Helping members with accessibility issues

<h2>GUIDE.SUMMARY This article provides links to workflows/instructions to address specific questions that may be asked by members with various disabilities. What is Accessibility? Web accessibility is ensuring that web content and functionality can be accessed and consumed by as many people as possible, including people with disabilities or people using assistive technology. What is adaptive or assistive technology? Assistive technology is any object or system that increases or maintains the capabilities of people with disabilities. Examples: <ul> Screen readers Magnification applications Text-to-speech synthesizers Adaptive technology is any object or system that is specifically designed for the purpose of increasing or maintaining the capabilities of people with disabilities. Examples: <ul> Computers with voice or visual output Digitized text Accessibility tools built into popular OS, browsers, and software Members contacting us may indicate they are using adaptive or assistive technology with keywords such as: <ul> Relay service CRS VRS 711 TTY ASL Sorenson Assistive Technology Screen Reader JAWS NVDA VoiceOver "Voice Over" TalkBack "talk back" Braille Alternate format Zoom text Magic Dragon CAPTCHA, hCaptcha, reCaptcha Why is the member contacting us? Description: In the event a hearing impaired / deaf user is encountering issues with completing the phone verification process, Customer Service will be able to assist the member in verifying their identity through other methods.   </h2><h2>GUIDE.RELATED_LINKS Related Links: <ul> eBay for users with special access needs http://pages.ebay.com/help/account/accessibility.html

</h2><h2>GUIDE.TALKING_POINTS Question: I am hearing impaired / deaf - I am trying to create a seller account. How can I verify my identity? Answer: Confirm your identity by phone, either by using the number you provided during registration (this is the default option), or by activating the "Change" link to provide a different number. Choose "Call me now" or "Call me in 2 minutes," and then activate the "Call me" button. If you don't want to be called, activate the "No thanks, verify my identity another way" link. Once you've received your PIN, enter it into the "Enter your confirmation code" form field on the following page, and then activate the "Continue" button. Words or phrase a member may use or reference to indicate they are using adaptive or assistive technology: <ul> Accessibility Disability Disabled Blind Legally Blind Deaf Hard of Hearing ADA Americans with Disabilities Act WCAG PWD Terms that are deprecate but may still be heard: <ul> Handicapped Hearing impaired/impairment Visually imparied/impairment   </h2><h2>GUIDE.DETAILED_INFORMATION What is a Relay service: This is service that enables those who are deaf, hard of hearing, or speech-impaired to use the telephone system to communicate with those who can hear. Relay services are accessed using a computer and the Internet, rather than a TTY (Text Telephone) and a telephone. So individuals who use IP-Relay do not need to invest in a TTY; they simply use the computer to communicate by text. When conversing over a Relay service, people who are deaf, hard of hearing, or have difficulty speaking can participate in a conference call or go online while holding a conversation. Those initiating a Relay call first contact an Relay service provider over the Internet using their computer or other web-enabled device. An agent employed by the service provider receives the communication and then initiates a call via voice telephone to the telephone number the hearing or speech-impaired person is trying to reach. The agent then acts as an intermediary between the hearing or speech-impaired person and the person called to facilitate the conversation. There are several

Relay service providers; a simple search on the Web reveals several alternatives. May eBay Members Contact Us Using a Relay Service? Absolutely. When contacting eBay through the "Contact Us" flow, all members will see the following message that explains that we invite all those who have difficulty hearing or speaking to use an IP-Relay service:

 <img alt="" height="341" src="https://cskb.qa.ebay.com/library/EBAY/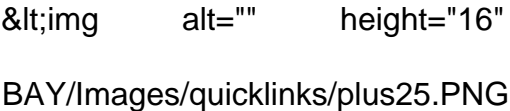Images/3001-3500/3297/image1.jpg" width="650"> How Should I handle a Relay Call? You should handle the call and assist the member as you would any other call that comes in. It is important to remember that because Relay calls are conducted through a third party who is intermediating the conversation between you and the member, there could be delays and that the call will take a bit more time. You should not hang up on these calls and must exercise patience in handling these calls and try your best to assist the member. What else do you need to know? Confidentiality of the call. The agents at the IP-Relay service provider who are assisting the member with his/her call are required to keep the call confidential. It is helpful for you to know this so that you feel more comfortable assisting the member with their eBay needs. Beware of fraudulent calls. Fraudsters have sought to use Relay services to commit fraud. If you sense something suspicious about what the member is trying to do through the call, you should escalate the call to a supervisor and inform them of your suspicions. Be wary if a caller: <ul> Supplies multiple credit cards as one or more are declined Cannot provide the credit card verification code number (the three digit number on the back of the card) Wants the goods shipped through a third party and/or to an overseas location Will not identify himself or give a company name Changes delivery or payment method after the order has been approved   What if you need to escalate calls If you have any problems during a Relay call and are unsure how to handle the call, you should feel free to escalate it to your team leader. Team leaders can reach out to the Senior Product Manager - Accessibility or Litigation Counsel for further escalations that they cannot handle, by emailing DL-eBay-Accessibility-Questions. Member experiencing Adaptive Technology issues (for example,

those who are blind and are searching for an item) We work hard to make sure that everyone who wants to use eBay can do so and have a positive experience. We do this in several ways: <ul> We make links on our site descriptive and provide alternative text for images to help people using assistive technology such as screen reader software We consider accessibility when we design new eBay pages or update existing pages We increase the contrast between fonts and backgrounds to make pages easier to read We make eBay easier to navigate without using a mouse Weve trained our customer support agents to assist users with disabilities </h2><h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE <u>Hearing Impaired Workflow</u> <img alt="" height="16" name="enforement" src="https://cskb.qa.ebay.com/library/EBAY/Images/quicklinks/plus25.PNG" width="16"> Do Say "I'll be more than happy to assist you" Then proceed to offer Option 1. Option 2 should only be offered if member is unable to complete Option 1. <img alt="" height="16" name="enforement" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1296/iconNotAllowed_25x2 5.gif" width="16"> Don't Say "Please get someone in your household to assist you in completing the phone verification." Instructions Option 1. User enters SYI. They are blocked at the Authentify step because they are unable to go through phone verification. User clicks on Customer Service chat link User enters chat and identifies themselves as hearing impaired Option 2. Provide the member with Manual POI request. Where to Send: <ul> <a
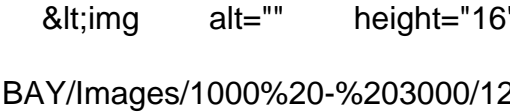
href="https://ocswf.ebay.com/mudcwf?deptName=USE2M">Document upload In order to avoid delays: <ul> Do not photoshop your username into the photos, be sure to display it in the actual photo. Be sure your submitted documents are current, valid, and legible. The Proactive Fraud team will process the fax once it has been received </h2>