A Message from Don Moffatt, the Ombudsman

Listening to You

Enhancing Your Experience

Helping You
The Office of the Ombudsman was established on July 25, 2009 to provide an impartial review of unresolved complaints and to investigate both sides of an issue to help ensure a fair and reasonable resolution. The office reviews customer disputes for all businesses and operations independently of Rogers customer service departments.

As an impartial mediator, I am committed to serving Rogers customers with professionalism and transparency. I am proud to publish the first annual Ombudsman’s Report in accordance with the mandate of the Office of the Ombudsman. This report delivers a snapshot of the root causes of customer inquiries and the important changes made to business policies to improve the experience for customers.

In 2010, my office received almost 1,900 customer inquiries. We resolved 95% of these inquiries and are in the process of reviewing the remaining 5%. I encourage you to review our report and get a better understanding of how we are working to strengthen the Rogers customer experience.

Regards,
Don Moffatt
Rogers is the first Canadian communications company to establish an Office of the Ombudsman. The mandate of the Ombudsman is to provide an impartial and fair lens through which to view customer inquiries, investigating both sides of an issue and assisting the parties in reaching a fair and reasonable resolution. The Office reviews customer disputes for all Rogers businesses, including wireless voice and data communications, high-speed internet, cable and telephone. Rogers serves more than 10 million customers coast to coast.

1893 inquiries were received in the Ombudsman’s Office. Every case was reviewed by the Ombudsman.

- 95% of the cases were resolved
- 5% of the cases are pending
- 71% of inquiries were wireless-related
- 26% of cases were cable-related (TV and internet)
- 2% of inquiries were classified as other
Enhancing Your Experience

We continuously improve our customer experience based on your feedback. In 2010, the Office of the Ombudsman worked with different business units to introduce 17 policy changes that make it easier for customers to do business with us.

Here is a sampling of changes Rogers made in response to customer inquiries:

Customers could not find email addresses for the Office of the President in the “Contact Us” section of rogers.com. We worked with the web team to revise the “Contact Us” by email section to provide email addresses for the Office of the President. This change makes it easy for customers to get the information they are looking for quickly and reach Rogers help effectively.

While speaking to a Customer Care agent, customers told us that sometimes they got disconnected and there was no call back after the call dropped. This is a frustrating experience for customers who lead busy lives and the issue becomes particularly challenging when service levels are increased. In order to facilitate a smooth experience for customers, we worked with the customer experience group to institute a call-back requirement in the event that a call is disconnected. Customers who get disconnected can resolve their problems without having to call back and wait in line.

We recognized the important life changes that military families experience. Members of the Canadian Armed Forces who are deployed overseas can now voluntarily suspend their wireless services for up to six months with no fee or penalty. They can resume their services at any time.

Customers wanted stronger privacy rules with forgotten passwords. We enhanced and tightened our existing rules. Customers who cannot remember their password or the answer to their secret question now have to go to a Rogers retail location for identity verification. Our call centre staff will ensure customers privacy and protection continue to be a top priority. Customers can continue to access their Rogers accounts with peace of mind.

An issue with text messages was escalated to the Ombudsman’s Office regarding an issue with text messages. He could not send text messages in Chinese characters to China. We worked with our customer experience team to connect with the service provider in China. Our research identified a software issue. The service provider in China had deployed incompatible software and this blocked the receipt of Chinese characters. We upgraded our software and resolved the issue.

Customers who made recent changes to their cable, internet or Rogers home phone services were receiving incorrect order confirmation summary emails. We quickly acted and worked with IT to fix this issue. Customers can now see a detailed list of exactly what they ordered and access this information any time.
We are here to help you. There are a variety of ways you can express your concerns about your experience with Rogers. We encourage you to get in touch with us via email, mail, telephone, and fax or in person. Please review our 4-point escalation process below and contact us.

**Step 1: Contact Customer Care**

This is your first touch point. You can contact our Customer Care team by email, regular mail or telephone. Our front-line agents have the tools, support and training to quickly understand and resolve complaints or concerns.

**Email:** https://www.rogers.com/web/content/contactus

**Phone:** 1-888-ROGERS1 (764-3771)
6am - 2am (ET) general inquiries, 24 hours technical support

**Regular mail:**
Rogers Corporate
333 Bloor Street East, 7th Floor
Toronto, ON M4W 1G9

If your issue cannot be resolved through our Customer Care agents, you can escalate your issue to Step 2.

