

# Accessibility Plan and Feedback Process for Canada

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## 1. General

### 1.1. Executive Summary

Air India is India's flagship carrier airline. It is owned by Air India Limited, a Tata Group enterprise and operates a fleet of Airbus and Boeing aircraft serving about 80 domestic and international destinations, including the Canadian cities of Toronto, and Vancouver. The airline was founded by J. R. D. Tata as Tata Airlines in 1932 and is headquartered in Gurugram, India. The airline employs about 12,000+ employees worldwide. The airline has its main hub at the Indira Gandhi International Airport, Delhi and a secondary hub at the Chhatrapati Shivaji Maharaj International Airport, Mumbai, alongside several focus cities across India.

One important aspect of Air India's commitment to customer service is its accessibility statement. Air India is dedicated to making air travel accessible to all passengers, including passengers with disabilities or reduced mobility. To achieve this goal, Air India provides a range of services and support for passengers with different needs.

Air India provides accessible information and communication channels and a customer services team for passengers with disabilities or reduced mobility. Air India also offers a range of in-flight services, such as special meals and accessibility features on its in-flight entertainment systems.

Air India's cabin crew and ground staff are trained to provide special assistance to customers with special needs.

Air India's accessibility statement is an important part of its commitment to providing high-quality customer service to all passengers. By making travel more accessible and inclusive, Air India is helping to create a more welcoming and supportive travel journey.

We have prepared our accessibility statement as contemplated by the Accessible Canada Act and are taking our obligation under the Canada Transportation Act. We will be guided by these in the implementation of our plan.

### 1.2. Provisions of CTA accessibility related regulations

Air India is subject to applicable sections of Part 2, Service Requirements Applicable to Carriers, of the Accessible Transportation for Persons with Disabilities Regulations (SOR/2019-244)

### 1.3. Feedback and Contacts

Air India welcomes feedback on everything related to accessibility. You can provide feedback via phone, email, or mail. All feedback will be forwarded to our accessibility team, and they inform and involve other departments if required by the content of the feedback. If you prefer to share feedback anonymously, call us or send us a letter. We will acknowledge your feedback in the same format you utilise.

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### 1.4. Alternative Format

This plan is also available in alternative formats: print, large print, and electronic format. Requests for one of these alternative formats, or the submission of feedback, may be made through the contact information above.

## 2. Information and communication technologies (ICT)

### 2.1. Air India Digital Accessibility Statement

Air India is committed to providing digital accessibility to all its customers.

This document outlines Air India's approach to digital accessibility, including a commitment to comply with the Web Content Accessibility Guidelines (WCAG 2.2), according to the level AA criterion of the Web Accessibility Initiative (WAI). Air India has also established an accessibility team to ensure that the digital channels are accessible to all.

Air India partnered with Level Access on 03 October 2023 to help make its digital assets inclusive for all. This partnership demonstrates Air India's commitment to providing digital content built with accessibility in mind to create an inclusive experience for its audience.

Level Access performs regular assessments to monitor and detect WCAG 2.2 AA issues. Air India intends to pursue relevant digital accessibility testing and remediation, supported and validated by a team of accessibility experts and testers at Level Access, including testers with disabilities.

### 3. Information & Communication Technologies

#### **Air India Website**

With content appropriate for the Canadian market, <https://www.airindia.com/> is accessible in English and offers the possibility of booking trips, taking into account the need for assistance for people with disabilities, through dedicated pages in compliance with the accessibility requirements.

#### **Mobile App**

Air India is developing and enhancing its mobile application with features that allow customers to perform travel arrangements independently. The current mobile app ensures that all buttons and controls within the app are easy to see and are compliant as per accessibility standards WCAG 2.2.

#### **Obstacles Improvement Measures, Timelines, and Responsibilities**

Our team are making all efforts to ensure that by the end of 2024, the application will include features such as voiceover support, which allows visually impaired users to navigate through the app using spoken descriptions of on-screen content, high-contrast modes to make it easier for users with visual impairments to read text on the screen.

Air India continuously makes steps to ensure the accessibility of its website and other digital channels.

In 2024, Air India information pages regarding [Health and Medical Assistance](#) will be revised to include more specific information on accessibility and special assistance. Air India's customer service chatbot, AI.g, will improve its capability to support customer requests for special assistance. Voiceover support is in the works for Air India's mobile app, and the goal is to have this feature available by the end of 2024.

Air India is making a genuine effort to remediate the content available on Air India's Digital Properties to conform to the Web Content Accessibility Guidelines (WCAG) version 2.2, Level AA. These guidelines are technical standards produced by the World Wide Web Consortium (W3C) under their Web Accessibility Initiative (WAI).

