

How Improving Accessibility is Good for Your Business

Introduction

The World Health Organization estimates that over 285 million people worldwide live with visual impairment, and the majority of them face difficulties in accessing and navigating public places independently. RightHear has created a revolutionary technology that has the potential to bridge this accessibility gap and make it so that people who are blind and visually impaired can acquire better orientation in public spaces. Increasing accessibility is the right thing to do from an inclusivity standpoint, but that's not all; it also is good for your business and yields a good ROI. Here's how.

Opening Doors

Increasing accessibility by implementing a solution like RightHear's will allow your business to open its doors to more people, ultimately expanding your clientele. This not only includes people in the visually impaired community but also all of their family and friends. Additionally, when businesses ensure that everyone can access their products and services, customer satisfaction and customer loyalty are improved.

Purchasing Power of the Disability Community

People with disabilities possess nearly \$500 billion in disposable income or after-tax dollars. Individuals with disabilities, along with their family, friends, and other allies, command substantial spending power, and they are much more likely to engage with businesses that have shown they are supportive of people with disabilities. By making your services more accessible, your business can tap into a previously untapped market of individuals with visual impairments. This can lead to increased revenue and a competitive advantage in the marketplace.

Positive Branding

Adopting RightHear's groundbreaking technology doesn't just make your business more accessible—it also crafts a compelling narrative that enhances your branding efforts. Stories of inclusivity resonate deeply with people and make for compelling marketing and public relations content. Case in point: McDonald's in Israel. When they implemented RightHear, they shared their journey in a [video](#) that went viral, garnering over 1.5 million views in a country of just 9 million people. The overwhelmingly positive attention showcases the transformative power of an authentic, relatable story.

Your business could be the next to capture hearts and minds by demonstrating a commitment to accessibility. It's a story worth telling, and one that will differentiate your brand in a crowded marketplace. You'll not only attract a broader customer base but also win the esteem of existing clients, all while capturing the attention of the press and social media. This powerful branding tool, built upon a foundation of social responsibility, can elevate your company to new heights.

How to calculate the ROI for YOUR Business:

So, you're sold on the idea of accessibility and inclusivity but are wondering about the return on investment (ROI). You're not alone; it's a common query for any savvy business owner. While it's challenging to quantify social impact precisely, let's look at some leading questions to help you evaluate the cost-effectiveness of implementing RightHear's technology.

If just 5 more clients walk into your store each month because of the enhanced accessibility, how much additional revenue would that generate for you? Multiply that number over the span of a year. Pretty compelling, isn't it?

Consider this: What's the lifetime value of a new, loyal customer to your business? Now, think about gaining multiple such customers, along with their families and friends who appreciate your inclusivity efforts. How much is that worth to you?

How much do you spend on marketing initiatives aimed at differentiating your brand in the marketplace? Could the cost of implementing a truly game-changing solution like RightHear's be more effective in not only delivering ROI but also in increasing brand goodwill?

Given the affordable investment required to implement RightHear, you'll find that the ROI—both financial and social—can be substantial. It's a cost-effective solution that delivers a measurable impact, giving you an edge in the competitive marketplace while also making a positive difference in many lives.

To put it simply, investing in RightHear is not just about doing the right thing. It's about smart business that brings tangible benefits and a robust ROI. You get to tap into new revenue streams, build a compelling brand narrative, and contribute to social equity. Could you ask for a better win-win situation?

Why Join Forces with RightHear from a Business Perspective?

Implementing RightHear's solution will lead to your business having above and beyond ADA compliance, which people certainly value. This good press for your business can go a long way and lead to more visitors. Research shows that social impact helps with the bottom line. **Our data in the past 5 years have shown that RightHear improves loyalty engagement by 10-30% for users who visited for the first time.** Additionally, because our solution is reasonable, the investment is not so high and will quickly be recouped by the positive effects of having our product.

What Is RightHear's Solution?

RightHear provides businesses with a comprehensive accessibility solution that uses advanced technology to guide individuals with vision impairments. The system is easy to install and use, making it an ideal solution for businesses of all sizes. RightHear's proprietary technology uses Bluetooth beacons to provide precise indoor orientation. The beacons transmit signals to the user's smartphone, which then provides audio cues to guide the user. The audio cues are customizable, allowing businesses to tailor them to their specific needs. RightHear's system also includes a smartphone app that provides real-time information about the environment. The app can be used to locate points of interest, such as restrooms, elevators, or specific products within a store. The app also provides information about the environment, such as the location of furniture, obstacles, and exits.

What kinds of businesses have already partnered with RightHear?



wework



Microsoft



Google
for
Startups