**Step 2: Escalate your Complaint**

If you’re not satisfied with the outcome of your first contact with a Customer Care representative, ask to escalate your complaint. We have a defined complaint handling process, and depending on your product or service, you will be referred to a manager who can take ownership in resolving your complaint or concerns.

If your issue cannot be resolved through the manager, you can escalate your issue to Step 3.

**Step 3: Contact the Office of the President**

Most concerns are resolved before they reach this step; however, if you are still not satisfied with the outcome of your complaint, please contact Rogers Office of the President. The office reviews complaints that have been through the first two steps, so please have the following information handy:

- Who you spoke to during steps 1 and 2
- Why you aren’t satisfied with their decision

The Office of the President can be reached via

**Email:** https://www.rogers.com/web/content/contactus

**Fax:** 1-877-331-1573

**Regular mail:**
Rogers Communications Inc.
Office of the President
855 York Mills Road
Don Mills, ON M3B 1Z1

After the Office of the President’s review, you’ll be contacted by an advisor from this group within 48 hours of receiving your complaint with all supporting information. If we are unable to meet this deadline, we will contact you to let you know when you can expect a response.

If your issue cannot be resolved through the Office of the President, you can escalate it to Step 4.

**Step 4: Contact the Office of the Ombudsman**

The Office of the Ombudsman will only review disputes that have been through steps 1, 2 and 3. For an impartial review of your case, you can contact the Office of the Ombudsman via email or in writing.

**Email:** ombudsman@rci.rogers.com

**Fax:** 416-935-3604

**Regular mail:**
Office of the Ombudsman
350 Bloor Street East
Toronto, ON M4W 0A1
The customer escalation process outlines how the Office of the Ombudsman reviews submitted cases. All complaints are acknowledged within 48 hours of submission and most disputes are handled within 30 days of receiving the complaint. The customer escalation process puts the customer at the centre, every step of the way.
The Office of the Ombudsman

The Office of the Ombudsman provides an impartial review of unresolved complaints. The Office reviews customer disputes for all Rogers businesses and operates independently of Rogers customer service department. Our role is to investigate all sides of a complaint and form an impartial view of a fair and reasonable solution. Customer complaints are a vital source of feedback. Based on customer feedback, the Ombudsman may make recommendations to improve operations or products and services.

The Office of the Ombudsman will only review disputes that have been through steps 1, 2 and 3. If you wish to submit your complaint to the Ombudsman’s Office, please do so in writing and outline exactly what happened, including the relevant dates, the names of any employees involved, and copies of relevant documents. It would also be helpful if you told us what you would like us to do for you. All correspondence with our office will be kept confidential.

Once we receive your written complaint, we will do an initial assessment to confirm that the matter falls within the mandate of our office. We will acknowledge your complaint within 48 hours and most disputes will be handled within 30 days of receiving your complaint and all relevant documentation. If this deadline cannot be met, we will contact you to let you know why additional time is necessary and when you can expect a response. By submitting your complaint, you provide us with permission to discuss your issue with the appropriate Rogers business to complete our assessment. If your complaint is within our mandate and requires a full investigation, we will send you a Consent and Confidentiality Agreement to sign and return to us. This agreement outlines the process we will follow and how we will need to interact during the investigative process and beyond.

The Ombudsman does not investigate matters of general policy, pricing, or fees that apply to customers; matters for which records no longer exist at Rogers; or matters already before the courts or arbitration.

Email: ombudsman@rci.rogers.com
Fax: 416-935-3604
Regular mail:
Office of the Ombudsman
350 Bloor Street East
Toronto, ON M4W 0A1

The Office of the Ombudsman is not your final step in the review of your complaint. You can refer your complaint to the Commissioner for Complaints for Telecommunications Services (CCTS).

CCTS is an agency independent of the telecommunications industry, whose mandate is to resolve the complaints of individual and small business retail customers about their telecommunications services. If you have a complaint about your services, including local or long distance telephone service, wireless telephone service, or internet service, you must first try to resolve it directly with your service provider. If you have done so and have been unable to reach a satisfactory resolution, CCTS may be able to help you, free of charge.

To learn more, visit the CCTS website at www.ccts-cprst.ca or call toll-free at 1-888-221-1687.