

Towards fully accessible banking services

This project takes a holistic approach to the accessibility of banking services: buildings, banking foyers, ATMs, bank cards and websites are made accessible for persons with all kinds of disabilities.

«We would like to be pioneers not only in our results, but also in terms of respectful contact with people.»

(Willibald CERNKO, CEO Bank Austria)

Barrierefreie Bank

- Organisation: Bank Austria
- Country/region of origin: Austria
- Beneficiaries targeted: All persons with disabilities
- Approach/model/solution: Barrier-free banking services

FACTS & FIGURES

- 67 bank branches were made accessible in 2012
- 71 additional bank branches will be accessible by the end of 2013
- A new bank card for blind and visually impaired persons was launched in 2011: extra big font size, greater contrasts and labelling in Braille

PROBLEMS TARGETED

The design of foyers and regular ATMs can hinder the access of persons with disabilities to banking services: the screen is too high for wheelchair users; no acoustic interpreter is available for blind persons; the font is too small for persons with visual impairments; there are no tactile surfaces to lead the way.

PROJECT

Bank Austria aims to make banking accessible for all: there are no steps at the entrances to its branch offices; a tactile guiding system leads from the entrance to the information desk; advice counters are equipped with induction units; the website is translated into sign language and simple language.

CURRENT SITUATION & OUTLOOK

According to its five-year plan, all Bank Austria's branch offices and their foyer devices will be modified towards full accessibility. The website in sign language (videos) and simple language is unique in the German-speaking region. It enables persons with hearing impairments and persons with learning difficulties to access bank products and services. The sites have been developed in close cooperation with ÖGS (Sign Language) and Capito (Easy Reading) and were examined by future users and beneficiaries.



Accessibility in many forms: there are no steps at the entrance and a tactile guiding system leads from the entrance area to the information desk.

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