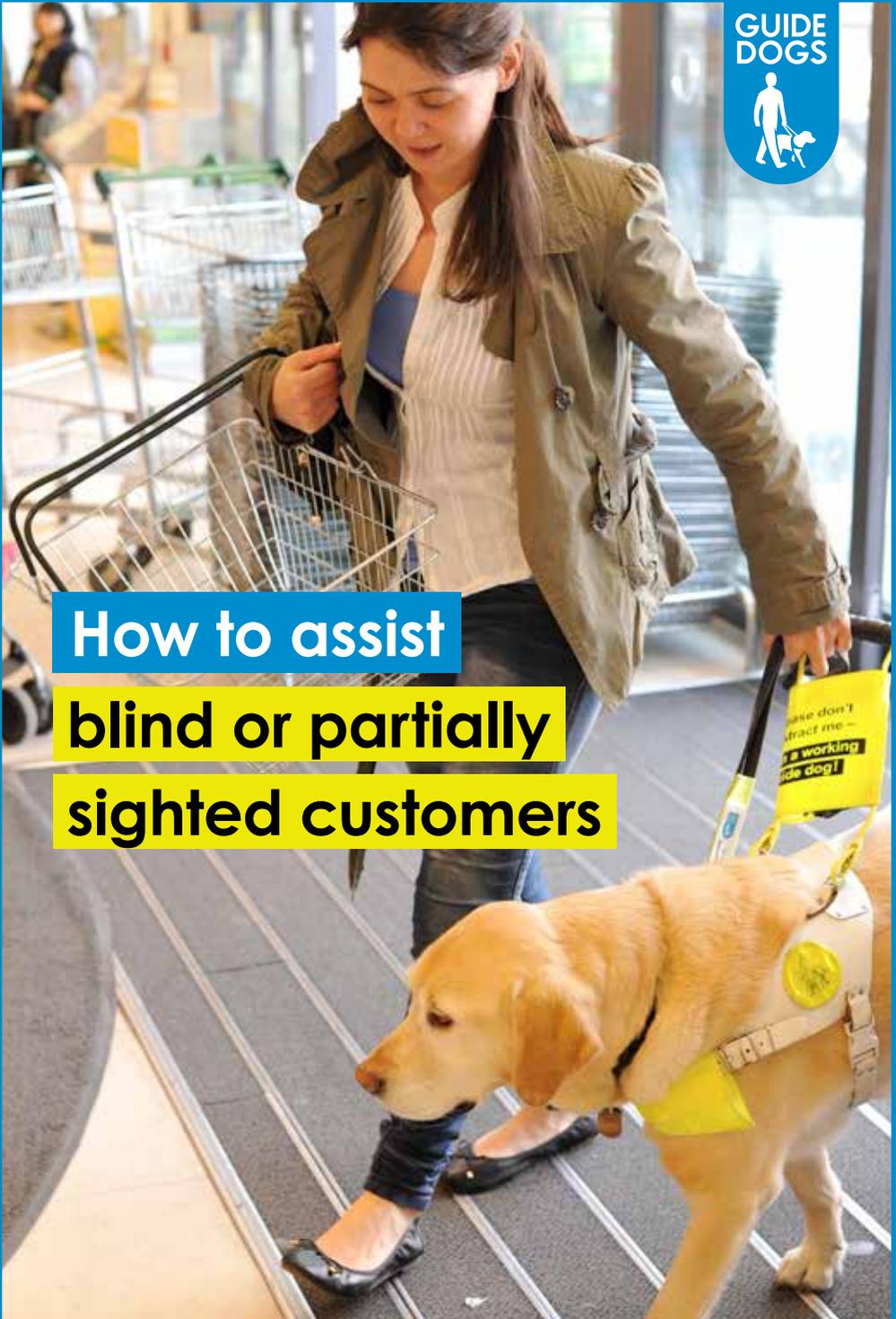
GUIDE
DOGS



How to assist

blind or partially

sighted customers



How to assist blind or partially sighted customers

Welcome me

I might have a cane or a guide dog, but not all visually impaired people do. Introduce yourself, welcome me to your store, and say hello directly to me (not my guide dog or any people I'm with).

Where are you?

It is helpful if a meet and greet member of staff or a help button to provide assistance to me is positioned at the entrance of large stores.

Ask me

If I need assistance, ask me if I prefer to be led or given directions. Be specific when you speak to me. For instance, saying left and right is more helpful than saying 'over there'.

Explain things: What can I buy?

I might not be able to see all the products available. Please describe items to me, including those that are reduced or part of a deal. I also want to know the sell by date and how much things cost.

How do I pay you?

I might need the staff at the checkout to read out the bill so that I know how much to pay. If I am paying with cash then please assist me by counting any change I have. If I am paying with card then please let me know when I need to put my PIN in.

Help me avoid obstructions

Make sure that all the circulation routes are free of hazards, e.g. displayed goods, special offers, or freestanding merchandising so that I can move around the store easily.

Thank you for your help!

Email_campaigns@guidedogs.org.uk

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