



# Recite me

## Client Case Study

## Arriva UK Bus

Arriva UK Bus is part of Arriva plc, one of the largest passenger transport providers in Europe, employing some 54,500 people and delivering more than 2.2 billion passenger journeys across 14 European countries every year. It currently operates a fleet of some 5,900 vehicles in the UK alone, providing services in the North East, North West and South East of England, Yorkshire, the Midlands and Wales.

### Our Brief

Arriva was looking for a solution to help people who have dyslexia, dyspraxia, visual impairments or who don't speak English as a first language, overcome challenges they may have faced navigating the Arriva website.

### Our Solution

Recite Me was added to Arriva's website to make it accessible. Users can now click the 'accessibility and audio' tab, then they can change font or font size, the colour themes of the web page, the language displayed and access a full dictionary and thesaurus.

For people with dyslexia and low level visual impairments, Recite Me provides a back, play and forward option, so the text can be spoken aloud to the user.

**15%**

of people worldwide have dyslexia or learning difficulties

**8%**

of people living in the UK have English as an additional language

**3%**

people in the UK have significant sight loss

## Cloud Based

Our suite of tools is run from the Cloud so there is nothing for you to install or download.

## Legal Compliance

Our software helps you anticipate the needs of all your website visitors.

## Customisation

Our software gives users the ability to customise the website to best suit their needs.

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*“As a national public transport provider, Recite Me is a fantastic tool that can be used by a broad range of people in varying circumstances. It is simple to use and appearing at the top of the screen, allows users to freely navigate through the website in their desired format.”*

*“We strive to continuously improve all of our services on customer feedback, and through listening to these comments we’ve worked to install a highly valuable and important tool.”*

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Gillian Singh,

Marketing and NPD Director at Arriva UK Bus.

