



# Pr@Waah!

Customers come first

May 2023 • Vol.17 > An e-bulletin on products and services

## ACCESSIBLE

CONVENIENCE FOR ALL





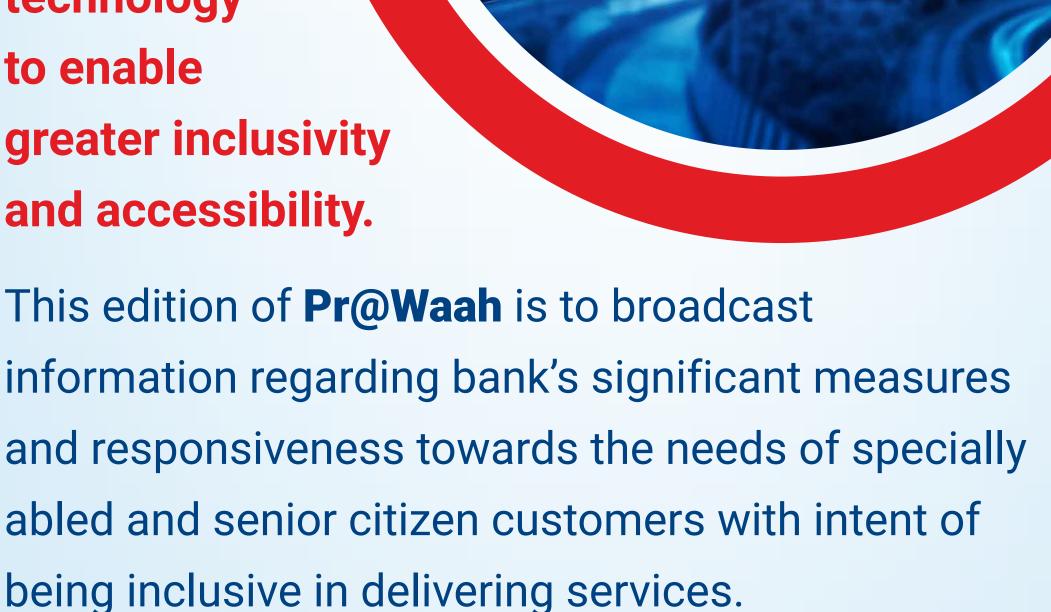
#### At Union Bank of India,

We are extending banking services which are characterized as inclusive and convenient for customers with special abilities and senior citizens.

We have always demonstrated special considerations with a history of key initiatives to accomplish underlying

objectives of universal accessibility for the people who live with special abilities.

We unlock the power of technology to enable greater inclusivity and accessibility.







Global Accessibility Awareness Day 18<sup>th</sup> May, 2023.











Celebrated annually on the third Thursday in May,
Global Accessibility Awareness Day (GAAD) is dedicated to get
everyone talking, thinking and learning about digital access and
inclusion. Today, over one billion people with special abilities
worldwide are unable to get digital access.



Our mission is to be a customer centric organization known for its differentiated customer service.

Bank's Accessibility Program



### Making accessibility a reality.

Union Bank of India is honouring GAAD 2023 with a special edition of Pr@Waah to raise awareness and to highlight inclusive banking for our customers.

#### Union Bank of India,

is leading the way with Accessible and Inclusive Banking.

To extend equal and accessible user experience, the Bank has taken a lead with an accessibility program 'Union Access'.

#### **ACCESSIBLE BANKING CHANNELS AND PRODUCTS**

Our digital channels and products are all about serving your special needs and supporting inclusivity.

#### Accessible Card

- 'Sparsh' Braille Debit Card for the Visually Impaired.
- Card with touch and feel features.



#### Internet Banking



- Integrated with accessibility features and keyboard operability for screen reader users to enjoy enhanced usability.
- Accessible CAPTCHA and virtual keyboard option.

#### Mobile Banking Super App Vyom

- Easy navigation, large font, clear headings and easily accessible interface for senior citizens.
- Accessibility enhancements for assistive technology users.



#### Union Voice Assistant Banking



- Connect easily with voice for instant access.
- Very user friendly for Visually Impaired customers.

