

**PRODUCTS AND SERVICES ACCESSIBILITY:  
A STAKE FOR THE GROUP**

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## products and services accessibility : a stake for the Group

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## one of the world's leading telecom operators

- present in 220 countries and territories
- 160 million customers around the world
- 2006 revenues: 51.7 billion euros
- 2006 group share of net income: 4.1 billion euros
- 191, 000 employees



one of the world's leading  
communication brands

figures as of December 31, 2006

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## first-rate positions

mobile

97.6

fixed-line

48.7

internet

12.3

million customers worldwide

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At the **heart** of the  
major society's  
issue :  
the access to the  
communication



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## France Télécom & the accessibility

### ■ accessibility definition

- Conceiving dedicated solutions for this segment, in the purpose to be extended to all customers, in terms of ergonomy, simplicity and technology thanks to the « **Design for All** » concept
- Giving the possibility to this type of customers, through specific softwares or peripherals, to use our products and devices
- Adapting the at distance and retail shops distribution network

### ■ legal aspects

- Europe : European directives regarding access to NTIC and the information society
- France : new concept of accessibility introduced by the law of 11/02/2005 on equality of chances

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## Main drivers of the accessibility

**disposal** **accessibility grid** : forward-looking technology, simplification of access and uses, ergonomy and simplicity

### ■ a way to :

- introduce a differentiation versus our competitors
- avoid specific cost adaptations and legal adaptations by integrating total accessibility up-stream (Design for All)
- develop ARPU, reduce churn, increase volume/value of communication from the entourage of the disabled and elderly customers
- increase usages and loyalty

### ■ a vehicle of ethics and responsible growth :

« the opportunity to sell « life services » by our salesforce and to give more to society than just the product »

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## France Télécom's accessibility disposal

- 131 officially recognized Handicap Solution shops with 3 fully dedicated
- « les offres autonomie, à chacun sa solution » a dedicated offer
- 2 catalogues per year
- direct sales and indirect sales channel
- a dedicated Web : [francetelecom.fr/offres autonomie](http://francetelecom.fr/offres_autonomie)
- sales people, technicians and webmasters trained in products and services for disabled and elderly customers
- customer promise
- listen our customers also citizens : national and regional exhibitions
- social corporate responsibility : our commitments for the disabled, elderly citizens and relatives



## Our involvement in the field of disabilities and dependency

Remember:

- The Group is developing a "Design for all" strategy
- Integration of accessibility from the design phase of innovative services
- "offre autonomie, à chacun sa solution" (the new name for Solutions handicap):
- simple, innovative and ergonomic solutions accessible to all
- The Group launched a major project aiming to ensure the accessibility of its web sites in 2005
- The aim is to achieve WAI AA accessibility (Web Accessibility Initiative criteria) on a long term basis, enabling our sites to be globally accessible for all parties

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inventing a new generation  
of products and services

