



Customer Service Policy Statement

Providing Goods and Services to People with Disabilities



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1. Our mission

The mission of the LCBO: “We are a socially responsible, performance-driven, innovative and profitable retailer, engaging our customers in a discovery experience of the world of beverage alcohol.”

2. Our commitment

In fulfilling our mission, the LCBO strives at all times to provide its goods and 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 goods and services and allowing them to benefit from the same services, in the same place and in a similar way as other customers.

3. Providing goods and service to people with disabilities

LCBO is committed to excellence in serving all customers including people with disabilities and we will carry out our functions and responsibilities in the following areas:

3.1 Communication

We will communicate with people with disabilities in ways that take into account their disability. We will train staff who communicate with customers on how to interact and communicate with people with various types of disabilities.

3.2 Telephone services

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

We will offer to communicate with customers by TTY (TeleTypewriter) if telephone communication is not suitable to their communication needs or is not available.

3.3 Assistive devices

We are committed to serving people with disabilities who use assistive devices to obtain, use or benefit from our goods and services. We will ensure that our staff are trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our goods or services.

3.4 Billing

We are committed to providing accessible invoices to all of our customers. For this reason, invoices will be provided in the formats upon request: For example, hard copy, large print, e-mail, etc.

We will answer any questions customers may have about the content of the invoice in person, by telephone or email.

3.5 Engaging Customer Service

The LCBO is committed to ensure our core values continue to guide us in every undertaking, both as individuals and as an organization. They help guide and support us in providing the strong base on which we build success.

Through our core value Engaging Customer Service we will ensure:

- Customer Service Representatives will build relationships with all customers and will offer any customers shopping baskets/carts and carry outs as required and within reason.
- Customer Service Representatives will assist customers with high / low shelf product placement, access to products and services as required.
- Store Employees will assist and/or allow customers the use of the telephone for transportation needs. (e.g. taxi requests)
- Customer Service Representatives ensure that the handicapped ramp and designated parking is accessible and free of snow and debris.
- The store will maintain wet carpets/floors to ensure that accessibility is not impeded. Maintain and control obstructions and document as required. (Using the wet/dry vacuum, floor cleaner, mop)
- Monitors will be adjusted for easy viewing by customers as requested. All stores will ensure that continuous maintenance is performed including quality and full screen displays are functional.
- Customer Service Representatives will offer any customers the use of chairs when needed or requested.

Not only will we maintain Engaging Customer Service, we will ensure that we continually act in a Socially Responsible manner, with integrity and respect ensuring that we treat people with disabilities with dignity, independence, integration and equality of opportunity. The LCBO will conduct our business with honesty and integrity while striving for excellence in everything we do.

4. Use of service animals and support persons

We are committed to welcoming people with disabilities who are accompanied by a service animal in the areas of our premises that are open to the public and other third parties unless otherwise prohibited by law. We will also ensure that all staff dealing with the public are properly trained in how to interact with people with disabilities who are accompanied by a service animal.

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 LCBO's premises 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 or her support person while on our premises.

Special Events

Upon registration of any special events, customers need to provide notice and/or provide documentation that they require a guide dog or service animal.

If a person with a disability is accompanied by a support person, the LCBO will ensure that the individual is accommodated at the event. If the "support person" will be utilizing services, the regular fee will apply. If the "support person" is assisting the individual, there will be no fee to attend.

Standard Cost will be published on the event calendar and all registration forms for all special events.

5. Notice of temporary disruption

LCBO will provide customers with notice in the event of a planned or unexpected disruption in the facilities or 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 at all public entrances and service counters on our premises.

If the disruption is long-term, the LCBO will post an announcement on the organization website to inform all customers of the location, duration of the disruption and alternate solutions. The LCBO will also update the Store Name and Address (STNA) database to reflect the change which is automatically updated on the LCBO.com website.

6. Training for staff

LCBO will ensure training to all employees who deal with the public or other third parties on their behalf, and all those who are involved in the development and approvals of customer service policies, practices and procedures. We will ensure training for all employees and that training has been provided to all others providing service to our customers.

This training will be provided in the Employee Orientation package that staff receive when hired.

Training will include the following:

- The purposes of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of 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
- Familiarize employees with personal assistive devices and train employees on how to use devices on premise, such as automatic doors, TTY, etc., that may help with the provision of goods or services to people with disabilities
- What to do if a person with a disability is having difficulty in accessing LCBO's goods and services
- LCBO's policies, practices and procedures relating to the customer service standard.

Applicable staff will be trained on policies, practices and procedures that affect the way goods and services are provided to people with disabilities. Staff will also be trained on an ongoing basis when changes are made to these policies, practices and procedures.

7. Feedback process

The ultimate goal of the LCBO 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 welcomed and appreciated. Feedback regarding the way LCBO provides goods and services to people with disabilities can be made by contacting:

- Information Line- 1-800-ONT-LCBO
- Mail: Attention: Customer Service
1 Yonge St, 22nd Floor, Suite 2208
Toronto Ontario
M5E 1E5
- TTY number - 1-800-361-3291

Customers can expect to hear back from the LCBO within five business days.

Complaints will be addressed according to complaint categories already established in our company's complaint management procedures.

8. Modifications to this or other policies

We are committed to developing and updating 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.

9. Questions about this policy

This policy exists to achieve service excellence to customers with disabilities. If anyone has a question about the policy, or if the purpose of a policy is not understood, an explanation should be provided by, or referred to the Information Line – 1-800-ONT-LCBO(1-800-668-5220).

A copy is available upon request.