

KLM Accessibility Plan for Transportation

KLM 2025

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1. Introduction

1.1. Executive Summary

KLM Royal Dutch Airlines, the national carrier of the Netherlands, has a longstanding commitment to making air travel accessible to all passengers, including those with disabilities or reduced mobility. Founded in 1919 and headquartered in Amstelveen, KLM operates flights to over 145 destinations worldwide, including major cities in France such as Paris, Lyon, Marseille, and Nice.

In alignment with the French government's emphasis on accessibility and inclusivity, KLM has implemented a comprehensive Accessibility Plan for 2023-2026. This plan underscores KLM's dedication to enhancing the travel experience for passengers with disabilities through a series of strategic initiatives and continuous improvements. These initiatives aim to improve ease of travel and enhance comfort for passengers with disabilities.

In the past year, KLM has introduced several new initiatives to enhance accessibility. These include the implementation of more accessible self-service kiosks at airports, the introduction of electric tow trucks to reduce carbon emissions and improve ground operations, and the launch of new training programs for staff to better recognize and support passengers with hidden disabilities. Additionally, KLM has expanded its fleet with next-generation aircraft that offer improved accessibility features. KLM has also enhanced its digital platforms to ensure a seamless user experience for all passengers, including those with disabilities.

1.2. Commitment to Accessibility

KLM's commitment to accessibility is reflected in its comprehensive accessibility statement and the continuous efforts to improve services and support for passengers with disabilities. KLM aims to create a more inclusive and supportive travel experience by addressing the needs of all passengers and ensuring compliance with relevant regulations, such as the European Union Aviation Safety Agency (EASA) standards.

2. Feedback and Communication

2.1. Feedback Collection and Contacts

KLM welcomes feedback on every accessibility-related topic. The Manager of Customer Relationships is the dedicated contact person who receives accessibility feedback on behalf of KLM and informs and involves other departments as required by the content of the feedback.

KLM has enhanced its feedback collection process by introducing a new feedback dashboard that allows staff to track and respond to feedback more efficiently. This system ensures that all feedback is analyzed promptly and used to implement targeted improvements. KLM has also increased the frequency of feedback review meetings to ensure continuous improvement. Additionally, KLM has launched a new initiative to proactively reach out to passengers with disabilities for feedback after their journey. Specific improvements made based on feedback include the introduction of more accessible self-service kiosks and enhanced digital platforms.

2.2. Alternative Formats

The Accessibility Progress Report, the Accessibility Plan, and the description of the Feedback Process are available in alternative formats: print, large print, braille, audio format, and electronic format. Requests for one of these alternative formats, or the submission of feedback, may be made through the contact information provided or through any of the Corporation's social media channels.

KLM has expanded the availability of alternative formats by adding more visual aids and videos to its information pages, making the content more accessible to a wider audience. Additionally, KLM has streamlined the process for requesting alternative formats to ensure quicker response times. KLM has also introduced new technologies to convert documents into accessible formats more efficiently.

3. Digital Accessibility

3.1. Digital Accessibility Statement

KLM is committed to providing digital accessibility to all its customers. KLM has a digital accessibility statement and policy in place, which outlines the commitment towards making the digital channels accessible to everyone, regardless of their abilities or disabilities. The digital accessibility statement and policy of KLM outline its 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). WCAG 2.2 includes guidelines for making web content more accessible to people with disabilities, including those with visual, auditory, and cognitive impairments. KLM has also established an accessibility team to ensure that the digital channels are accessible to all. Audits may also use the RGAA technical framework, which complements WCAG.

Digital accessibility mailboxes are available for reporting issues, as referenced on the accessibility statement page.

3.2. Enhancements in Digital Platforms

KLM has drawn up an action plan to raise awareness among design and development teams of the need to integrate accessibility from the design phase and throughout the development process of our websites and apps. Support has been put in place to strengthen their skills with the aim of continuously improving compliance and customer experience. KLM has engaged two accessibility consultants and is organizing test sessions with disabled people to identify areas for improvement. An external audit is planned for July 2025 to assess the accessibility level of our website according to the RGAA (Référentiel Général d'Amélioration de l'Accessibilité). The audit will provide an in-depth analysis to guide further improvements.

Over the past year, KLM has made significant updates to its digital platforms, including enhancing the security features of the online request system to protect passengers' personal information and integrating assistive technologies such as voice control and screen readers into the inflight entertainment system. KLM has also improved the website's navigation and accessibility features to ensure a seamless user experience for all passengers. KLM has launched a new mobile app designed specifically to assist passengers with disabilities, providing real-time updates and support throughout their journey. User feedback on these enhancements has been positive, with measurable improvements in user experience reported.

