



**ACCESSIBILITY  
STANDARD  
for  
CUSTOMER SERVICE**

**Head Office:  
725 Westney Road South  
Unit 1  
Ajax, Ontario  
L1S 7J7**

## **Overview of the Accessibility for Ontarians with Disabilities Act, 2005 (AODA)**

The Accessibility for Ontarians with Disabilities Act, 2005 (AODA), is a law passed by the Ontario legislature that allows the government to develop specific standards of accessibility and to enforce them. Under this legislation, the government of Ontario developed mandatory accessibility standards aimed to identify, remove, and prevent barriers for people with disabilities.

### **Commitment to Accessibility: Providing Products and Services to People with Disabilities**

The ultimate goal of Excell Communications is to meet and surpass customer expectations while serving customers with disabilities. Comments on our services regarding how well those expectations are being met are welcome and appreciated.

Excell Communications is committed to excellence in serving all customers including people with disabilities. Our mission is to provide a customer experience that responds to the unique needs and the diversity of our customers.

Customer service policies, practices, and procedures are developed, implemented, and integrated with other business strategies and initiatives to create an inclusive customer-centric culture. In fulfilling our mission, we are committed to providing products and services in a way that respects the dignity and independence of people with disabilities. We are committed to giving people with disabilities the same opportunity to access our products and services and allow them to benefit from the same services in the same place and in a similar way as other customers. We are committed to creating an environment in which people with disabilities are comfortable in expressing their disability and requesting accommodation for their disability.

#### **Assistive Devices**

We are committed to serving people with disabilities who use assistive devices to obtain, use, or benefit from our products and services. We will ensure that

our employees are trained and familiar with assistive devices that may be used by customers with disabilities while accessing our products and services.

We will also ensure that our employees receive training on how to use any assistive devices that we make available at our locations for customers with disabilities.

### **Communication**

We will communicate with people with disabilities in ways that take into account their disability.

We will train our employees on how to interact and communicate with people with various types of disabilities - visible and non-visible.

### **Telephone Services**

We are committed to providing fully accessible telephone service to our customers. We will train our employees to communicate with customers over the telephone in plain language and to speak clearly and slowly.

We will offer to communicate with customers by their preferred means of communication if telephone communications are not suitable or not available.

### **Service Animals**

We are committed to welcoming people with disabilities who are accompanied by a service animal in areas of our locations that are open to the public and other third parties. We will ensure that our employees are properly trained in how to interact with people with disabilities who are accompanied by a service animal.

Examples of commonly used service animals: dogs and monkeys. Reptiles and exotic animals are not typically recognized as service animals. If it is not readily apparent that an animal is a service animal, the person with a disability may be requested to provide documentation from a regulated health professional certifying the animal is required for reasons relating to their disability.

At no time will a person with a disability who is accompanied by a service animal be prevented from having access to his/her service animal while at our locations. The service animal will be accommodated in order to be comfortable and to best serve the person with a disability.

While visiting our locations, the person with the service animal will be responsible for control of the service animal at all times.

In the event that an employee, customer, or other visitor is allergic to animals, alternative arrangements will be presented to best serve all parties.

### **Support Persons**

We are committed to welcoming people with disabilities who are accompanied by a support person. Any person with a disability who is accompanied by a support person will be allowed to enter our locations with his or her support person.

At no time will a person with a disability who is accompanied by a support person be prevented from having access to his/her support person. The support person will be accommodated in order to be comfortable and to best serve the person with a disability.

To comply with the Privacy Act, expressed consent from the person with a disability is required when communicating private issues related to the person with a disability in the presence of a support person.

In cases where a health or safety concern exist, we may require a person with a disability to be accompanied by a support person.

Before deciding if a support person will be required, we will:

- Consult with the person with a disability to understand their needs;
- Conduct a health and safety risk assessment based on available information;
- Determine if there is no other reasonable alternative to protect the health or safety of the person with a disability or others on the premises.

### **Fees**

Fees will not be charged for support persons.

## **Notice of Temporary Disruption**

Excell Communications will provide customers with notice in the event of a planned or unexpected disruption in the facilities or services used by people with disabilities. This notice will include information about the reason for the disruption, the anticipated duration, and a description of alternative facilities or services, if available.

The notice will be placed at all public entrances and service counters of our locations. Planned long-term disruptions will be communicated to customers on our Web Site and advertising media as appropriate.

## **Services / Facilities Include:**

See list of locations above.

The notice will be made publicly available at the above locations, and on the Excell Communications Web Site: [www.excell.ca](http://www.excell.ca)

## **Training**

Excell Communications will provide training on accessible customer service and how to interact with people with disabilities to all employees, volunteers or others dealing with the public on our behalf.

Employees will be trained on Accessible Customer Service within 30 days after being hired.

