

Building a Digital Accessibility Program in Your Enterprise

Jeremiah Rogers | Wells Fargo

© 2018 Electronic Signature and Records Association, Inc. All rights reserved. No copyright claimed on images licensed from others. No part of this document may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording or otherwise) without the expressed prior signed permission. This presentation is for purposes of education and discussion; it is intended to be informational only.



How to define “Digital Accessibility”

At Wells Fargo, digital accessibility represents our efforts to insure that users of all abilities can use our:

- Desktop and mobile websites
- Mobile and tablet apps
- Presences on social media

Making sure the tools by which we communicate with our customers:

- Can be used with leading assistive technologies including screen readers, screen magnification, and speech dictation products
- Can be used without a mouse
- Provide a substantially similar experience to users with and without assistive technology

Why consider accessibility enterprise-wide?

At Wells Fargo, we're guided by a document we call our Vision and Values, and by six goals:

- Customer service and advice
- Team member engagement
- Innovation
- Risk management
- Corporate citizenship
- Shareholder value

Building a successful accessibility program:

Pillars of our Digital Accessibility policy:

- We strive to have accessibility represented throughout the SDLC
- Accessibility resources include consultants and testers
- Accessibility SMEs are in-house, know our culture, know our products
- In-house accessibility is guided, heavily influenced by team members with disabilities
- We seek regular usability testing with people with disabilities
- Compliance validation
- Effective, efficient complaints management