



# Case Study - "Morebus enlists training to better serve autistic customers"

## AUTISM TRAINING

Our training provides people with an understanding of the needs of people with autism and outlines how simple adjustments to workplace environments will enable them to thrive.

Our belief is that everybody in the autistic community should have the same opportunities as everyone else, and be accepted for their talent, skills, and attributes. Each individual's autism deserves to be recognised as a unique way of seeing the world and they should not be discriminated against or treated differently for that.

## OPPORTUNITY

We were delighted to be contacted by Morebus, part of The Go-Ahead Group who operates a fleet of 850 buses across the South West who wanted to train its customer service team about the various aspects of autism and how they could provide a better customer experience. Simply by learning about autism, their customer advisers understood what autism is and how the autistic community experiences the world.

Following the training the Morebus team were able to identify the small adjustments they could make which would have a hugely beneficial impact on the quality of travel for people with autism. They described the Autism Unlimited course - "Understanding Autism" - as an extremely positive experience and now hope to roll out the training across the wider company.

## BENEFIT

The more that businesses such as Morebus learn about the unique differences for neuro-diverse individuals, the more acceptance there will be in the wider community. An autistic person may find it difficult to communicate or interact with unfamiliar people in public areas which can be too loud, busy, or new to them.

The 'everyday' activities a neuro-typical person takes for granted, such as buying a bus pass or making a travel inquiry at a bus station, can be potentially very stressful, and even something an autistic person may avoid altogether.

## AT A GLANCE

### Challenges

- Lack of knowledge of neuro-diversity particularly in the workplace.
- Resistance to change and adaptations.
- Missing out on opportunities for employing individuals with autism.

### Opportunities

- Increase awareness and acceptance of autism.
- Ability for businesses to promote autism awareness as part of EDI policy.
- The ability to benefit from the unique skills that neuro-diverse individuals can bring to the workplace.
- Enhancing an employer's brand and reputation.



"It was an extremely positive experience and we now hope to roll-out the training across the wider company."

Sara Davenport, Customer Services Manager, Morebus



autism unlimited training

## SUCCESS STORY

Sara Davenport, Customer Service Manager for Morebus explained: "We want all our staff to have a better understanding of autism. We began the Autism Unlimited training with our customer service team and speaking personally it completely opened my eyes to some of the challenges autistic people face on a daily basis."

She continued: "Through the training's thought-provoking video interviews with autistic people, our customer advisers were able to learn more about what autism is and how the autistic community experiences the world."

"In terms of the way we can improve our service to autistic people, we learned about the importance of giving succinct information on our services, journeys, and timescales, about being as specific as possible, and also of following up with customers."

"Following the training staff members said the course was very well put together."

"It was an extremely positive experience and we now hope to roll-out the training across the wider company."

## STATISTICS



68% of employers worry about getting support for an autistic employee wrong.

\*Source: YouGov Poll



64% of employers said they do not know where to go for support or advice about employing autistic people.

\*Source: YouGov Poll



The Autism Unlimited Understanding Autism training has now been delivered to 2000 employees.

\*Source: AU 20/09/2023



"Our training is bespoke and tailored, sharing real, lived experiences relevant to the industry. We find this adaptive approach is thought-provoking and embeds the learning quicker. It is great that Morebus has started this journey to becoming autism inclusive."

Claire Causley - Training Manager AU