Training will include:

- a. An overview of the **Accessibility for Ontarians with Disabilities Act, 2005** and the requirements of the customer service standard
- b. What 'Disability' means and the ability to identify disabilities
- c. Excell Communications' plan related to the customer service standard
- d. How to interact and communicate with people with various types of disabilities – visible and non-visible
- e. How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or a support person

- f. How to use applicable assistive devices and equipment
- g. What to do if a person with a disability is having difficulty in accessing Excell Communications' products and services
- h. How a person with a disability can provide feedback

Employees will also be trained when changes are made to our accessible customer service plan.

### **Feedback Process**

The ultimate goal of Excell Communications is to meet and surpass customer expectations while serving customers with disabilities. Comments on our services regarding how well those expectations are being met are welcome and appreciated.

Customers who wish to provide feedback on the way Excell Communications provides products and services to people with disabilities can provide feedback in person, by telephone, by Email, by mail, or by any other methods preferred by the person with a disability in the following manner:

<b>By Phone</b>	<b>By Email</b>	<b>By Mail</b>
Accessibility Services Hours of Operation: Monday to Friday, 9:00 AM to 5:00 PM Tel: 905-641-1919, Ext. 1003	accessibility@excell.ca	Excell Communications 725 Westney Rd. S., Unit 1 Ajax, ON L1S 7J7

- Contact a Store Manager
- Contact our Head Office
- Visit our Web Site

Upon request, we will allow our feedback process to be accessible by providing arrangements for accessible formats and communication supports to people with disabilities.

All employees are responsible for accepting feedback and forwarding it directly to their immediate manager within a reasonable time to effectively address the feedback and to minimize the consequences for the person with disabilities.

All employees are empowered to take immediate action to minimize the consequences for all parties.

Feedback is documented and acknowledged with the customer directly within 24 hours of receipt and with an explanation of the next steps, and an estimate of the time frame in which the matter will be addressed.

Feedback and resolutions are reviewed during regularly scheduled department and management meetings.

### Notice of Availability

Excell Communications will notify the public that our documents related to the Accessibility Plan for Customer Service are available upon request at the following locations listed below. In this notice, it will be stated that our documents are also accessible on our website at [www.excell.ca](http://www.excell.ca).

<b>Excell Communications –</b> Head Office 725 Westney Rd. S., Unit 1 Ajax, ON L1S 7J7 Tel: 905-686-1212	<b>Bell - Bayview Village</b> 2901 Bayview Ave., Unit 103C North York, ON M2K 1E6 Tel: 416-226-3200	<b>Bell – Mississauga</b> 980 Eglinton Ave. E., Unit 1 Mississauga, ON L4W 1K3 Tel: 905-629-1212
<b>Bell - Whitby Mall</b> 1615 Dundas St. E., Unit 22 Whitby, ON L1N 2L1 Tel: 905-725-1212	<b>Bell - Eglinton Square</b> 104 Eglinton Square Scarborough, ON M1L 2K1 Tel: 416-750-9340	<b>Bell - SmartCentres St. Catharines</b> 420 Vansickle Rd., Unit J6B St. Catharines, ON L2C 0C7 Tel: 905-641-2355
<b>Bell - Durham Centre</b> 206-135 Harwood Ave. N. Ajax, ON L1Z 1E8 Tel: 905-683-1212	<b>Virgin Mobile - Eglinton Square</b> 1 Eglinton Square, #K8 Scarborough, ON M1L 2K1 Tel: 416-615-2543	<b>Bell - Beamsville Town Centre</b> 4961 King St. E. Beamsville, ON L0R 1B0 Tel: 905-563-9090
<b>Bell - Pickering Town Centre</b> 1355 Kingston Rd., Unit 301 Pickering, ON L1V 1B8 Tel: 905-837-1212	<b>Bell - Shops at Don Mills</b> 44 Clock Tower Rd., #M3 Don Mills, ON M3C 0G3 Tel: 416-441-1212	<b>Bell - South Pelham Plaza</b> 589 South Pelham Rd. Welland, ON L3C 3C7 Tel: 905-732-2355
<b>Bell - Portage Place</b> 1154 Chemong Rd., Unit 44A Peterborough, ON K9H 7J6 Tel: 705-749-1212	<b>Bell - College Park</b> 444 Yonge St., Unit G6 Toronto, ON M5B 2H4 Tel: 416-593-1969	<b>Bell - International Gateway Centre</b> 450 Garrison Rd. Fort Erie, ON L2A 5M9 Tel: 905-871-4586

### Modifications to this or other policies

Excell Communications 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 policy before considering the impact on people with disabilities.

Any other company policy, practice, or procedure that does not respect and promote the dignity and independence of people with disabilities will be revised or removed.

New business strategies and initiatives, policies, practices, and procedures will be reviewed before approval and implementation to ensure that dignity and independence of people with disabilities is respected and promoted.

### **Questions about this Policy**

This policy exists to achieve service excellence with customers with disabilities. If anyone has a question about this policy or if the purpose of any part of this policy is not understood, an explanation will be provided by someone on the Senior Management Team or a Store Manager.

### **Format**

Upon request, this policy is accessible in print or other format within a reasonable amount of time.