

# What You Need to Know About Customers Who Are Deaf or Hard of Hearing

People who have hearing loss may be deaf or hard of hearing. Like other disabilities, hearing loss has a wide variety of degrees.

Remember, customers who are deaf or hard of hearing may require assistive devices when communicating.

Here are some tips on serving customers who are deaf or hard of hearing:

- Always ask how you can help. Don't shout.
- Attract the customer's attention before speaking. The best way is a gentle touch on the shoulder or gently waving your hand.
- Make sure you are in a well-lighted area where your customer can see your face.
- Look at and speak directly to your customer. Address your customer, not their interpreter.
- If necessary, ask if another method of communicating would be easier, for example a pen and paper.
- Don't put your hands in front of your face when speaking.
- Be clear and precise when giving directions, and repeat or rephrase if necessary. Make sure you have been understood.
- Don't touch or address service animals – they are working and have to pay attention at all times.
- Any personal (e.g., financial) matters should be discussed in a private room to avoid other people overhearing
- Be patient. Communication for people who are deaf may be different because their first language may not be English. It may be American Sign Language (ASL).
- If the person uses a hearing aid, try to speak in an area with few competing sounds.