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## DIVERSITY AND INCLUSION IN CUSTOMER SERVICE AT THE POST OFFICE

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***Emerson dos S. de Paula***

Federal Institute of Paraná  
Campus Curitiba (EAD)

***Graziele Divina de Oliviera***

Federal Institute of Paraná  
Campus Curitiba (EAD)

***Jonas Leopoldo M. Borges***

Federal Institute of Paraná  
Campus Curitiba (EAD)

***José Calos Santos***

Federal Institute of Paraná  
Campus Curitiba (distance learning)

***Erick Renan Xavier de Oliveira***

Federal Institute of Paraná  
Campus Curitiba (distance learning)

***Thais Guimarães de Souza***

Federal Institute of Paraná  
Campus Curitiba (EAD)



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**Abstract:** Diversity and inclusion are increasingly relevant issues in the corporate context, especially in large companies such as Correios, which serve a diverse public throughout Brazil. The Brazilian Post and Telegraph Company (ECT), with its vast network of units, has the challenge of offering quality service to everyone, regardless of their cultural, social, economic or accessibility characteristics.

This project aims to analyze and propose improvements to ECT's customer service to ensure that diversity and inclusion practices are effectively implemented in customer service, promoting a more welcoming and accessible environment. The main aim of the project is to propose strategies to improve the quality of service, ensuring that all customers, without exception, feel respected and well looked after. In addition, the project aims to sensitize ECT employees to the importance of inclusive attitudes in customer service. The methodology adopted for this study consisted of a qualitative approach, based on direct observations and reports from customers and ECT employees, as well as an analysis of current customer service practices.

Research was carried out to try to develop training at post offices, with a focus on serving diverse audiences, such as people with disabilities, the elderly, and ethnic and cultural minorities. Training and internal communication materials related to diversity and inclusion were then created. Good practices and solutions applicable to ECT's diversity and inclusion context were also identified. It is hoped that the proposed intervention will improve inclusion and accessibility in its services, such as training employees and reviewing service processes. Among the expected results are the creation of more inclusive service policies, the continuous training of employees to deal with a diverse public and the implementation of accessibility resources, such as sign language interpreters and accessible digital

service. Promoting diversity and inclusion in customer service is an essential factor in ensuring that ECT fulfills its mission of serving the entire Brazilian population fairly and efficiently. Analysis of current processes may reveal the need for adjustments in training and accessibility resources, as well as promoting ongoing awareness among employees. Implementing the proposed improvements can not only benefit service, but also reinforce Correios' position as a socially responsible company committed to inclusion and diversity. The transformation of service practices to make Correios more inclusive may also inspire other companies to adopt similar attitudes towards diversity.

**Keywords:** Diversity; Inclusion; Service; World of Work; Correios