

5 Steps to Add Hearing Loops in Grocery Stores and Supermarkets

*Grocery stores are really noisy places!
Noise makes customers with hearing loss dread their weekly shopping trip.
Are you ready to transform that customer experience at your store?
Here's how:*

- 1. Appoint a lead staff person to understand how hearing loops work and why they are so universally preferred for assistive listening in public spaces and business sites.**
 - a. <https://hearingloop.org> will provide complete education and support materials as well as promotional ideas to assist with this important work in your community.
- 2. Identify where it is hard for customers to hear in your store to place orders and sales:**
 - a. Create a Customer Advisory Group: It is best practice (and fabulous PR!) to involve some customers with hearing loss to help identify where THEY have trouble in your store.
 - b. Examples: checkout lanes; deli, floral & bakery counters; pharmacy; customer service desk; small group community meeting rooms, etc.
- 3. Locate a qualified hearing loop installer near you:** <https://hearingloop.org/installers>
- 4. Understand the possible tax deduction for this ADA accessibility addition.**
 - a. The tax deduction is available to all businesses up to \$15,000 per year. To assist businesses with complying with the ADA, Section 44 of the IRS Code allows a tax credit for small businesses and Section 190 of the IRS Code allows a tax deduction for all businesses. [IRS Tax Credits and Deductions](#)
- 5. Install and test your hearing loops with your Customer Advisory Group**
 - a. Train staff on how to use their microphone.
 - i. Correct microphone placement and addressing it directly, for example are critical to effective communication with any sound system.
 - b. Clear building signage and information on your store's webpage will let customers know your store is looped and where they are located so that customers know where to position themselves to be in the "loop field."

Celebrate and publicize!!

Your marketing team will have myriad promotional opportunities to share this important work you have done for your community.

Tracy and Tom Hogan, Springfield, OR, Grocery Outlet owners are happy to help you loop yours!
January 2024

<https://hearingloop.org> for more information

