



Customer Service Standard Policy

Purpose

The purpose of this Customer Service Standard Policy is to fulfill the requirements set out in regulation 429/07 of the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) and to establish a policy for SoftCom Inc. that governs the provision of its services to persons with disabilities.

Policy

1. Our commitment

SoftCom Inc. strives at all times to provide services in a way that respects the dignity and independence of people with disabilities. We are also committed to giving people with disabilities the same opportunity to access our services and allowing them to benefit from the same services, in the same place and in a similar way as other customers.

2. Providing services to people with disabilities

SoftCom Inc. is committed to excellence in serving all customers including people with disabilities and will use reasonable efforts to ensure that its policies, procedures and practices are consistent with the following four principles:

- Dignity
- Independence
- Integration
- Equal opportunity

3. Communication

- We will endeavor to do our best to communicate with people with disabilities in ways that take into account their disability
- We will train staff and contractors who communicate with customers on how to interact and communicate with people with various types of disabilities
- We will ask how we can help

4. Telephone services

We are committed to improving accessible telephone service to our customers. We will train staff to communicate with customers over the telephone in plain language and to speak clearly and



slowly. We will offer to communicate with customers through email, relay services and written means if telephone communication is not suitable to their communication needs or is not available.

5. Assistive devices

SoftCom Inc. is committed to serving people who need assistive devices to obtain, use or benefit from our services.

6. Use of support persons and service animals

We are committed to welcoming people with disabilities who are accompanied by a support person on the parts of our premises that are open to the public. At no time will a person with a disability who is accompanied by a support person be prevented from having access to his or her support person while on our premises.

7. Use of service animals

We are committed to welcoming people with disabilities who are accompanied by a service animal on the parts of our premises that are open to the public. We will also ensure that all staff and contractors dealing with the public are properly trained in how to interact with people with disabilities who are accompanied by a service animal.

8. Notice of temporary disruption

SoftCom Inc. will provide customers with notice in the event of a planned or unexpected disruption in the services usually used by people with disabilities. This notice will include information about the reason for the disruption, its anticipated duration, and a description of alternative facilities or services, if available. The notice will be placed on our website.

9. Training for staff

SoftCom Inc. will provide training to all employees, contractors and third party agents who deal with the public on their behalf, and all those who are involved in the development and approvals of customer service policies, practices and procedures.

All current employees and contractors will receive training by December 31, 2012. New employees and contractors will receive training within 4 weeks of hire. Training will include the following:

- The purposes of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard
- SoftCom Inc.'s plan related to the Customer Service Standard
- How to interact and communicate with people with various types of disabilities
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or a support person



- How to use the equipment and devices available which help in providing services to people with disabilities
- What to do if a person with a particular type of disability is having difficulty accessing SoftCom services

Staff training will begin with the online serve-ability transforming Ontario's customer service. <http://www.mcsc.gov.on.ca/mcsc/serve-ability/splash.html> specifically designed for this purpose. Staff will also be trained on an ongoing basis when changes are made to these policies, procedures and practices.

9. Feedback process or more information

Our goal at SoftCom Inc. is to meet and surpass customer expectations while serving customers with disabilities. Comments on our service are welcome and appreciated. In addition, should you require a copy of the SoftCom Inc. accessibility documents in standard or accessible format, please contact:

Human Resources
1610 – 10 Bay St.
Toronto, ON M5J 2R8

accessibility@softcom.com

OR (416) 957-7430

Feedback, questions and requests will be responded to in the same manner they were received (by mail, email or telephone), within 5 business days.

10. Administration of the Policy

SoftCom Inc. is committed to developing customer service policies that respect and promote the dignity and independence of people with disabilities; therefore, no changes will be made to this or other policies before considering the impact on people with disabilities.

Responsibility for the periodic review, revision and communication of this Policy lies with the Human Resources team, working in conjunction with the Executive Team.