

Deaf Access Mystery Shopping Report

SAMPLE REPORT — FICTIONAL EXAMPLE

About this example: This example illustrates the format and type of findings a review could provide. It does not describe a real client, visit or assignment.

Report details

Venue	Fictional, unnamed organisation (reception desk)
Scenario	A Deaf customer whose preferred language is BSL asks how to arrange an appointment
Scope	The reception interaction, communication preferences and support, and the follow-up contact route
Prepared by	ConverseBSL

1. Purpose and scope

This sample report shows how ConverseBSL could present the findings of a Deaf Access Mystery Shopping review.

In this fictional scenario, a Deaf customer whose preferred language is British Sign Language (BSL) goes to a reception desk and asks how to arrange an appointment.

The example covers only:

- the reception interaction
- how communication preferences were identified and supported
- the follow-up contact route offered to the customer.

It does not assess the wider building, alarms, signage or digital accessibility.

All observations in this report are invented for demonstration.

2. Summary

What worked: After initially speaking while looking at the computer, the receptionist turned their attention to the customer and offered written communication as an option. This showed a willingness to adapt.

Main opportunities for improvement:

- Check how the customer prefers to communicate at the start, while keeping a clear line of sight.
- Offer communication choices rather than assuming written English suits every BSL user.
- Agree a follow-up method that meets the customer’s communication needs, rather than a telephone-only route.
- Make sure reception staff know how to arrange further communication support when needed.

3. Detailed findings

Finding one: Offering communication options

Observation	After initially speaking while looking at the computer, the receptionist turned their attention to the customer and offered written communication as an option.
Potential benefit	This could help the interaction proceed when written communication suits the customer.
Recommendation	Offer choices and ask what works for each individual. Do not assume written English is suitable for every BSL user.

Finding two: Checking communication preferences

Observation	Initially, the receptionist spoke while looking at the computer without checking the customer's communication preference.
Potential impact	The customer could miss information or struggle to establish communication.
Recommendation	Gain attention appropriately, maintain a clear line of sight and ask about communication preferences.

Finding three: Accessible follow-up

Observation	The customer was directed to a telephone-only route for follow-up.
Potential impact	This could prevent them from independently completing the next step.
Recommendation	Agree a follow-up method that meets the customer's communication needs and that the organisation can reliably support. Written options such as email, text message or an online form may suit some customers; others may require BSL communication support.

4. Suggested action plan

Illustrative suggestions only. The roles and priorities below are examples. No actions have been agreed or completed.

Recommended action	Suggested responsible role (illustrative)	Suggested priority (illustrative)	How the organisation could check it works
Brief reception staff to gain attention appropriately, keep a clear line of sight and ask about communication preferences at the start of each interaction.	Reception or front-of-house manager	High	Observe reception interactions to confirm staff check communication preferences at the start, and that staff can describe the approach.
Establish how reception staff arrange further communication support when needed, such as booking a BSL interpreter.	Service or operations manager	High	A written procedure exists, and reception staff can explain and carry out the steps when support is needed.
Agree a follow-up method with each customer that meets their communication needs and that the organisation can reliably support. This may be a written option (email, text message or online form) or BSL communication support.	Service manager with communications lead	High	Check that a customer can successfully complete the next step, such as arranging an appointment, using the agreed follow-up route.
Update staff guidance so staff offer communication choices rather than assuming written English is suitable for every BSL user.	Training or HR lead	Medium	Guidance is updated, included in staff induction, and staff can explain why they offer choices.

5. Limitations

- This is a fictional demonstration. It does not describe a real organisation, visit or assignment.
- One interaction cannot represent every Deaf person's experience. Communication needs and preferences vary.
- An actual review reports findings only within its agreed scope.
- A single review does not establish organisation-wide accessibility or legal compliance.

6. Contact

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