4. Information and Communication Technologies (ICT)

4.1. Website and Mobile App

Customers have been pointing out the importance of providing clear and relevant information about the booking processes, required documents, specifications, and accessibility features in the cabin. In the last year, KLM has adjusted the content in their global and Canadian information pages regarding assistance and health to be more precise on specific policies and procedures.

Additionally, in the context of KLM's new Travel Platform, the new typography for its website has been launched, making it easier to read for people with impaired vision.

KLM has continuously improved the information content regarding service animals, assistance, and health. The updated content provides clearer guidelines and more detailed information to assist passengers in preparing for their journey. This includes information on the documentation required for traveling with service animals, the types of assistance available, and health-related considerations such as medical equipment and dietary needs. KLM has also added more visual aids and videos to its information pages to make the content more accessible. Furthermore, KLM has enhanced the online forms for requesting medical clearance, making them more user-friendly and efficient. KLM has also introduced a new section on its website dedicated to accessibility resources, providing comprehensive information and support for passengers with disabilities.

4.2. Social Media and Call Centers

KLM uses its social media channels (including Messenger, Facebook, Twitter, LinkedIn, Pinterest, and YouTube) to improve the travel experience for passengers with disabilities by offering assistance and support. They provide information on their website and social media pages regarding the services they offer to passengers with disabilities. They also have a dedicated customer service team available to answer any questions or concerns passengers may have regarding their disability-related needs. Additionally, KLM engages in social media listening to assess the feedback and suggestions provided by their passengers with disabilities, which is then used to improve services further.

KLM CARES is a program launched by KLM Royal Dutch Airlines to support customers with disabilities or reduced mobility. The program provides assistance throughout the entire travel process, from booking a flight to arriving at the final destination. KLM CARES aims to make air travel accessible to everyone by providing tailored support and services based on specific needs. KLM has dedicated telephone numbers for passengers with disabilities, designed to help and support passengers requiring special assistance when flying.

5. Customer Interaction and Support

5.1. Staff Training and Awareness

One of the main contributors to customer satisfaction, including customers with special assistance requests, is the staff behavior. Recent customer surveys have highlighted the impact of KLM's staff in recognizing and respecting their wishes. All KLM staff are notified about the special assistance needs of their customers and trained to adapt their behavior, dialogue, and

language accordingly. KLM staff and cabin crew have been trained to recognize, acknowledge, and give attention to customers with hidden disabilities, including those who identify themselves by wearing the sunflower lanyard.

Assistance handlers in the Netherlands are collaborating with KLM to enhance the quality of service and efficiency. This partnership involves regular training sessions, workshops, and feedback mechanisms to ensure that handlers are well-equipped to meet the diverse needs of passengers with disabilities. The goal is to streamline processes, reduce wait times, and provide more personalized assistance to passengers, thereby improving their overall travel experience. KLM has also introduced new protocols to ensure that assistance handlers are promptly informed about any special requirements passengers may have, allowing for better preparation and service delivery. KLM has launched a new initiative to provide specialized training for staff on the latest accessibility technologies and best practices. Training sessions are held quarterly and cover topics such as the use of assistive technologies and best practices for supporting passengers with disabilities.

5.2. Personalized Communication

KLM has improved and personalized communication via email post-booking and before the flight. This initiative aims to provide passengers with relevant information tailored to their specific needs, ensuring a smoother travel experience. Personalized emails include details about the passenger's special assistance requests, tips for navigating the airport, information about onboard services, and reminders about important travel documents. KLM has also introduced new communication templates to ensure consistency and clarity in all customer interactions. Additionally, KLM has launched a new pre-travel email content specifically for passengers with disabilities. KLM has also implemented a new system to send real-time updates. Examples of personalized email content include specific instructions for passengers traveling with service animals and tips for using assistive technologies during the flight.

6. Transportation and Inflight Services

6.1. Accessibility in Transportation

KLM has a wide variety of accessibility-related interactions with our customers throughout their journey. Customers search and find information on our website, request special assistance, proceed at the check-in counter and the gate, board and deboard the aircrafts. KLM'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 specialized

manufacturers and stakeholders in order to make our journey as accessible as possible, including improving the safe transportation of customers and their mobility aids.

Efforts are being made to enhance accessibility in the inflight entertainment system. These improvements ensure that passengers with disabilities can enjoy a more inclusive and enjoyable flight experience. Enhancements include the addition of closed captions for videos, audio descriptions for visually impaired passengers, and easy-to-navigate menus. KLM is also working on integrating.