



**TURKISH
TECHNOLOGY**

Are We Listening To “All” Customers?

Redefining Digital Accessibility Through Customer Experience

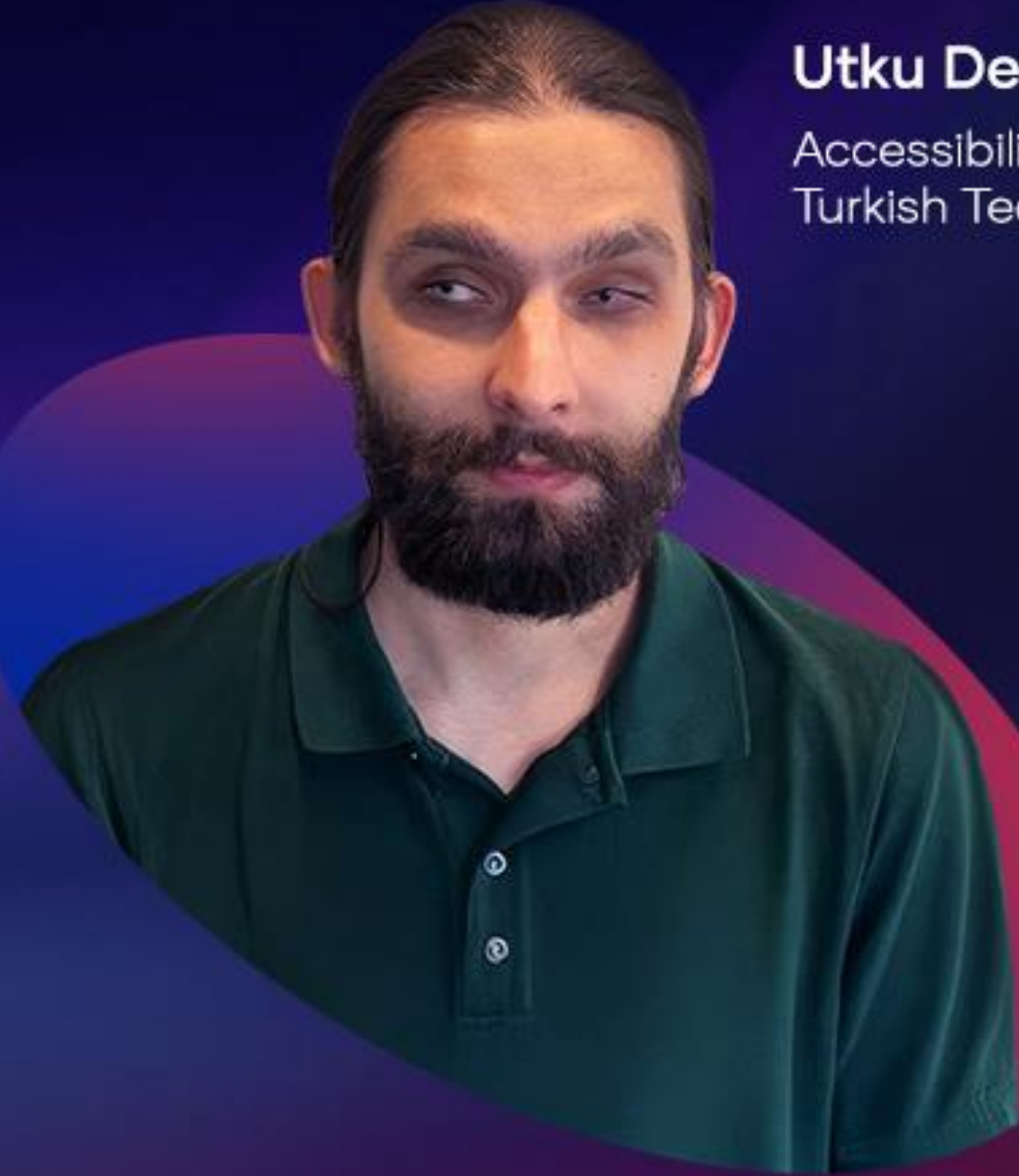


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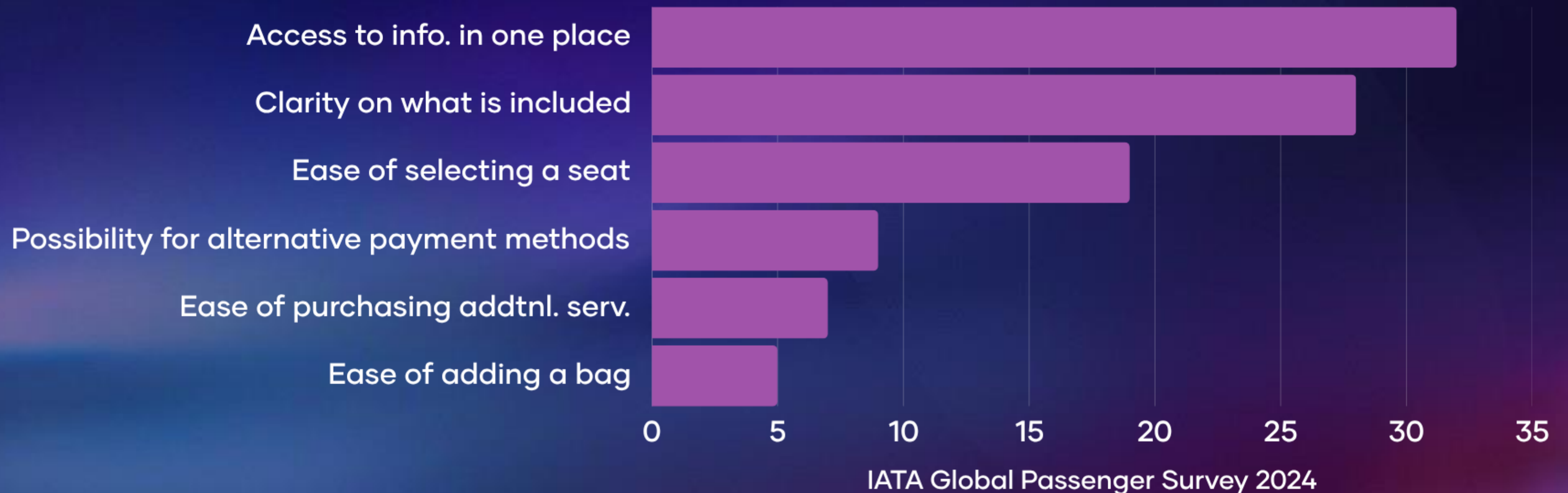
Turkish Technology Accessibility Team

Turkish Technology began operations in 2021, develops solutions that addresses the technological needs of Turkish Airlines and its subsidiaries.

Accessibility Team was established to ensure inclusivity of these solutions for everyone including persons with disabilities.

Accessibility means...

Accessibility is a methodology that provides alternatives and ensures ease of use and clarity for everyone, in every service.



Why Accessibility?



Persons with disabilities make up %15 of world population.



Persons with disabilities and their close circle represent an economic force exceeding \$8 trillion.



There are strict legal requirements forcing accessibility around the world.

72% of all passengers booked majority of flights online but 76% of airlines fall short of website accessibility.



**Beyond all of these,
accessibility is a
