



Accessibility Statement for SmartAgent

9th January 2026

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Accessibility Statement for SmartAgent

This accessibility statement applies to the SmartAgent application hosted at the domain https://*.smartagent.app

This application is owned and maintained by Gamma Communications plc or its subsidiaries. We want as many people as possible to be able to use it. For example, that means you should be able to:

- change colours, contrast levels and fonts
- navigate most of the application using just a keyboard
- navigate most of the application using speech recognition software
- listen to most of the application using a screen reader (including the most recent versions of JAWS, NVDA and VoiceOver)

We've also made the application text as simple as possible to understand.

[AbilityNet](#) has advice on making your device easier to use if you have a disability.

We have worked closely with SmartAgent users with different disabilities and access challenges, specifically a number of blind users, to test and refine our application to make sure it is usable in real world environments.

Please note that the SmartAgent application requires users to be using Google Chrome (Windows or Mac) or Edge (Windows only). Therefore, SmartAgent accessibility testing is limited to those platforms and browser combinations.

How accessible this application is

We know some parts of this application are not fully accessible:

- Some elements of the text editor are unable to be interacted with using a keyboard.
- Most of the application is inaccessible when zooming to 400%
- Some content may be unable to be interacted with using Dragon Naturally Speaking.
- Some error messages may not be present for selected form fields.

Feedback and contact information

If you find any problems not listed on this page or think we're not meeting accessibility requirements, please contact:

- Email enterprisesupport@gamma.co.uk
- Call +44 333 050 5152

We'll consider your request and get back to you in 14 days.

Enforcement procedure

The Equality and Human Rights Commission (EHRC) is responsible for enforcing the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 (the 'accessibility regulations'). If you're not happy with how we respond to your complaint, [contact the Equality Advisory and Support Service \(EASS\)](#).

Technical information about this application's accessibility

The SmartAgent application is partially compliant with the Web Content Accessibility Guidelines version WCAG 2.2 AA standard, due to the non-compliances listed below. By stating 'partially compliant' we mean that the majority of content in the SmartAgent application is fully compliant with the WCAG 2.2 AA standard, however some specific areas require additional work to fully meet the standards.

We are committed to a roadmap of improvement for these non-compliant areas, which are listed below for completeness.

Non-accessible content

The content listed below is non-accessible for the following reasons.

Non-compliance with the accessibility regulations

WCAG 2.2 AA Issue	Description	Planned resolution date
1.1.1 (Non-text Content)	Some image buttons within the "What you see is what you get" text editor have a null alternative and do not provide context to screen readers.	Released in v3.3 Note: feature is in Pilot release
1.1.1 (Non-text Content)	Some expand containers may have an accessible name that does not announce its purpose when focused by a screen reader.	Released in v3.2
1.4.3 (Contrast (Minimum))	When viewing the any date selector, the currently selected day in white text lacks contrast against its light blue background. Additionally, when wrapping up a service, the grey "extend" text does not meet the contrast minimum when compared against its grey background.	Resolved
1.4.10 (Reflow)	Content across the web app does not reflow when zooming to 400% with a browser width of 1280px. This results in the content becoming unusable as most of the page renders outside of the browser window and is unable to be scrolled.	- Development work in progress to better support over 200% zoom. - Due for Q1 2026.
2.1.1 (Keyboard).	When tabbing through the features of the "what you see is what you get" text editor, the features are unable to be interacted with	Released in v3.3

	using a keyboard. This includes buttons such as “bold” “italics” etc.	Note: feature is in Pilot release
3.3.1 (Error Identification)	Some form fields across the platform may be required to submit the form but lack an associated mandatory field error	Released in v3.2
3.3.2 (Labels or Instructions)	Some form fields that require specific inputs do not communicate this information in the form label.	Released in v3.2
4.1.2 (Name, Role, Value)	Some content that is displayed on hover is inaccessible and is not announced when navigating using a screen reader. This has been observed on tooltips displayed on tables across the platform.	Released in v3.2
4.1.2 (Name, Role, Value)	On the “templates” page, the expand options contain nested controls. Additionally, the “Cases” on the web chat also contain nested controls. This may impact the way content is announced by screen readers.	Released in v3.2
4.1.2 (Name, Role, Value)	The features of the “what you see is what you get” text editor (this includes buttons such as “bold” “italics” etc) have an inappropriate Aria role that may impact the way content is announced by the screen reader.	Released in v3.3 Note: feature is in Pilot release
4.1.2 (Name, Role, Value)	Some elements on the platform, such as date selectors, are unable to be interacted with using Dragon Naturally Speaking (speech recognition software).	Released in v3.2
4.1.3 (Status Messages)	When carrying out a search on table content, the number of results is announced by the screen reader, however, at the same time the entire table is also announced.	Released in v3.2

