



SERVING ALL CUSTOMERS BETTER



SERVING
ALL
CUSTOMERS



POSITIVE VS NEGATIVE

SHOPPING EXPERIENCE

- Friendly welcome
- Prompt service (in order of arrival)
- Polite conversation
- Being invited back
- Negative body language & tone
- Slow service
- Being ignored, followed or searched
- Verbal insults or insensitivity

Did you know?

It is illegal under the Nova Scotia Human Rights Act to deny someone service or discriminate against them by treating them differently based on their race/colour.



Serving All Customers Better is a free online course to help businesses prevent consumer racial profiling, which negatively impacts their customers and operations.

servingall.ca



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