#### WhatsApp Banking UVConn 2.0



- Union Virtual Connect (UVConn) is a chat-based banking services, at your preferred time, place and in seven languages.
- User friendly for special abilities like visual, hearing and mobility.

#### Talking ATM

- Union Bank of India has pioneered accessible and Talking ATMs in India.
- Visually Impaired customers can plug-in a headset into the audio jack at any of our thousands of ATMs and easily transact by listening to private spoken instructions.



#### Phone Banking IVR based



- Through the Call Centre, uninterrupted 24x7x365 banking services in multiple languages.
- Talk to customer service executive or use Interactive Voice Response System through toll-free numbers.

#### SMS Banking

- Instant notification about your transactions through SMS.
- Helps you to know your balances and get mini statements instantly by sending SMS.



## Union Sparsh



Bank's accessible innovative product 'Union Sparsh Braille Debit Card' is a symbol of equal and independent access to visually impaired customers.

The Card provides a greater sense of security and inclusivity.

#### **Special Debit Card Key Features:**

- A special Debit Card designed for visually impaired customers
  with a notch on the side of the card to help users to use the right card
  type in the right way solely by touch.
- Embossed Braille letter 'U' to identify bank name as "Union Bank of India"
- This tactile solution will allow users to correctly orient the card and know which bank and which type of card they are using.
- NFC symbol and big size of bank logo on the face of the card also have been embossed to make reading easier.
- Visually impaired customers also receive Braille literature with key information as part of Sparsh Braille Debit Card welcome kit.
- RuPay platinum international card variant with many value-added features.
- Bank's new accessible card design is vetted by experts on special abilities.







#### **ACCESSIBILITY COMMITMENT**

- Accessibility Statement is our public commitment to provide accessible banking environment.
- Union Access, a team of committed domain experts who recognise accessibility needs and answer them thoughtfully.
- Dedicated contact Email ID unionaccess@unionbankofindia.bank for feedback specific to inclusive and accessible banking.



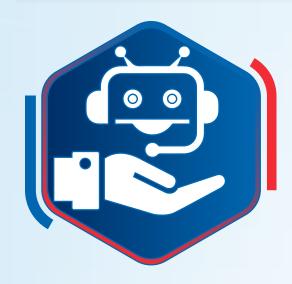
#### **WEBSITE ACCESSIBILITY**

- Corporate website has been incorporated with accessibility features.
- Accessible banking webpage on bank's corporate website – a one-stop resource for customers with special abilities.



#### **ACCESSIBLE ONLINE SERVICES**

- Online account opening form and accessible PDF monthly statements.
- Accessible online forms for various services.
   with screen reader friendly CAPTCHA solution.
- Accessible Branch and ATM locator portal.



#### **INCLUSIVE SERVICES**

- Chat Bot interactive service accessible for hearing impaired users, available with mobile app, website and internet banking.
- Doorstep banking services for senior citizens
   & specially abled persons.
- Magnifying glass availability at branches for low vision customers and senior citizens.



## USER GUIDES SPECIALLY FOR ASSISTIVE TECHNOLOGY USERS

- Accessible guides and tutorials to help visually impaired customers.
- Training videos with assistive technology usage for internet banking.



#### **AWARENESS FOR INCLUSION**

- Bank staff is regularly sensitized on inclusion of specially abled persons.
- Culture of inclusion has been promoted with good number of employees with special abilities being part of the workforce.
- Social media posts on inclusive and accessible banking.
- Collaboration with a leading NGO in India for financial awareness and outreach.





"The power of the Web is in its universality.

Access by everyone regardless of disability is an essential aspect." — Tim Berners-Lee

Inventor of the World Wide Web (WWW)

## 5 benefits of Digital Banking

## for elders and specially abled



#### CONVENIENCE

Digital banking offers a more convenient way to access finances anytime, anywhere.



#### **SECURITY**

With advanced password protection and two-factor authentication, digital banking can provide a safe way to manage finances.



