



Digital Accessibility and Consumer Loyalty

Bryn Anderson
Siteimprove Product Expert &
Inclusion Consultant





Digital Accessibility and Consumer Loyalty

“Customer loyalty can be said to have occurred if people choose to use a particular shop or buy one particular product, rather than use other shops or buy products made by other companies.” [FT.com](#)



Emotions determine loyalties...























“Convenience for you is independence for me.”







1 try to u

Press F11 to exit full screen

* > * **Roger Johansson**
@rogerjohansson

Following

1 Try to use iPad/iPhone to browse site & buy stuff.
2 Find that site will not zoom.
3 Go to competitor site that allows zoom.
4 Buy stuff.

4:39 PM - 20 Aug 2017

11 Retweets 9 Likes



1



11



9



Tweet your reply

**patrick h. lauke** @patrick_h_lauke · 20 Aug 2017

Replying to @rogerjohansson

as iOS now doesn't allow meta-based zoom restriction, the site must be going out of its way to not zoom. impressive



71% click away....



Its not about cost...





Its about feeling connected...



Affordable, accessible and safe...



Openly inclusive...



Feeling emotionally connected...



@brynanders
@Siteimprove_UK
@Siteimprove

Thank you!