



Data Collection at Customer Service Facilities

Contents of the Guide

You have now reviewed the instructional video and the support materials.

- This guide brings together the key points related specifically to data collection in customer service facilities, such as banks, post offices, and other services involving customer interaction. In these facilities, the **“Customer Service Facilities”** template is always used in the Falcony app when collecting data.
- It includes the most common questions and answers about the data collection process, an overview of how the Accessibility Index works, and practical instructions for selecting the spaces to be assessed.



General Questions About the Accessibility Index

What is the Accessibility Index?

- The **Accessibility Index** is a metric developed by **Riesa Consultative Oy** that evaluates the accessibility level of a space on a numerical scale from **0 to 100**.
The Index provides a clear and objective overview of the accessibility of an environment, helps identify areas for improvement, and supports accessibility communication.



Who is the Accessibility Index designed for?

- The Accessibility Index is intended for organizations of all sizes that want to develop and enhance the accessibility of their premises and communicate transparently about the current level of accessibility. It is suitable for both public and private organizations.

What does the Accessibility Index process look like?

1. **Project launch:** At the beginning of the project, you will receive clear instructions for collecting accessibility data from your facilities using Riesa's application.
2. **Data collection:** Accessibility data is collected on-site following consistent guidelines to ensure that the results are comparable and reliable.
3. **Analysis and review:** Riesa analyzes the collected data and compiles it into a clear overview. The results are reviewed together to understand the current situation and identify key areas for improvement.
4. **Development and communication:** Based on the results, you can communicate openly about accessibility and plan development actions with Riesa's support. This ensures that the measures are effective and aligned with your organization's goals.



General Questions About the Accessibility Index

What is the data collection process like in practice?

Riesa uses the Falcony application for data collection. The app guides the user step by step through the process by prompting them to answer statements in sequence. The data collection follows the service path, starting with the arrival areas and continuing with the movement within the building, services, and accessible toilets. In addition, accessibility information on the organization's website is reviewed, which can be done either before or after the on-site data collection.

Can several people collect data together?

Yes, they can. However, it's important to note that in the Falcony app, information can only be added to a data collection form using the same user account that started it. The same account must also be used to complete and submit the data collection.

Who should carry out the data collection?

Anyone can collect the data, as the Falcony app provides clear, step-by-step guidance throughout the process. In most cases, data collection is carried out by the organization's own staff, as they are the ones most familiar with the facilities.



Questions About Data Collection in Customer Service Facilities

Which spaces are reviewed during the site visit?

At each site, the data collection always covers the key areas that affect the user experience: arrival, moving around the premises, and accessible toilets. In addition, typical service areas specific to the site are reviewed. In customer service facilities, this includes waiting areas, service counters, meeting rooms, and self-service stations.

There are many similar functions in the customer service premises. How do we decide which ones to review?

It is not necessary to review every service or space individually. Instead, select a representative sample for each function or space type. For example, if all service desks where customers meet staff are identical, it is sufficient to collect data from one or two of them. The same principle applies to meeting rooms and other similar spaces. Later in this material, as well as in the data collection templates in Falcony, you will find more detailed guidance on how to select the spaces and determine the appropriate number of areas to review.



Questions About Data Collection in Customer Service Facilities



Our premises are mainly customer service areas, but there are also staff facilities in the back. Should these be reviewed at the same time?

- Each path is always reviewed separately. When assessing customer service areas, the focus is solely on those spaces. If the staff facilities are also to be reviewed, they are assessed separately using their own template.

What should we do with spaces that don't exist at our site?

- If the template includes spaces that do not exist at your site, mark them as reviewed. For example, if your site does not include any self-service points, mark the entire section as reviewed. To do this, open the section (e.g., “Self-service point”), click the three dots on the right-hand side, and select “Reviewed” for all statements.



Spaces and areas to be reviewed in a customer service facility

1. Accessibility Information – Website

This section reviews the accessibility information available on the organization's website and includes related statements to be answered. You can complete this section either before or after the site visit.

2. Arrival

Parking – Primarily, one parking area with an accessible parking space is reviewed. If no accessible parking space exists, select the area closest to the main entrance. If multiple parking areas are equally used and both have accessible parking spaces, information may be collected from the second area as well.

Outdoor area – Review outdoor routes, signage, and the area in front of the main entrance.

Entrances – Collect information about the main entrance, any separate accessible entrance, and, if needed, a third entrance relevant to the reviewed route.



Spaces and areas to be reviewed in a customer service facility

3. Moving within the building

Main lobby – Review the lobby accessed from the main entrance.

Lifts – The data collection form allows for up to five lifts, but primarily three relevant lifts are reviewed. The two remaining fields are for separate platform lifts located along the routes or in connection with rooms. If all lifts are identical, information can be entered only under “Lift 1” with a note in the observation field.

Stairs – The form allows for up to four staircases. Select those most relevant to the reviewed route. If all staircases are identical, information can be entered only under “Staircase 1” with a note in the observation field.

Corridors and routes – A corridor refers to the network of routes within one floor, i.e., the routes connecting different spaces. The form allows for up to three route sets. If the building has more than three floors, select those that differ from each other or contain notable accessibility issues. If all floors are identical, information can be entered only under “Corridors 1” with a note in the observation field.

Evacuation safety – This section includes a few statements related to evacuation safety. It is important to note that this is a broad topic, where accessibility considerations form an essential part of the rescue and safety planning process.

Spaces and areas to be reviewed in a customer service facility

4. Services

Waiting areas – The template includes sections for two different waiting areas. If there are several waiting areas, select two distinct ones for assessment. Always include any waiting areas equipped with an induction loop under “Waiting area 1” and “Waiting area 2”. A waiting area refers to a space where customers wait for their turn, for example, based on an appointment or a queue number.

Service points – The template includes sections for four different service points. If all service points are very similar, it is sufficient to collect data under “Service point 1” and “Service point 2”. If induction loops are available, make sure to include information about them under these sections. A service point refers, for example, to a customer service or ticket sales counter.

Self-service stations – The template includes sections for two self-service stations. If all self-service stations are of the same type, it is sufficient to collect data under “Self-service station 1.” A self-service station refers to a space or function where the customer uses a service independently, such as a self-checkout or an ATM.

Meeting rooms – The form includes sections for four different meeting rooms. Collect data from meeting rooms that differ in furniture layout and size. If all meeting rooms are similar, it is sufficient to collect data for “Meeting room 1,” “Meeting room 2,” and “Meeting room 3.” If induction loops are available, include information about them under “Meeting room 1” and “Meeting room 2.”

Spaces and areas to be reviewed in a customer service facility

5. Toilets – Accessible Toilets

If there are several accessible toilets, data is collected from three of them. When selecting which toilets to assess, consider all of the following:

- a) If there are many toilets and the level of accessibility varies significantly or is generally poor, or if the site also has an accessible toilet connected to the changing rooms, collect data from four toilets.
- b) Always include one toilet located as close as possible to the main lobby or main entrance.
- c) If there is no free space on both sides of the toilet seat in all accessible toilets, select those where the free space is on opposite sides.