#### **Social Media**

Air India is committed to ensuring a smooth and hassle-free travel experience for all passengers, including those with disabilities or special needs. The Airline actively uses multiple social media channels to disseminate relevant information to such passengers, including Facebook, X (formerly Twitter), LinkedIn, and Instagram. Air India also provides comprehensive information on its official website ([www.airindia.com](http://www.airindia.com)) about the range of services available to passengers with disabilities. This includes details about accessibility features, guidelines, and assistance options for passengers to easily access relevant information for a seamless and inclusive travel experience. To address specific inquiries or concerns, Air India has a dedicated customer service team, available 24x7 on X as well as through its customer contact centre. Passengers with

disabilities can contact Air India for personalised assistance, and the team is committed to providing timely and helpful responses to address any individual needs or questions. Moreover, Air India actively engages in social media listening, carefully monitoring passenger feedback and suggestions. This feedback loop is a crucial element in commitment to continuous improvement. By embracing a proactive approach to social media engagement and leveraging customer feedback, Air India demonstrates its commitment to inclusivity and a passenger-centric travel experience for everyone.

## Telephone Call Centers

Air India has dedicated telephone numbers for passengers. These numbers are specifically designed to help and support passengers requiring special assistance when flying. Passengers can click on this URL which consists of all the telephone numbers for passengers to contact for any kind of assistance and support. (<https://www.airindia.com/in/en/contact-us.html>).

Toll-free telephone numbers are available to contact 24x7.

URL that can be used to request assistance (<https://www.airindia.com/in/en/contact-us/customer-support-portal.html>)

### 4. [Communication, other than ICT](#)

Air India cabin crew and ground staff are notified about the special assistance needs of their customers and trained to adapt their behaviors, dialogue, and language accordingly.

### Obstacles Improvement Measures, Timelines and Responsibilities

Amplify the awareness of staff and cater to the specificities of people with disabilities, in particular through behavioural training.

### 5. [Transportation](#)

Air India has a wide variety of accessibility-related interactions with our customers throughout their journey. Customers search for and find information on our website, request special assistance, and when either at the airport or inside the aircraft, are suitably assisted by our staff at check-in counters, boarding gates, and while embarking or disembarking the aircraft. Air India's priority is to provide an accessible and safe air travel, which requires harmonious coordination between several stakeholders and service providers. We are focused on working with specialised manufacturers and stakeholders in order to make our journey as accessible as possible, including improving the safe transportation of customers and their mobility aids.

### Obstacles Improvement Measures, Timelines and Responsibilities

Air India continues to implement practices that improve the safe handling of mobility aids during transportation. Air India is engaged with customers and organisations with expertise in training and certification of service dogs to clarify the guidelines for accepting service animals on our flights. Finally, Air India improves the communication of accessibility features and enhances training to our cabin crew on features such as lavatories, inflight entertainment systems and boarding/deboarding procedures.

## 6. Procurement of Goods, Services, and Facilities

As all airlines are dependent on the airports' Special Assistance services, Air India is working closely with Third Party providers to facilitate the customer journey of people with disabilities.

Air India offers a range of procurement goods, services, and facilities to ensure that passengers with disabilities can travel comfortably and safely. These include wheelchair assistance and availability of golf carts at the airport, assistance during boarding and deboarding of the aircraft and priority boarding, special meal options, special seating arrangements and extra legroom seating to accommodate passengers with mobility limitations. Aisle chairs on board the aircraft are deployed to transfer immobile guests in the cabin to their seats. In addition, Air India offers in-flight medical equipment and assistance with medication management. Air India also offers a special service for passengers with visual or hearing impairments, providing them with adapted safety information and communication during the flight, in-flight entertainment with subtitles and audio description and a trained crew to assist passengers with visual and hearing impairments. Service animals are also allowed in the cabin.

### Obstacles Improvement Measures, Timelines, and Responsibilities

Air India is committed to making self-service kiosks even more accessible.

Inflight passengers can choose their seats freely. However, the constraints related to flight safety impose seating conditions in the cabin, such as certain seats that are not designated for people that do not have sufficient autonomy, i.e., the emergency exit rows.

## 7. Design and Delivery of Programs and Services

Air India's Customer Experience Department strives to make its services and programs as inclusive as possible. Air India is committed to providing equal access to all passengers, regardless of their physical abilities.

Air India has special training for all their staff, such as PRM (Persons with Reduced Mobility) training, to ensure that they assist passengers with disabilities and are aware of all relevant regulations and guidelines. In the coming years, Air India will further advance and develop special training based on current and future requirements.

Air India's internal digital tools are used to collect various customer reports and feedback daily, including the feedback provided by customers with disabilities. Customer feedback tools are provided at different touchpoints. These are the feedback tools on the Air India website, Mobile App, and feedback provided on social media.

Air India relies on the feedback and input of customers with disabilities who are travelling with Air India, by formally seeking feedback about any obstacles they encountered during their journey or opportunities for improvement.

