

Office of the
Ombudsman

**2012
Annual
Report**





Rogers is the only telecommunications provider in North America to have an Ombudsman to provide an independent review of customer problems. Our goal is to make it easier for customers to do business with Rogers.

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Meet your Ombudsman



Since assuming the role of Ombudsman in December 2011, I have worked to further define the role of this Office and to grow my team to support our work.

My mission is two-fold. First, the Office of the Ombudsman provides an impartial review of unresolved complaints from Rogers customers. Second, we also help raise awareness within the company of the issues affecting our customers, and identify opportunities to help improve our processes and services. Every month we review customer submissions and share our findings with key decision-makers in the company. Our efforts are having an impact. In 2012, we uncovered a number of customer experience gaps that contributed to policy

and process improvements which you will see in the "Listening to You" section of this report.

I have also been working to help raise awareness among customers of our four-step escalation process for managing customer complaints. This process allows for quick and simple resolutions to customer issues. Already we can see improvements in how customer cases are dealt with. Increasingly, customers are going through the formal escalation process and having their issues satisfactorily resolved without needing to contact our Office: in 2012 we saw an 11% decrease in the number of customer submissions we received compared to 2011.

That said, we are committed to delivering a better service experience for customers dealing with this Office, continuing with the **five-point plan** we began in 2011.

continued on next page ▶



Five-point plan

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 as quickly as possible to bring a fair resolution to your issue.
4. **Reconcile** information.
5. **Report** on how we're doing based on customer feedback and satisfaction.

Since taking over the role two years ago, I have expanded this Office to include two new case managers. We also upgraded our case management system last year to better track all customer inquiries, expand our reporting capabilities and improve communications between different Rogers departments. Our goal will continue to be providing customers with an impartial review of their complaints, and we will expand our reach to work closely with the front-line customer service teams to help resolve problems earlier in the process.

We also continually seek feedback from our customers. In March 2013 we conducted a survey of customers who had been through the Ombudsman process. We found that over 70% of respondents were satisfied with the level of customer service they received from our Office.*

These are good results but there is still more work to be done. Our survey also found that:

- ▶ 56% of customers were not aware that Rogers had a four-step escalation process for handling customer complaints; and
- ▶ 61% of customers were not aware Rogers had an Office of the Ombudsman.

As an organization, we will continue to work hard to ensure that customers are aware they have the means to voice their concerns and a process to resolve them.

These are exciting times for the telecommunications sector, and I am proud to be able to play a role helping Rogers customers find resolution to their unresolved complaints. I look forward to continuing to make it easier for you to do business with Rogers.

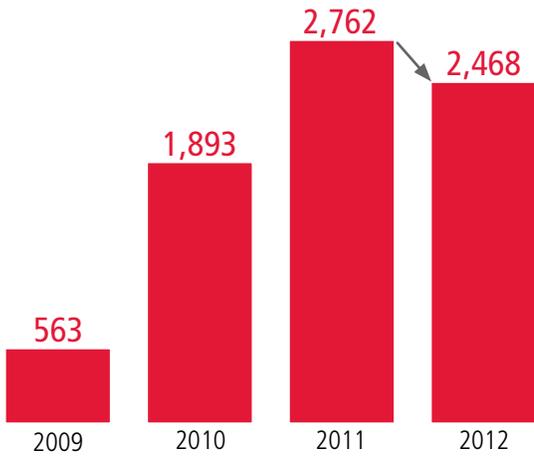
Thank you,

Kim Walker
Ombudsman

*Results were based on a survey conducted between March 13 and March 25, 2013. We received 196 responses.

