Challenge Accepted: SPLICE Creates Accessibility-Aware Customer Experiences

"People with disabilities (PWD) make up 15 percent of the world's population" and Gartner says, due to global aging, this "PWD market segment will increase in the coming years". While inclusion has been an initiative for many organizations, for a number of years, there is always room for improvement.

Thanks to technology, it is getting easier for businesses, like yours, to be more accessibility-aware & inclusive.

The International Association of Accessibility Professionals (IAAP)

Businesses should ensure they are meeting their customers' emotional needs through a human to human relationship, irrespective of accessibility needs. IAAP members are subject matter experts who practice this inclusion through technology. Their knowledge of accessibility requirements, and technology implementation guidelines, help to provide accessible solutions world-wide.

SPLICE Software & IAAP Join Forces to Practice Inclusion

SPLICE's membership at IAAP aims to raise awareness of accessibility needs, and to educate other organizations on ways to innovate for inclusion. "People want to be a part of something bigger than themselves. People want to be included" Bryan Kramer wrote in his book: "There is No B2B or B2C: It's Human to Human: #H2H".

SPLICE's technology is recognized for addressing accessibility needs through outbound communications - that empower organizations to communicate more efficiently, and in a more inclusive way - through opt-in capture & preference-based software.

> Through data-driven communications - where needs and preferences are kept top of mind - businesses can send personalized and valuable corporate to consumer communications that are automated and human sounding, to drive engagement, and most importantly, to improve the overall customer experience (CX) - to make a difference in a customer's life, no matter their needs.

We challenge you to be inclusive.

Reach out to us to learn more about providing innovative, accessibility-aware solutions.

SPLICE SOFTWARE

Head Office
425 78 Ave SW, lower level
Calgary, AB T2V 5K5

Sales & Marketing Office
140 Yonge Street, Suite 211
Toronto, ON M5C 1X6

Sales Office
4250 N. Marine Dr., Suite 229A
Chicago, IL 60613

1.855.677.5423
www.splicesoftware.com
@SPLICESoftware