

# Accessibility Plan Progress Report

## KLM 2024

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## 1. General

### 1.1. Executive summary

KLM (Koninklijke Luchtvaart Maatschappij), also known as KLM Royal Dutch Airlines, is the flag carrier airline of the Netherlands. The airline was founded in 1919, is headquartered in Amstelveen, Netherlands, and operates flights to over 145 destinations worldwide, including the Canadian cities of Toronto, Vancouver, Montreal, and Calgary.

One important aspect of KLM's commitment to customer service is our accessibility statement. KLM is dedicated to making air travel accessible to all passengers, including passengers with disabilities or reduced mobility. To achieve this goal, we provide a range of services and support for passengers with unique needs.

This report includes the progress we have made on our Accessibility Plan, based on information and input received through the feedback process and consultations with persons with disabilities.

In the last year, after publishing the Accessibility Plan for ACA and ATPRR (Accessible Transportation Planning and Reporting Regulation), we have received feedback from passengers with disabilities from various sources and different formats. This includes feedback received from people who have not travelled with KLM. The feedback process is a mechanism that assists us as an airline with identifying the barriers, pains and needs of passengers with disabilities and to draft the roadmap towards improving these customers' journeys.

Reports from cabin crew who have flown to and from Canada have been taken into consideration to improve the customer journey for passengers with disabilities. We also processed feedback from the Canadian and global Accessibility Mail email inbox, along with verbatims received via the post-flight surveys. In some cases, we were able to contact passengers to resolve their concerns. We also watched social media for people with disabilities expressing their feelings about their experiences with KLM.

### 1.2. Feedback and contact

KLM welcomes feedback on every accessibility-related topic. The Manager of Customer Relationships is the dedicated contact person who will receive accessibility feedback on behalf of KLM. If required by the content of the feedback, they will inform and involve other departments.

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<b>Position</b>	<b>MANAGER OF CUSTOMER RELATIONSHIPS</b>
<b>Email</b>	<a href="mailto:mail.accessibilite.accessibility.ca@airfrance.fr">mail.accessibilite.accessibility.ca@airfrance.fr</a>

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### 1.3. Alternative formats

This report is also available in alternative formats: print, large print, braille, audio format, and electronic format. Interested parties may submit their requests for one of these alternative formats, or their feedback, through the contact information above or through any of the Corporation's social media channels, as defined by the Regulation on the establishment of plans and reports on accessible transport. Requests will be fulfilled within a period of 45 days after receipt of the request for braille or audio and within 15 days after receipt of the request for all other formats.

## 2. Information and communication technologies (ICT)

### 2.1. KLM digital accessibility statement

KLM is committed to providing digital accessibility to all our customers. We have a digital accessibility statement and policy in place, which outlines our commitment towards making our digital channels accessible to everyone, regardless of their abilities or disabilities.

The digital accessibility statement and policy of KLM outline our approach to digital accessibility, including a commitment to comply with the Web Content Accessibility Guidelines (WCAG 2.1), specifically to the level AA criteria of the Web Accessibility Initiative (WAI). We have also established an accessibility team to ensure that the digital channels are accessible to all.

KLM's digital accessibility statement and policy cover several aspects of digital accessibility, including visual design, use of colour, navigation, multimedia and keyboard accessibility and screen readers. KLM provides guidelines for third-party content providers to ensure their content is also accessible.

KLM's commitment to digital accessibility is reflected in our website, which is designed to be accessible to people with disabilities. The website features clear navigation, high-contrast colours and alternative text for images. KLM also provides a text-only version of our website for users that prefer this.

## 2.2. Improvements in KLM's digital channels

Customer service agents at KLM Cares have received several questions from customers regarding the documents required to complete their bookings. They have pointed out the importance of clear and relevant information about the booking process, required documents, specifications, and accessibility features in the cabin. In the past year, we have adjusted the content in our global and Canadian information pages regarding assistance and health to be more concrete about specific policies and procedures. Additionally, we launched a new typography for our website, as part of the new Travel Platform, which is easier to read for people with impaired vision.

In February 2024, a customer travelling with their own wheelchair shared with our ground staff at Schiphol the importance and need for having additional and personalized information about their upcoming trip. For customers who need this type of information for their upcoming trip, KLM is developing messages and e-mails for more personalised information about the status of their special assistance requests. Other messages and e-mails will also provide practical information about travel preparations, airport wayfinding and other details, such as KLM's accessible features on board, inflight meals and the availability and use of certain medical devices. This will help create a personalised timeline for their booked experience.

## 3. Communication, other than ICT

One of the main contributors to customer satisfaction - including that of customers with special assistance requests - is the behaviour of staff. Recent customer surveys have highlighted the impact of KLM staff in recognising and respecting the wishes of passengers. All KLM staff are notified about the special assistance needs of individual passengers and trained to adapt their behaviour, dialogue, and language accordingly. KLM staff and cabin crew have been trained to recognise, acknowledge, and give attention to customers with hidden disabilities, including those who identify themselves by wearing the sunflower lanyard.

## 4. Procurement of goods, services, and facilities

As all airlines, we are dependent on the airports' special assistance services. KLM works closely with third-party providers to facilitate the customer journey of people with disabilities.

In the first quarter of 2024, we have been involved in extensive working sessions and studies organised by Schiphol Airport, with the goal to improve the customer journey at the airport. In the workshops, there was representation from individuals and organisations supporting people with disabilities. The studies included in-depth customer interviews, data analysis and benchmarking of best practices for accessible airport facilities, services, and procedures. This collaboration resulted in concrete actions and initiatives that all parties will commit to, to deliver an improved service to passengers with disabilities and develop practices that might also be implemented at KLM's outstations.

