

Every Customer Counts

Promoting Accessible Services

DOREEN MCKENZIE
PROPRIETOR, KNOCK TRAVEL

Equality Commission

FOR NORTHERN IRELAND



Why we are here today & what we would like to share with you....

- **Introduction to Knock Travel –**
 - who we are; what we do;
- **Our Experience -**
 - of implementing good practice in respect of customers with a disability.
- **Our advice to other businesses**
 - Every customer counts – no matter what your business is!



Knock Travel created 1st April 1990

- Team of 19 people
- 450 years combined travel experience
- Owner – Doreen McKenzie
 - Director of ABTA
 - Media Spokesperson for NI
 - Chairman of Aviation Committee
 - Sits on loads of committees for travel

Ballyhackamore
Retail Shop

Business Travel
Department

Newforge Retail
Branch Shop

“We sell dreams”



Our Head Office – Ballyhackamore Shop



First attempt at redesigning branch office



- Internal signage
- Braille signs on counter edge
- Dropped counter end for wheelchair users

Change of internal office design

Before....



After.....



Our Stand at Mobility Show

Induction
Loop

Customer
Care Kit



Pop Up Stand

Highlighting
holiday & travel
types for
disabled people



Creating the plan & putting into action



- Staff Training –
 - to understand how to handle clients with disabilities in a kind & courteous manner
- Customer Need Forms –
 - Process to ensure travellers needs are passed onto Supplier
- Integrate processes into ISO 9001 System
- Accreditation of IIP – Investors in People recognition
- Equal Opportunities Employer

Members of:



Accredited with:



IT'S ALL ABOUT THE PEOPLE



Graeme
Our Inspiration



Mark
Our Hero



BEING RECOGNIZED & REWARDED
is good for all.....





EVERY CUSTOMER COUNTS.....

It makes commercial sense

It's rewarding

It doesn't need to cost a fortune to adapt

Once trust & confidence is gained – you
get repeat customers.....

Thank you for listening