What we’re doing to improve accessibility

Our accessibility roadmap below shows how and when we have improved, or plan to improve accessibility on this application. It outlines the work required and the work carried out so far.

June 2023

Ran workshop with blind contact centre agents to understand how they do their job, and what product features are important to them. This then formed principles for how we should prioritise accessibility internally.

July 2023

Internal Accessibility Audit of SmartAgent identifying a host of improvements to the core product.

October 2023

Added testing with screen reader, voice control and keyboard only navigation to our QA definition of done on all front-end changes.

November 2023

Work carried out to improve core product including better support of keyboard and screen reader when handling incoming contacts.

December 2023

Added screen reader and keyboard testing as part of our QA definition of done for all new product features on SmartAgent.

July 2024

Zoonou Ltd carried initial accessibility audit of SmartAgent, and a list of improvements identified.

October 2024

Initial phase of Zoonou Accessibility issues fixed as detailed below

Area	Description
Skip Links	Allow users, especially those relying on screen readers or keyboard navigation, to bypass repetitive navigation menus and quickly jump to the main content of the page.
Chat Sidebar Navigation	Upon selecting the chat option from the left-hand navigation, the focus automatically moves to the chat window on the right side of the page for ease of interaction.
Dialler	The hold and resume options in the dialler now have clear and meaningful statuses easily read aloud by a screen reader. When the 'Transfer' button is selected, the focus automatically shifts to the 'Enter number' input field, and the screen reader announces Enter number. The screen reader now announces incoming calls.
Sortable Table Columns	Table columns in SmartAgent are now fully accessible, and screen readers can read the sorting options.
Pagination of Tables	When a query results in pagination, the visual label of the button at the bottom of the table now reads 'go' making it easier for screen readers to interpret.
Contact Search Advanced Search	The 'To' and 'From' fields now contain persistent ARIA labels for improved accessibility.

November 2024

Received Zoonou accreditation and updated our Accessibility Statement based on Zoonou findings.

Follow up session with blind contact centre agents to get feedback on latest accessibility improvements.

Keyboard Shortcuts

We updated our keyboard shortcuts to further improve accessibility and agent experience in line with standards. To review and share the updated shortcuts, please see this community page:

<https://help.smartagent.io/smartagent-features/accessibility/smartagent-keyboard-shortcuts/>

Main Accessibility Enhancements

Area	Description
Aria Attributes and Labels	<p>Corrected unsupported ARIA labels on certain controls i.e the emoji buttons on Web Chat, Chat, Email. Enhances compatibility with assistive technologies, ensuring accurate accessibility information and preventing potential disruptions for screen reader users.</p> <p>Removed redundant Aria labels on focusable drop downs to improve accessibility on certain pages. Ensures screen reader compatibility, allowing all users to interact with drop downs and other elements effectively.</p>
Button Labels	Added descriptive accessible names to buttons across the app, Improves usability for screen readers by ensuring all buttons and interactive elements are clearly labeled, facilitating effective interaction and navigation.
Consistent Labelling	Standardised accessible names across UI elements to match visible labels on key pages. Enhances usability for voice recognition users by ensuring accurate and consistent labelling, improving interaction and compliance with accessibility standards.
Enhanced Contrast	Enhanced contrast visibility for UI components, ensuring users can easily identify selected elements across all pages.
Form Structure	Added tags to form elements on 'New Evaluation' and 'New Announcement' pages. Enhances accessibility by ensuring screen readers correctly interpret and announce grouped elements, improving navigation for visually impaired users.
Hover Content Persistence	Updated hover-triggered content on Supervisor pages to remain visible when hovered over with a mouse pointer. Improves accessibility by allowing users to interact with additional content without it disappearing.
Input Autocomplete	Improves accessibility by enhancing form usability, allowing assistive technologies to identify and interact with input fields more effectively.
Interactive Controls	Restructured interactive controls in dropdown components across multiple pages which improves screen reader functionality by ensuring interactive elements are announced correctly, enhancing navigation and accessibility for users.
Keyboard Traps	Fixed keyboard navigation lock in the 'Message' field on Web Chat and Chat pages. Ensuring accessibility, allowing keyboard-only users smooth navigation across all elements.

