

WHAT YOU NEED TO KNOW ABOUT CUSTOMERS WHO HAVE LEARNING DISABILITIES

Learning disabilities can result in a host of different communications difficulties for people. They can be subtle, as in having difficulty reading, or more pronounced, but they can interfere with your customer's ability to receive, express or process information. You may not be able to know that someone has one of these disabilities unless you are told, or you notice the way people act, ask questions or use body language.

Here are some tips on serving customers with learning disabilities:

- Patience and a willingness to find a way to communicate are your best tools.
- When you know that someone with a learning disability needs help, ask how you can best help.
- Speak normally and clearly, and directly to your customer.
- Take some time — people with some kinds of learning disabilities may take a little longer to understand and respond.
- Try to find ways to provide information in a way that works best for them. For example, have a paper and pen handy.
- If you're dealing with a child, be patient, encouraging and supportive.
- Be courteous and patient and your customer will let you know how to best provide service in a way that works for them.