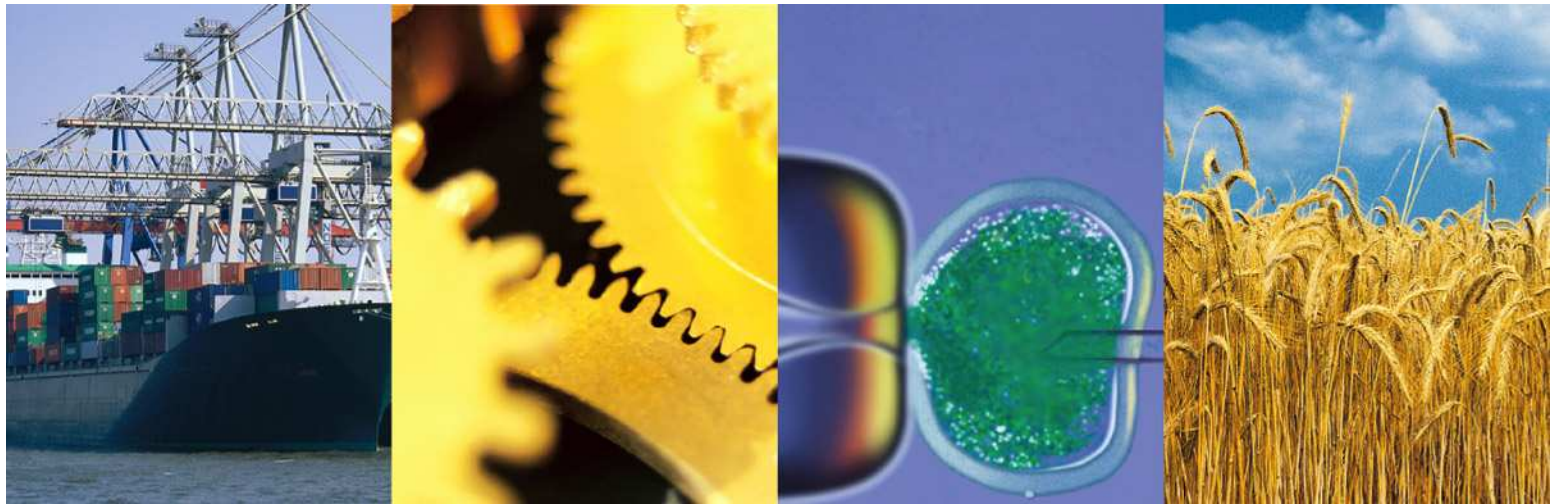


## WSC workshop “Accessibility and the contribution of International Standards”



Orange & accessibility : facilitating access to communication services for the Elderly and Disabled

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VP France Telecom Group Accessibility

represented by Dr Monique Mai,  
director Operational Marketing,  
Communication, Public Affairs

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## The Group's commitment for the disabled: 3 key players

- 1 **Disabled Insertion Mission** is in charge of recruiting disabled people, integrating them into our teams and keeping them in employment
- 2 **Group's Accessibility Department (DAG)** directs the “conception for all” strategy taking into account the specific needs of disabled people and older people with disabilities from the design stage of all of the Group's offers up to their distribution
- 3 **Orange Foundation** is in charge of solidarity and sponsorship

# Orange Accessibility commitments



- **innovation for everyone to favour access to communication by everyone** all the time : accessibility is in the genes of our innovation
- **integration of accessibility into all our actions** : from the design of the offers in the marketing plan to their deployment in all countries where the Group is present
- **serve all our customers**, in particular the disabled and elderly people with physical impairments
- **accessibility is in the genes of our innovations** : offering a dedicated disposal to improve the access of Orange offers and distribution network is a priority
- sharing best practises and **identifying standardisation opportunities** to fight the digital divide especially regarding the ageing population

# Key challenges for the Group Accessibility Department

- define an **accessibility strategy**
- **adapt** the Orange core business **products and services**
- marketing, developing and commercializing **dedicated autonomy products** and communicate
- develop the **access to the distribution channels**
- improve **accessibility web sites**
- develop **relationships** with institutions, associations...
- acting in the field of recent **accessibility standardization**
  - define Orange position for accessibility issues in relation with Orange Labs & Orange R&D
  - be active in Standard Bodies
  - participate in ISO SC35 in addition to work in ETSI,ITU
  - support AFNOR in France & the Accessibility committee

# Orange and Accessibility : what has been accomplished?

## Group Accessibility Charter

### 5 commitments

1. Orange develops accessibility and integrates it into all of its activities
2. Orange offers an adapted range to the needs of disabled people and older people with disabilities
3. Orange has developed a dedicated distribution network to improve access to its adapted offers by disabled people and older people with disabilities
4. Orange has made its internal and external Internet websites accessible in accordance with the international recommendations on digital accessibility (WCAG) of the WAI committee
5. Orange dialogues with institutions, associations and customers in order to identify the needs of disabled and older people with disabilities