Area	Description
Redundant Links	Removed redundant links in main navigation across all SmartAgent pages to streamline navigation for keyboard users.
Screen Reader	<p>Enabled screen reader announcements for status and error messages across Web Chat, WhatsApp, SMS, Profiles, and QA pages. Improves accessibility by ensuring that status updates and error messages are clearly announced for users relying on screen readers.</p> <p>Resolved repeated content announcements for “Status” and “Back” elements on key pages, reduces confusion and improves navigation for screen reader users.</p> <p>Enabled screen reader announcements for form submissions and search confirmations. Improves accessibility by ensuring screen reader users receive real-time status updates, enhancing usability and awareness of completed actions.</p> <p>Enhanced table markup to ensure data is fully accessible to screen readers on key pages. Improves accessibility by allowing screen reader users to interact with and understand table data effectively, enhancing usability for visually impaired users.</p> <p>We’ve made changes to ensure when agents are opening certain sections of the app i.e. Contact History it prompts a screen reader to announce the data contained.</p>
Skip Links	Allow users, especially those relying on screen readers or keyboard navigation, to bypass repetitive navigation menus and quickly jump to the main content of the page.
Visible Focus Indicator	Improves accessibility by helping keyboard users identify their current focus on interactive elements, supporting efficient and effective navigation throughout the interface.

February 2025

v2.94 app released - Accessibility improvement to Real-time Metrics filter

July 2025

v2.99 app released - Redesigned Red-Amber-Green statuses for Real-time Metrics dashboard in line with standards.

November 2025

v3.2 app released – Several accessibility improvements resolving the following issues:

WCAG 2.2 AA Issue	Description
1.1.1 (Non-text Content)	Some expand containers may have an accessible name that does not announce its purpose when focused by a screen reader.
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4.1.2 (Name, Role, Value)	Some elements on the platform, such as date selectors, are unable to be interacted with using Dragon Naturally Speaking (speech recognition software).
4.1.2 (Name, Role, Value)	On the “templates” page, the expand options contain nested controls. Additionally, the “Cases” on the web chat also contain nested controls. This may impact the way content is announced by screen readers.
4.1.3 (Status Messages)	When carrying out a search on table content, the number of results is announced by the screen reader, however, at the same time the entire table is also announced.

Read the full [SmartAgent v3.2 release notes](#).

January 2026

v3.3 app released – New ‘What You See Is What You Get’ (WYSIWYG) text editor implemented to address several accessibility issues. Note that the new editor is in ‘Pilot release’ currently, please contact us to enable the feature.

Resolved issues:

WCAG 2.2 AA Issue	Description
1.1.1 (Non-text Content)	Some image buttons within the “What you see is what you get” text editor have a null alternative and do not provide context to screen readers.
1.4.3 (Contrast (Minimum))	When viewing the any date selector, the currently selected day in white text lacks contrast against its light blue background. Additionally, when wrapping up a service, the grey “extend” text does not meet the contrast minimum when compared against its grey background.
2.1.1 (Keyboard).	When tabbing through the features of the “what you see is what you get” text editor, the features are unable to be interacted with using a keyboard. This includes buttons such as “bold” “italics” etc.
4.1.2 (Name, Role, Value)	The features of the “what you see is what you get” text editor (this includes buttons such as “bold” “italics” etc) have an inappropriate Aria role that may impact the way content is announced by the screen reader.

Read the full [SmartAgent v3.3 release notes](#).

Future

Q1 2026

Release outstanding WCAG 2.2 AA fixes and carry out an additional external accessibility audit.

Preparation of this accessibility statement

This statement was prepared on 12/02/2025. It was last reviewed on 12/02/2025.

This application was last tested on 29/10/2024. The test was carried out by Zoonou Ltd.

Zoonou used [WCAG-EM](#) to define the pages tested and test approach.