## 5. Design and delivery of programs and services

KLM's Customer Experience (CX) department strives to make its services and programs as inclusive as possible. KLM's commitment to provide equal access to all passengers, regardless of their physical abilities, means that we need to understand and respect the various levels of regulatory requirements regarding accessibility in several different countries. Subject matter experts from various departments throughout KLM are aligning their efforts to remove barriers for people with disabilities. One priority is designing the airline's procedures to comply with the local governmental regulations of countries where KLM operates.

As KLM relies on the feedback and input of customers with disabilities, we invite customers to discuss any obstacles they encountered during their journey formally or informally, plus opportunities for improvement. The voice of the customer is secured by the CX department. As the main owner of the customer promise, CX is committed to taking proper and meaningful actions in the Accessibility Plan.

## 6. Transportation

In the past year, KLM encountered several special assistance requests. With open and transparent dialogue with customers, we successfully resolved these cases by attending to the customers' needs and providing them with the expected services. Throughout the year, cases of mishandled baggage (including mobility aids) were also reported. KLM's approach is to give compensation for the damage that might have been caused during transportation, maintain follow-up communication with the customer and offer gestures of good will. Corrective action is taken, including extra attention from handling staff, to prevent similar cases from happening in the future.

KLM continues to engage with customers using service dogs and organisations with expertise in their training and certification to clarify the guidelines for acceptance of service animals on our flights.

Finally, our cabin crew continues to give a lot of attention to communicating accessibility features, to being attentive to the customers' needs and to answering their questions. The cabin crew also facilitates boarding and disembarking by providing customers with the right instructions and advice based on their individual needs.

## 7. Built environment

KLM is a European airline from the Netherlands, which operates to and from Canada (among other destinations). Both in the European Union and in Canada, airport managers are responsible for accessibility for people with disabilities. KLM collaborates with the managers responsible for buildings and airport routes in improvement projects to make these environments easier to navigate for people with disabilities.

KLM also supports accessibility in our lounges. To do so, we have taken customer feedback and experiences into consideration in the specification of the most recent lounge renovations in Toronto, to meet the expectations of people with disabilities.

## 8. Provisions of CTA accessibility-related regulations

KLM is subject to Dutch and European air transport regulations and must also comply with the regulations of the countries where flights are operated.

That means KLM must comply with Canadian regulations and requirements related to accessibility for passengers with disabilities. These are aimed at removing barriers to transportation for Canadian customers, according to the Air Transportation Regulations SOR/88-58 under the Canada Transportation Act (CTA). KLM regularly reviews and updates our policies and procedures to ensure compliance with all applicable accessibility regulations, including those set forth by the CTA. In the past year, we have developed and implemented a technical solution and procedure for customers who wish to travel to or from Canada with their emotional support dogs. This request can now be addressed to the KLM Contact Centres and to KLM Cares, the line for special requests.

## 9. Feedback information

KLM's customer feedback process is designed to ensure that we receive valuable feedback from our customers to constantly improve our services. The KLM feedback form can be found on the website. Customers can fill it out before or after their flight, either as a compliment or as a complaint. Customers can also give feedback through the official KLM social media accounts.

We take customer feedback seriously and analyse it to identify areas for improvement. We then use this feedback to make changes to our business operations and to provide better services to our customers. KLM is committed to responding to customer feedback promptly and taking appropriate action to address any issues raised.

Our internal digital tools are used to collect various customer reports and feedback daily, particularly the feedback provided by customers with disabilities. Customer feedback tools are put in place at different touchpoints and channels throughout the customer journey.

At KLM, dedicated teams process all feedback received through various channels. We use state-of-the-art tools and technology to analyse feedback and identify trends, allowing a better understanding of our customers' needs and expectations. The goal is to continuously improve our services by listening to our customers and using their feedback to make meaningful changes.

## 10. Consultations

The KLM Accessibility roadmap consists of initiatives and actions aiming to remove barriers for passengers with disabilities and provide a more accessible customer journey. It was developed by a group of subject matter experts across the organisation. The group initially assessed all the information gathered from customer and employee feedback in relation to accessibility barriers within the product offerings of KLM. Customer feedback is collected at various touchpoints (the KLM website, at the airport, on board, customer satisfaction surveys, interviews etc.). The information is used to identify and better

understand the customer’s expectations. These are then evaluated qualitatively, quantitatively and statistically and used to develop and implement improvement plans.

KLM maintains and develops relationships with various organisations representing people with disabilities, and regularly participates in meetings with stakeholders from various departments for the design of improvement project plans.

## 11. Summary of the improvement and monitoring plan

This plan for monitoring obstacles and improvements for accessibility for people with disabilities will be updated to integrate the various aspects of the progress approach following operational feedback and project decisions related to accessibility.

Responsible/Domain		Project - Planning	
Canada Direction	Regional	Finalise the implementation of self-service kiosks at an appropriate level of accessibility	End of 2023 (DELIVERED)
		Continue airport improvement studies with better adapted counters	End of 2024
		Strengthen cooperation with the airport operator for better accessibility and comfort of customers	During 2024
Digital		Evolution of the "Contact Us" section	End of 2023 (DELIVERED)
		Improve the information and content of Assistance and Health	Q4 2024 (in progress)
		Improve the online special assistance reservation process	Q3 2024 (in progress)
Customer Experience		Enrich the relationship with organisations representing people with disabilities	Early 2024 (continuous)
		Pre-Travel email content for Passengers with Disabilities	Q3 2024
		Email Confirmation for Special Assistance Requests	Q3 2024



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	Review and update the Customer Journey (Passengers with Disabilities)	Early 2024 (continuous)
<b>In-flight service</b>	Review and improve the Commercial Crew Training and Awareness Module	Early 2024

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