



Office of the Ombudsman

2011 Annual Report



- ▶ Message from the Ombudsman
- ▶ Listening to you
- ▶ Customer escalation process
- ▶ Contact us
- ▶ Helping you



Message from the Ombudsman

It is with pride that I assumed the role of Rogers Ombudsman last December, the only carrier in North America to have an internal body for problem resolution. I would like to first extend a heartfelt thank you to my predecessor, Don Moffatt. His fair and balanced approach to problem resolution, and dedication to policy and operational changes all paved the way for improved customer experience. I'm committed to continue to serve you with the same dedication.



"I am very impressed with your superior customer service and feel like you sincerely cared about the issue. I really can't thank you enough."

– C. A. from Toronto

The Office of the Ombudsman serves as an impartial body to investigate customer concerns and deliver fair and reasonable resolutions. Since taking office, I have reviewed our internal process and protocols. In an effort to make this office more efficient and effective for you, I have implemented a five-point plan that will enable us to deliver a better experience for customers dealing with the Office of the Ombudsman.

- 1. Review** all cases personally. That means I will read every single customer concern sent to my office.
- 2. Respond** to all cases in 48 hours or less. We will get back to you with an acknowledgement of your submission in that timeframe.
- 3. Resolve** or close cases in 60 days or less. We will work efficiently to bring a fair resolution to your concern.
- 4. Reconcile** information. We will enhance our existing management tools and create better information sharing and tracking between different customer experience touch points.
- 5. Report** on how we're doing based on customer feedback and satisfaction.

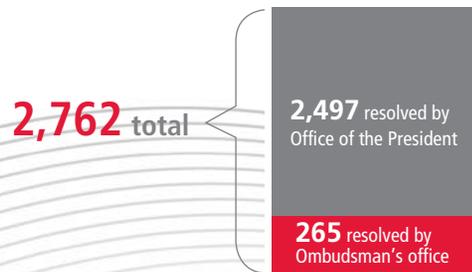
I'm pleased to report that we are already off to a good start. In January 2012, we resolved over 80% of customer concerns in less than 30 days. As you will see in this report, the exposure and visibility from last year's annual report increased customer awareness and led to higher number of submissions. I am committed to reviewing all customer submissions and bringing fair and reasonable solutions to Rogers customers. I encourage you to review this report and see how we are doing. Working together, we will continue to improve and make it easier for you to do business with Rogers. I look forward to your feedback.

Thank you,

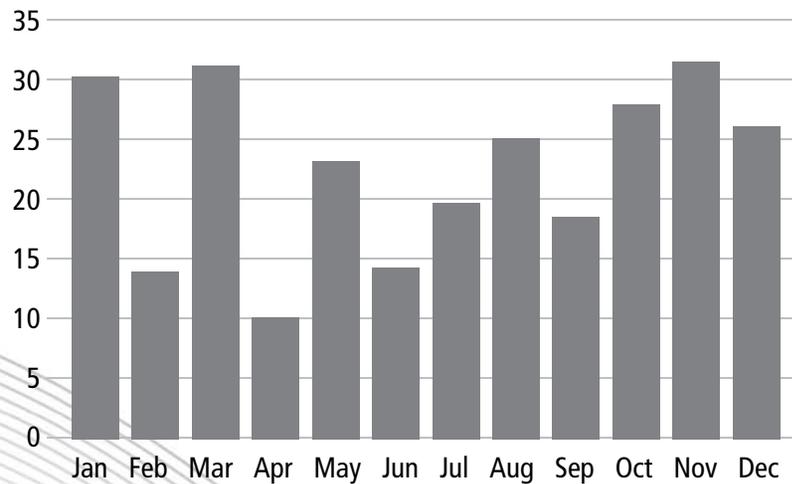
Kim Walker
Ombudsman

Listening to you

In 2011, customers submitted 2,762 cases to the Office of the Ombudsman. All 2,762 were acknowledged and followed-up on to ensure closure. The Ombudsman forwards customer cases that have not been through the four-step escalation process (please see page 6) to ensure the right channels are engaged for problem resolution.



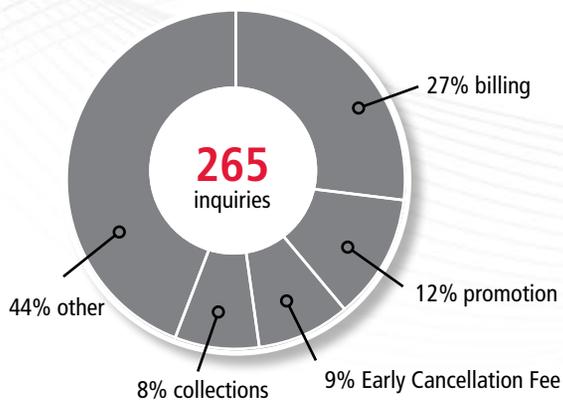
Monthly breakdown of 265 customer submissions



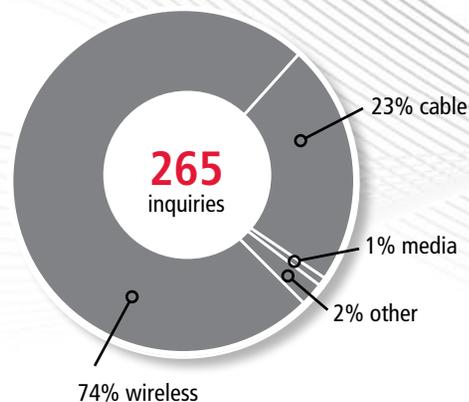
“The way you’ve handled this concern of ours was very satisfying, it will be our pleasure to recommend Rogers in the future.”

