

Being Relay Service friendly

How to make sure people who have a hearing or speech impairment can phone you

Just let them know they can call you through the National Relay Service. It's that simple.

The National Relay Service (NRS) is a phone solution for people who are deaf or have a hearing or speech impairment. It's an initiative of the Australian Government that allows people with these disabilities to call you, just like anyone else.

More and more businesses, government departments and other organisations are making sure that people who need to can access products and services using the NRS.

We call this becoming **Relay Service friendly**.

There are lots of good business reasons to become Relay Service friendly. It helps you:

- retain existing customers who are deaf, or have a hearing or speech impairment
- attract new customers from a group of Australians that is rapidly growing as the population ages, and
- meet your obligations under legislation such as the Disability Discrimination Act.

How to become Relay Service friendly

There are five key steps:

- 1 Check your website** – update your online information with relevant NRS information
- 2 Train your staff** – make sure your contact centre or reception staff have received all the training and resources they need so they can take and make calls via the NRS
- 3 Check your publications and stationery** – update your factsheets and other print materials with relevant NRS information

4 Check your business processes – who in your organisation needs to know about the NRS? If you have a separate TTY line, is it still required?

5 Audit yourself – once you have taken the above steps, ask yourselves the following:

- Do our procedures make it easy for NRS callers to do business with us?
- Do our staff provide good service to NRS callers?
- Is our customer information easy-to-understand and helpful for NRS callers?
- Do we keep up-to-date with NRS changes?

When you can consistently answer 'yes' to these questions, your business is Relay Service friendly.

We can help

We can provide you with a range of free resources and support to help you become Relay Service friendly. These include:

- training materials for your contact centre and reception staff
- free information sessions
- recommended wording for your website and publications
- advice on making the transition from advertising a TTY number to using the NRS.

Simply phone us on **1800 555 660** or email helpdesk@relayservice.com.au.

To download recommended wording and other detailed information on updating your website and publications, go to www.relayservice.com.au/business.

More info: www.relayservice.com.au ■ 1800 555 660 ■ helpdesk@relayservice.com.au



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An Australian Government Initiative