

# Senior User-friendly Business Checklist

You can use this Senior User-friendly Business checklist to help you get started in making your business more safe, comfortable and attractive for older consumers, as well as for everyone else.

Many senior user-friendly features are the responsibility of local governments, other organisations or the property owner. You can help to make these organisations aware of what could be done to make the neighbourhood more senior user-friendly and work with the City of Greater Geraldton or landlord. Bring your completed checklist along to SUB training.

**COMPLETE CHECKLIST A IF CUSTOMERS COME TO YOUR PREMISES**

**COMPLETE CHECKLIST B IF YOU GO TO YOUR CUSTOMERS PREMISES**

## RATING GUIDE

*Please use the following rating system for the following questions to assess your business.*

**EXCELLENT = 4**

**GOOD = 3**

**FAIR = 2**

**NEEDS WORK = 1**

**N/A = DOES NOT APPLY**

## FOR EXAMPLE:

- Signage has legible fonts and good contrast (e.g., black on white), staff wear clear name tags.**
- 4** all staff have the business logo and their name clearly embroidered on uniform in a contrasting colour, or all staff wear a name tag everyday
- 3** most staff wear a name tag with the business logo on it or wear a custom uniform
- 2** we have name tags and uniforms but not everyone wears them or: the font is hard to read on the name tags or uniform
- 1** staff don't wear name tags or a uniform with the business logo



## CHECKLIST B

*use this if you go to your customers premises*

# 1 - Comfort: Consider customers with reduced mobility, agility, balance, sight or hearing

## PROVIDE FOR PEOPLE WITH VISION OR HEARING IMPAIRMENT

- Signage has legible fonts and good contrast (e.g., black on white), staff wear clear name tags.
- When staff are working off-site (such as on call outs to homes), identification is shown and is in a font which is easy to read.
- Printed or written materials (e.g., package labels and cash receipts) have good contrast and readable font sizes.
- Staff speak clearly and at an appropriate speed, while looking directly at the person and with minimal background noise whilst on the phone.
- Staff are aware of the need to assist customers who have are vision or hearing impaired (e.g., reading labels and locating items, communication with customers off-site).
- The website is easy to navigate, is mobile device friendly and font sizes can be increased.
- TOTAL                       NUMBER OF ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

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Your total: \_\_\_\_\_ ÷ Number of items that applied to your business: \_\_\_\_\_  
= \_\_\_\_\_ Your total score on comfort of customers

## 2 - Respect: Ensure all customers are treated with respect

- Staff are trained to be friendly and patient with all customers and try to meet their needs.
- Staff ring on the day of scheduled home visits to confirm time and inform customer of tradesperson's name, a courtesy call is made if the tradesperson is going to be late.
- Staff are sensitized to avoid condescending behaviours (e.g., speaking too loudly or showing visible impatience).
- Staff are encouraged to move to an area where they can more comfortably serve someone who may have trouble seeing, hearing, understanding or making their requests known.
- Errors and customer complaints are addressed promptly and courteously.
- Staff are trained in how to manage situations, such as a fall or an outburst, while preserving a person's dignity.
- Staff can identify if a person is experiencing a medical emergency and is trained to take action and to notify the appropriate service, or authority.
- Staff know how to recognise signs that a customer needs help or is being abused and knows who to contact.
- TOTAL                       NUMBER OF ITEMS

Other things you do in your business that considers customers with reduced mobility, sight or hearing

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**Your total:** \_\_\_\_\_ **÷ Number of items that applied to your business:** \_\_\_\_\_

**= \_\_\_\_\_ Your total score on respect for Seniors**

### 3 - A few extras that will increase the attractiveness of your business for older customers

- Consumer research includes older people.
- Products and services are designed for smaller households, smaller incomes and smaller appetites.
- Discounts are offered to Seniors.
- Specific services are offered to Seniors.
- TOTAL                       NUMBER OF ITEMS

Other extra things you do in your business that increases your attractiveness to Seniors

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<p>Your total: _____ ÷ Number of items that applied to your business: _____</p> <p>= _____ Your total score on extras</p>
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# TOTAL SCORE

ENTER YOUR TOTALS FOR EACH SECTION:

\_\_\_\_\_ Comfort - poor sight and hearing

\_\_\_\_\_ Respect

\_\_\_\_\_ Extras

\_\_\_\_\_ Total - Your Senior User-friendly Business score

**Scoring guide: Outstanding = 6-9 Good = 4-6 Fair = 2-4 Needs work = 0-2**

## How did you score?

A score of six or more is required to become a SUB. Look at the checklist for areas where you would like to improve and create your plan for a more Senior User-friendly Business.

## What next?

Bring this checklist along to SUB training. After your training and making appropriate changes you can register for the Mystery Shoppers to come and check your business so we can provide you with feedback about what you can improve and what areas you have clearly thought about to provide a great service to Seniors and all of your customers.

If you are already doing an outstanding job, or if you make some changes, we would like to hear about it – we are always looking to promote great examples of ways businesses are becoming more Senior user-friendly.

Thank you for your commitment to providing  
Senior User-Friendly practices