– J. T. from Gatineau, QC

Customer case areas



Types of customer cases



Listening to you

"I am very impressed with your response time... Thank you so much for your expeditious involvement in this matter!"

– A. H. from Orillia, ON



In 2011, the number of complaints received regarding the quality of customers' wireless services **decreased by 3%**

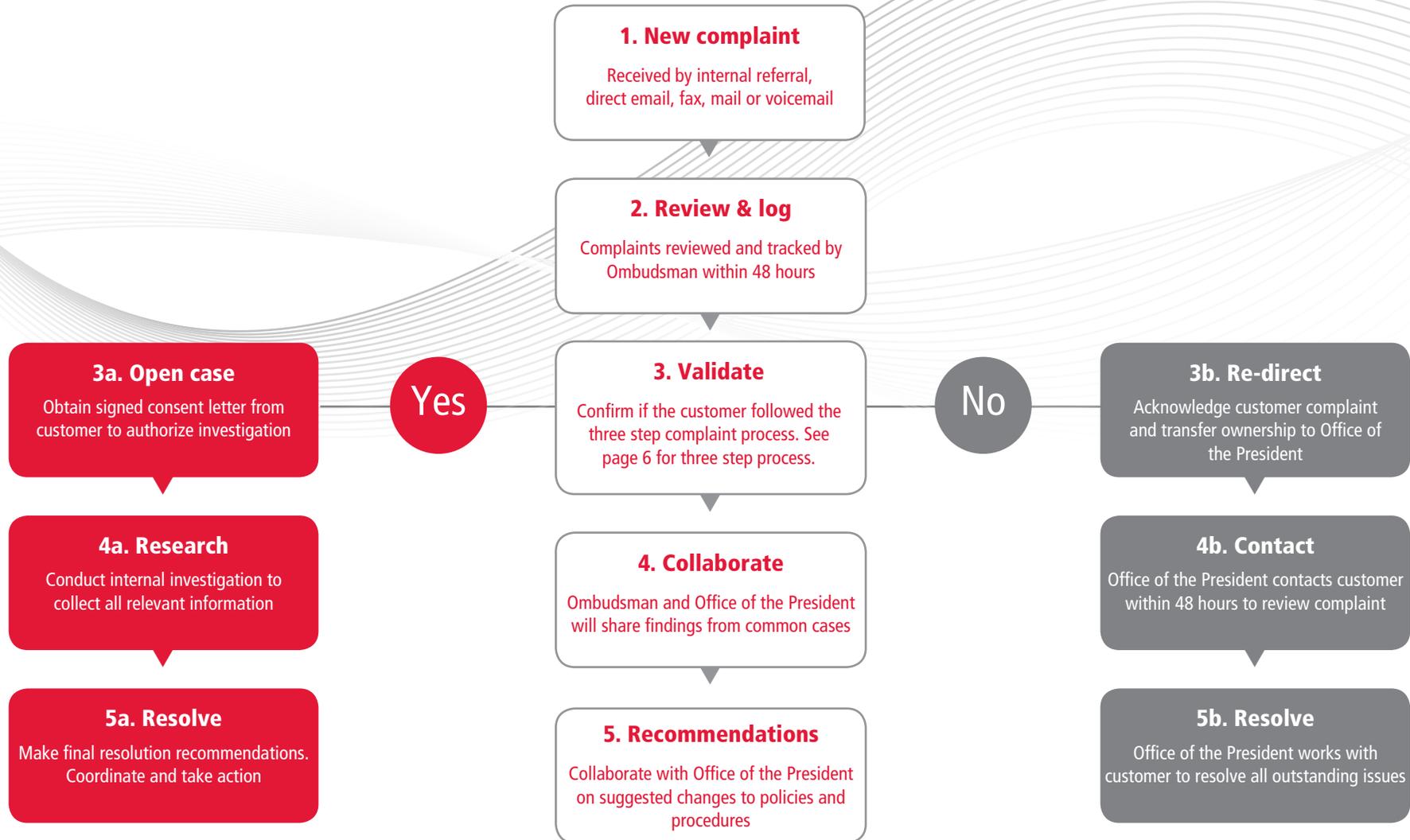


2011 saw a **9% decline** in the number of disputes regarding customer privacy



Cases relating to shipping and delivery of phones and other equipment **decreased by 3%**

Ombudsman's Process



Contact Rogers

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, fax or in person. Please follow our four-point escalation process below.

▶ Step 1: Contact Customer Care

This is your first touch point. You can contact our Customer Care team by email, phone, or regular mail. 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

You can also contact us through **social media**.

Facebook: Rogers

Twitter: @RogersHelps, @RogersVousAides

All our channels can be easily accessed at
www.rogers.com/support.

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
P.O. Box 36040
RPO York Mills Leslie
Toronto, ON M3B 0A3



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

Helping you

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 as outlined on page 6. If you wish to submit your complaint to the Ombudsman's Office, please do so in writing and describe 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 individuals 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.