#### **ACCESS TO INFORMATION**

Digital Banking allows easy access to financial information in real-time, including transaction history, account statements, and balances.



#### **FLEXIBILITY**

Elders and specially abled can set up automatic bill payments, schedule recurring transfers and even manage investments online. Helping them to stay organized and keep track of their finances.





We are advancing financial inclusion for people with special abilities. Our commitment has an impact which is evident through testimonies.

It is a very commendable initiative. My huge admiration to the bank. You are ahead of others and making entire banking sector inclusive and accessible. - Dr. Mahantesh G. K.

Managing Trustee, Samarthanam Trust for the Disabled.

Wonderful News! Online transactions were most difficult for me specially after losing my eyesight.

I am so so happy as I have an account with Union Bank of India. - Prema Sobti

Awards for Inclusion of Specially abled and Accessibility



- NCPEDP LTMINDTREE Helen Keller Award 2022 Role Model Organization
- Disability Positive Award 2023
  Best Organization for PwD Inclusion

On the occasion of **G A A D**, we reaffirm that we are ambitious to become the most **Accessible Bank**.

Which means working to make sure that our customers don't face barriers in accessing our services regardless of the special abilities, they might have.

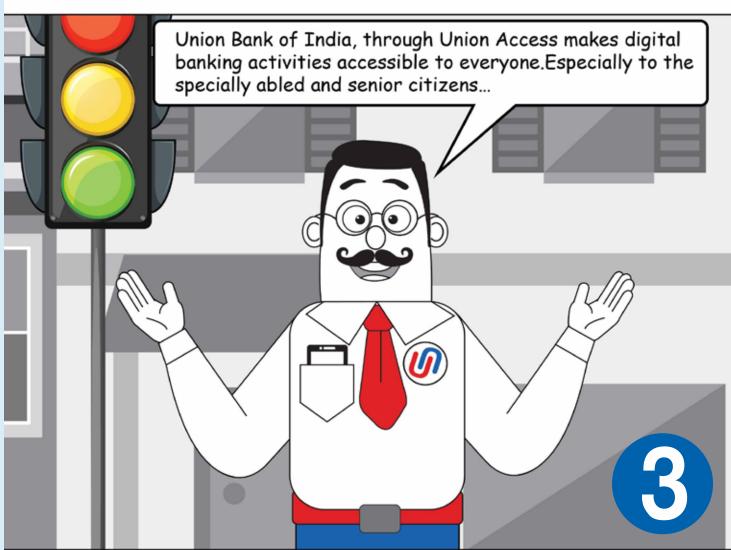
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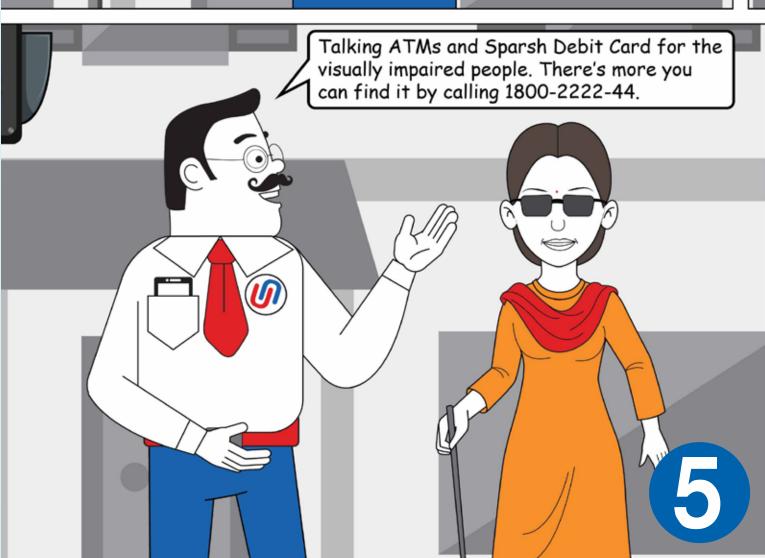
## Everyone is equal

















Connect with us for banking solutions:

Toll Free No. 1800 2222 44



Send Hi to **96666 06060**