basic human right
to participate in life
equally.**

**So, we
established an
accessibility
team in-house
to...**

Provide immediate and
continous feedback to technical
teams



Build a sustainable process that
new features can "born
accessible"

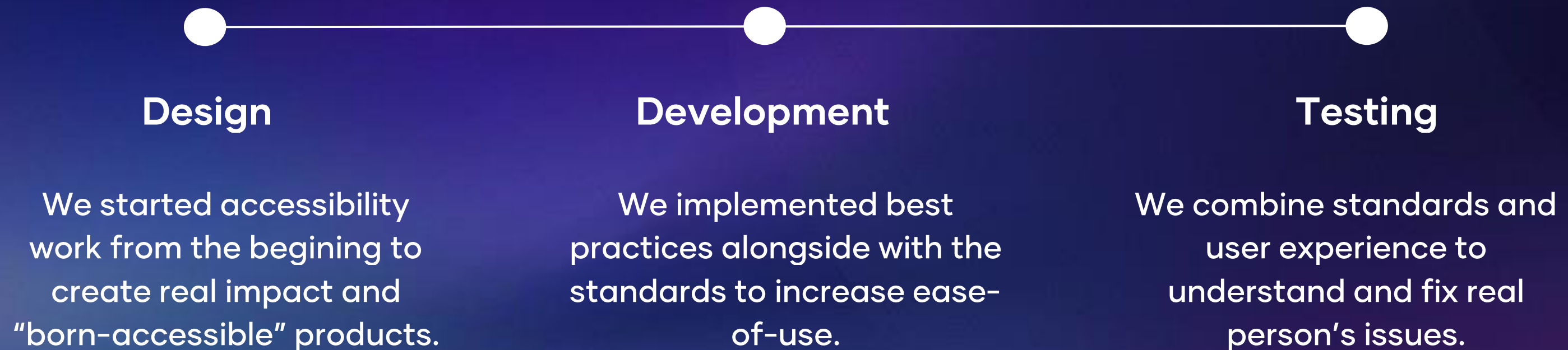


Include persons with disabilities
from the start for improving real
CX



Our Approach

Mainstreaming accessibility in all workflows



Our Approach

Measuring our impact



User Interviews

We are conducting user interviews and collecting feedbacks.

"I feel free as a bird with this accessible version"



Numerical Data

We used AUS score (inspired by SUS) to measure our impact in numbers and observed 30% increase.

How We Communicate?



Close contact with DPOs



Collecting direct feedback



Telling about what we do

Our Vision

To produce comprehensive and proactive solutions that can provide passengers with disabilities with an equal and barrier-free experience with non-disabled passengers throughout all aviation processes, from pre-flight to post-flight.





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Thank you!