# Orange and Accessibility : what has been accomplished?

dedicated offers “Autonomy offers” examples



2 audio-CD  
for vision solutions

2 catalogues/year



Doro PhoneEasy 410 gsm



Livephone Sagem D58W



Voice Assistant



Geemarc CL 600



an accessible  
customer service

## Orange and Accessibility : what has been accomplished?

**Voice Assistant** : an example of integrating accessibility into our products as a solution for vision

- Voice interface using natural voice which offers a better quality
- Configuration of speech synthesis: male or female voice, speed of voice, high volume
- Vocalisation of the SMS, other vocalized functionalities: line status, level of network
- Reception, date, and time, caller's information, address-book, callers' report, settings, alarm, calendar, audible caller display, voice controlled dialling

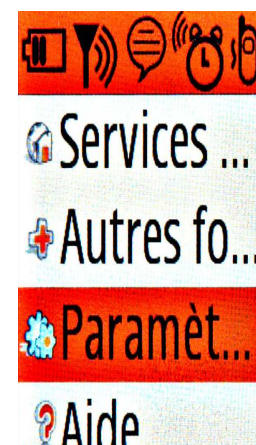
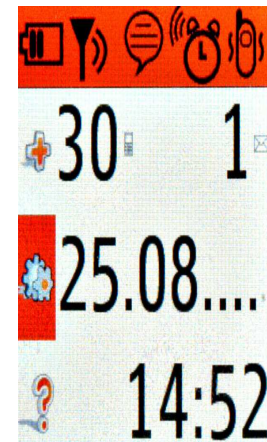




# Orange and Accessibility : what has been accomplished?

**Voice Assistant** : an example of integrating accessibility into our products as a solution for vision

- Vibration when terminal is switched on or off, choice of vibration
- Vocalized camera
- Display customization: size of characters, choice of colors
- Optimization of contrast and speed of scrolling





## Orange and Accessibility : what has been accomplished?

developing access to the offers (example : France – 2010, nov.)

- **direct channel** : 220 labelled boutiques and 4 Rainbow spaces
- **indirect channel** :
  - an accessible website:  
[orange.fr/autonomy](http://orange.fr/autonomy) section
  - a **dedicated** and accessible customer centre service
    - email [offres.autonomie@orange-ftgroup.com](mailto:offres.autonomie@orange-ftgroup.com)
    - **fax** 0800 24 69 96
    - **Free toll number** 0800 11 22 33,  
accessible by people with speech and hearing impairments



# Orange and Accessibility : what has been accomplished?

indirect chanel : on line or a free toll number for deaf people or impaired people

The diagram illustrates the accessibility services provided by Orange. It starts with the Orange website's navigation menu, where the 'autonomie' (autonomy) link is highlighted with a green circle. An orange arrow points from this link to a 'service de mise en relation directe' (direct connection service) interface. This interface includes a progress bar with steps: 1. accueil, 2. choix, 3. appel, 4. raccroché. Below the progress bar are icons for 'Client' (a person with a speech bubble) and 'Conseiller client offres autonomie' (a person with a speech bubble and a document). The interface also features a 'Parler' (talk) icon, a 'Texte' (text) icon, and an 'LSF' (French Sign Language) icon. A 'Bonjour' (Hello) message is displayed, stating that the service is accessible to deaf and hearing-impaired people. It provides contact information: 'Via la relation en texte seul ou en texte et voix, de 9h00 à 18h00' and 'Via la relation en langue des signes française, de 9h30 à 12h00, et de 14h00 à 17h30'. A red box highlights the text 'Pour appeler le service clients offres autonomie' (To call the service clients offers autonomy). Another orange arrow points from the direct service interface to a 'guide d'achat' (purchase guide) featuring a woman's image and the text 'avec notre guide trouvez les solutions qui répondent à vos besoins >>' (with our guide find the solutions that respond to your needs >>). A final orange arrow points from the purchase guide to a browser window showing the 'confort de lecture' (reading comfort) settings page. The browser window title is 'Confort de lecture : changez vos réglages ici'. The page content includes 'Aller directement au contenu | Confort de lecture' and a sidebar with 'Confort de lecture', 'Visuels : Réglages', and 'Moteur : Réglages'.



## Orange and Accessibility : what has been accomplished?

developing access to the offers (example : France, 2010)

- **customised information and advice for everyone :**  
strong correlation with the usage and needs
- **well informed employees :**  
regular presentations among the staff
- **accessibility training :**
  - more than 5000 sales/technical support trained in dealing with the disabled and our offers, **expert sales people, webmasters trained** in digital accessibility
  - e-learning tool available (since 2009)

# Orange and Accessibility : what has been accomplished?

Example of work done in the field of standardization

- JTC 1/SC 35 (France Telecom Orange belong to the French delegation):
  - *WG4 User interfaces for mobile devices*
  - *WG5 Cultural and linguistic adaptability*
  - *WG6 User interface accessibility*
  - *WG7 User Interface*
  - *WG8 User Interfaces for Remote interfaces*
- **Accessibility Committee (AFNOR/France)**
  - Creation of this committee in February 2009
  - Chairman = François René Germain
  - Composition
    - Disabled associations
    - Experts from different actors in the field of handicap
    - Companies : Orange, Microsoft, Adobe, Simavelec, Sony, SFR, Justbip, IPEDIS, Easylife conseil, ...



thank you

