Channel Enhancement for Vulnerable Groups

The Bank continuously enhances its products and services to better meet the needs of diverse customer groups and to promote equal access to financial products and services for all. One example is K PLUS for visually impaired customers, which has been available since December 2023. The Bank has continuously improved the service through the following initiatives:

- The Bank served as the lead institution in a co-creation initiative, involving K PLUS, the Association of the Blind, and Nielsen IQ to better understand the needs of visually impaired users and conduct user testing. This collaborative approach ensured that the service was designed to genuinely meet the needs of visually impaired customers.
- The outcomes of this co-creation process contributed to the development of mobile banking accessibility standards by the Thai Bankers' Association, aligned with international standards under WCAG 2.1 (Web Content Accessibility Guidelines). The development framework is based on three key design principles:
    1. Perceivable – Providing accurate and reliable screen reader functionality.
    2. Operable – Ensuring that user processes are simple, intuitive, and standardized.
    3. Understandable – Using clear, easy-to-understand language and instructions.
- K PLUS has incorporated all three design principles since Version 5.17.0 and continues to enhance accessibility features. These improvements enable visually impaired customers to conduct financial transactions and access newly developed services each year in the same manner as other customers.