

# Amazon's approach to Accessibility:

Customer Obsession  
for Customers with Disabilities



# Amazon can be customers' ideal supplier...





What have we accomplished?  
**ACCESSIBILITY AT AMAZON**

Key Customer Releases



2013

2014

2015





Key Customer Releases

2016



2017

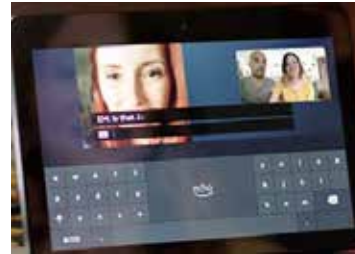


2018



amazon

# Key Customer Releases



2019

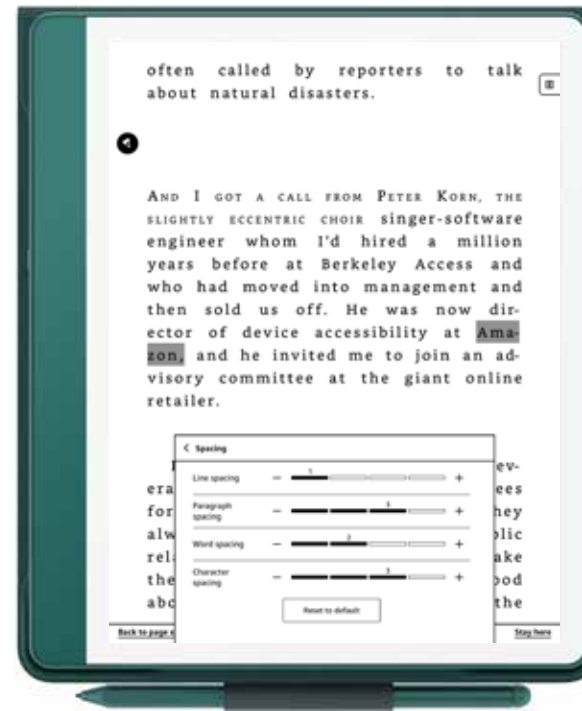
2020

2021



# 2022







amazon

echo show 21



amazon

echo show 15  
Gen 2



amazon

kindle scribe  
Premium Pen



Metallic Jade | 64 GB

amazon

fire tv stick  
HD  
8 GB | Wi-Fi 5



amazon

kindle colorsoft  
Signature Edition  
32 GB



Metallic Black

amazon

kindle paperwhite  
Signature Edition  
Gen 12 | 32 GB



Metallic Black

Amazon.com Shopping Cart

amazon.com/gp/cart/view.html?ref\_nav\_cart

Search Amazon

ENHello, FlorenceAccount & ListsReturns & OrdersCart

CareAmazon BasicsBuy AgainCustomer ServiceKeep Shopping ForBooksPrime VideoGroceriesNFL Wild Card Game: PIT vs BAL 1/11

reance, earn 5% back with Prime Store Card. That could've been \$158.75 in rewards last year. Plus, get a \$10 Gift Card upon approval.

Skip to

Main content

Your Amazon Cart

Saved for later

Buy it again

Keyboard shortcuts

Searchopt + /

Cartshift + opt + C

Home shift + opt + H

Your orders shift + opt + O

Show/hide shortcuts shift + opt + Z

To move between items, use your keyboard's up or down arrows.

Basics 4-Pack CR2032 Lithium Coin Cell Battery, Compatible with

Volt, Long Lasting Power, Mercury-Free

Price

\$5<sup>41</sup>

(\$1.35 / Count)

Save 5% now with

Subscribe & Save

Prime Savings Save 15%

on 4 select item(s)

Shop items

Free-Day

by Tomorrow, Jan 8

Gift Learn more

(Pack of 1)

1

Delete

Save for later

Share

Subtotal (1 item): \$5.41

Your Items

Saved for Later (203 items)

Buy it again

Brush & pen cleaners (1)

Soldering stations (1)

Books (100)

3D printing filament (7)

Refillable cosmetic spray bottles (1)

Skateboard bearings (1)

Soldering heat guns (3)

Deodorants & antiperspirants (1)

Power toothbrushes (3)

Jewelry loupes (1)

Desk lamps (4)

Subtotal (1 item): \$5.41

☐ This order contains a gift

Proceed to checkout

Pair with your cart

Apple AirTag 4 Pack

★★★★☆ 10,233

\$69.99

prime

Add to cart

Apple AirTag

★★★★☆ 17,486

\$22.99

prime

Add to cart

4 Pack Airtag Holder, Airtag case Waterpro...

★★★★☆ 5,850

\$9.47

prime

Add to cart

# Accessibility Customer Service

- 24 x 7 x 365 support
- Trained in accessibility, disability understanding

- Belgium (both)
- Brazil (D2AS)
- Canada (both)
- France (both)
- Germany (both)
- India (D2AS)

- Ireland (D2AS)
- Italy (both)
- Japan (D2AS)
- Mexico (D2AS)
- Netherlands (ASCS)
- Poland (ASCS)

- Spain (ASCS)
- Sweden (ASCS)
- Turkey (ASCS)
- UK (both)
- US (both)



# Demo!



# Dialogue Boost Demo



Original



Boosted



# Dialogue Boost Demo



Original



Boosted





