

Welcoming Trans Customers

Do you greet visitors to your company?

Would you like to help all visitors feel more comfortable?

Are you unsure how to address trans clients?

Turn over for 5 tips for customer-facing staff



Here are 5 things to remember that will make trans customers feel more comfortable.

You can't always tell someone's gender based on their appearance or their voice

1 So until someone tells you how they would like to be spoken about, use gender neutral terms when talking about them. Instead of saying "There is a **gentleman** at reception who says **he** is here to see you," say "There is **someone** at reception who says **they** are here to see you."

Not everyone's appearance, name or title matches their ID

2 People might use a first name or title that isn't the one on their ID. If you have to ask for ID, remember that people may look different to their picture at first glance - for example they could be wearing a wig or makeup.

People may use gender neutral titles and pronouns

3 Many non-binary people prefer to be described as 'they' rather than 'he' or 'she' and some use the title "Mx" instead of Mr/Ms. This can be pronounced Mix or Mux.

Assume everyone uses the toilet that best matches their gender

4 People know which toilet to use. Trans people should be able to use the facilities they're most comfortable with. If someone asks where the loos are, point out where **all** the toilets are, including gender neutral and accessible toilets if they're available.

If you make a mistake, apologise and move on

5 People will feel more awkward if you make a big deal out of an honest mistake. Just say sorry, correct yourself and carry on with the conversation.

Gendered Intelligence is a not-for-profit organisation that offers a wide range of services, including training and consultancy, to support trans inclusion and gender diversity in the public, private and not-for-profit sectors.

For more info see our website: genderedintelligence.co.uk