### Obstacles Improvement Measures, Timelines, and Responsibilities

Multiple accessibility regulatory requirements that vary from country to country pose an obstacle for international airlines to design programs and services.

Air India has added a possibility for customer escalation under the "Contact us" section (<https://www.airindia.com/in/en/contact-us/customer-support-portal.html>) on the Air India website.

## 8. Built Environment

Air India is an Indian airline that, amongst other destinations, operates to/from Canada. Therefore, in India and in Canada, airport managers are responsible for accessibility for people with disabilities in built environments.

Air India is committed to facilitating the accessibility of its customers in its lounges. It considers the expectations of people with disabilities who want to benefit from the best possible service.

Air India ensures that passengers with disabilities are provided a built environment within its lounges, such as a separate washroom with ramp access to passengers on wheelchairs.

### Obstacles Improvement Measures, Timelines, and Responsibilities

Building obstacles and improvement measures are identified by airport managers.

## 9. Feedback

Air India's privacy policy applies to all personal data that Air India processes when customers use the websites, mobile apps or when customers contact Air India such as personal identifiers, contacts, and characteristics (for example, name, date of birth, gender, title, postal address, billing address, home address, email address, contact details, and frequent flyer program and number); passport details; nationality; your itinerary; travel documents and visa details (for example passport details); meal preferences; travel preferences; payment data such as payment method details, bank account details, UPI information, and credit information; birth details (for example Medical history, medical issues, or any allergies), IP addresses, device information, and browser information, Marketing and communication preferences.

More information about Air India's privacy policy can be found on the website <https://www.airindia.com/in/en/privacy-policy.html>.

Air India has dedicated teams that process all feedback received through various channels. Air India uses state-of-the-art tools and technology to analyse feedback and identify trends, allowing a better understanding of customers' needs and expectations. The goal is continuously improving the services by listening to the customers and using their feedback to make meaningful changes.



After collecting a customer's feedback from different sources, Air India replies to the individual with an acknowledgement email. The lead time to answer specific questions and feedback varies per topic and depends on the nature and scope of the feedback itself.

Air India Airport office

Passengers can share feedback with Air India or Ground Handler staff at its airport office. Passengers travelling on Air India flights can give feedback to the cabin crew. The cabin crew then sends the feedback to the internal Air India systems.

## 10. Consultations

Air India works closely with various organizations and experts to ensure that it meets the needs of all passengers and to develop, design, and implement accessibility projects.

Information from various touchpoints (the Air India website, at the airport, on board, customer satisfaction surveys, interviews, etc.) are the primary sources of customer feedback collection. The information is used to identify and contribute to a better understanding of the customer's expectations and implement improvement plans based on a qualitative evaluation and more quantitative and statistical analyses.

Air India maintains and develops relationships with various organizations representing people with disabilities and regularly participates in meetings with stakeholders from multiple departments to design improvement project plans.

Air India has participated in consultations to establish this plan. Air India has worked closely with organizations such as Enable India, Sustainable Outcomes, Transcendent Knowledge Society and Youth4jobs. These organizations specialize in dealing with people with disability. The organizations were approached to review the accessibility plan and provide their feedback. After a thorough review of the plan, the organizations then provided their feedback of the plan as well as of the processes at the airport such as training of the airport staff in dealing with people with disability etc. The feedback and findings have been thoroughly taken into consideration while drafting the plan.

## Obstacles Improvement Measures, Timelines, and Responsibilities

One such finding was provided by Enable India organization has been reproduced below: *"From the reports shared with us, it appears that you have undergone an audit through different partners. The loop is closed when an audit against standards is accompanied by actual user testing. Hence, we recommend people with different disabilities to give feedback based on actual experience at the different touchpoints for a traveler (ticketing (web/mobile), check-in counter, boarding, in-flight, deboarding, etc.). In order to make the process robust, we suggest persons with visible, invisible and multiple disabilities to gain a user experience and provide feedback."* Air India will be working on taking this feedback based on live experiences.

## 11. Employment

Air India currently has approximately 12,000+ employees, with about eight employees based in Canada, working in two locations in Canada.

Air India is committed to diversity, equality, and inclusion. It aims to create a healthy, accessible, and rewarding work environment that highlights and respects employees' unique contributions to our company's success. Key policies are interwoven to ensure a workplace where employees are confident that they have the right to equal treatment and a harassment-free environment.

## 12. Conclusion

At Air India, we are committed to removing barriers and advancing accessibility in air travel and employment. We are committed to delivering on the goals in our plan, collaborating with all stakeholders within the aviation ecosystem towards a more accessible air travel experience, and to listening to our customers and employees. We will publish an updated Accessibility Plan every three years and communicate updates on our progress every year until then.

5 Jan 2024