2012: The big picture

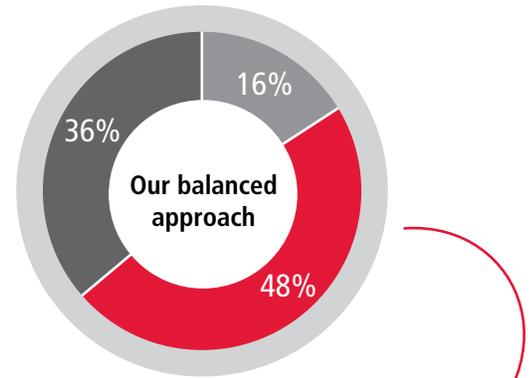
Cases submitted



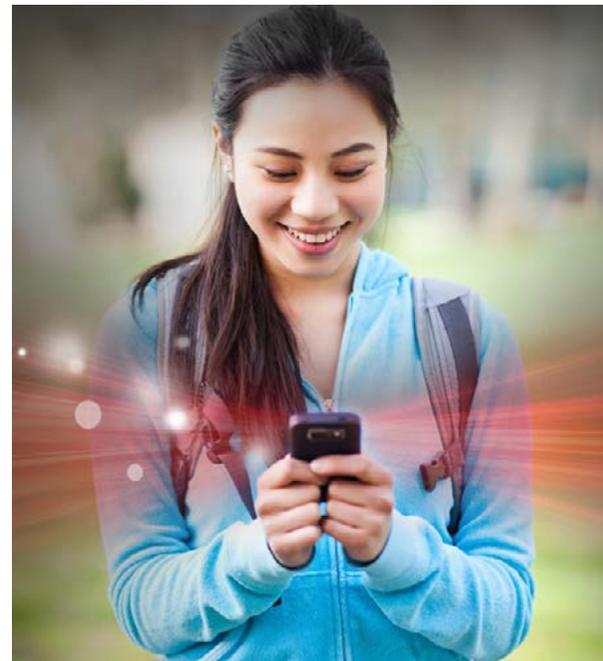
11%
decrease in the number of customer submissions

In 2012, 2,468 customer cases were submitted to the Office of the Ombudsman, **representing an 11% decrease in the number of customer submissions** received compared to 2011. This is a result of more customers going through the formal escalation process and having their issues resolved without needing to contact the Ombudsman.

Of 2,468 customer submissions, 74% had not been through the four-step escalation process. As a company, we will continue to raise awareness among customers that there is a process in place to respond quickly and effectively to customer complaints.



Of all cases submitted, **48% of complaints were found in favour of the customer**, **36% were neutral** (i.e., both parties were found to have contributed to the issue that caused the complaint), and **16% were found in favour of Rogers/Fido**. These findings reflect the Office of the Ombudsman’s balanced approach to resolving customer complaints.





Meet your Ombudsman



Your Ombudsman in action



How we solve customer problems

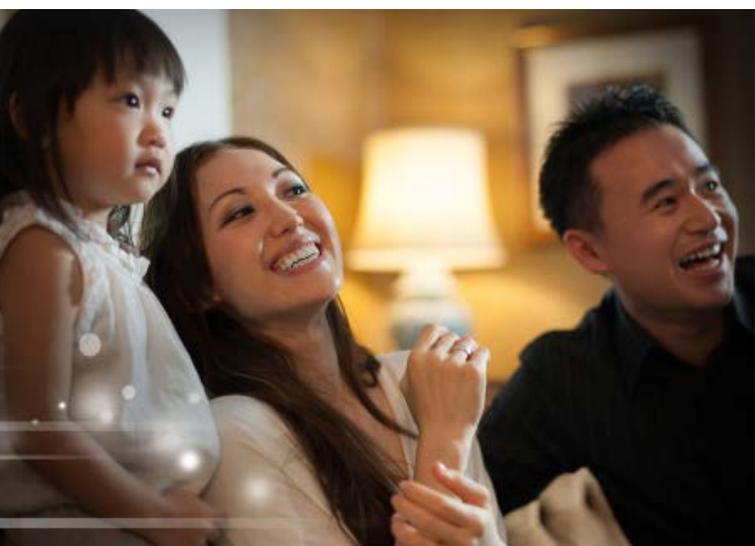
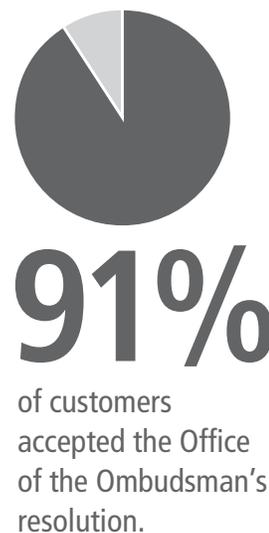
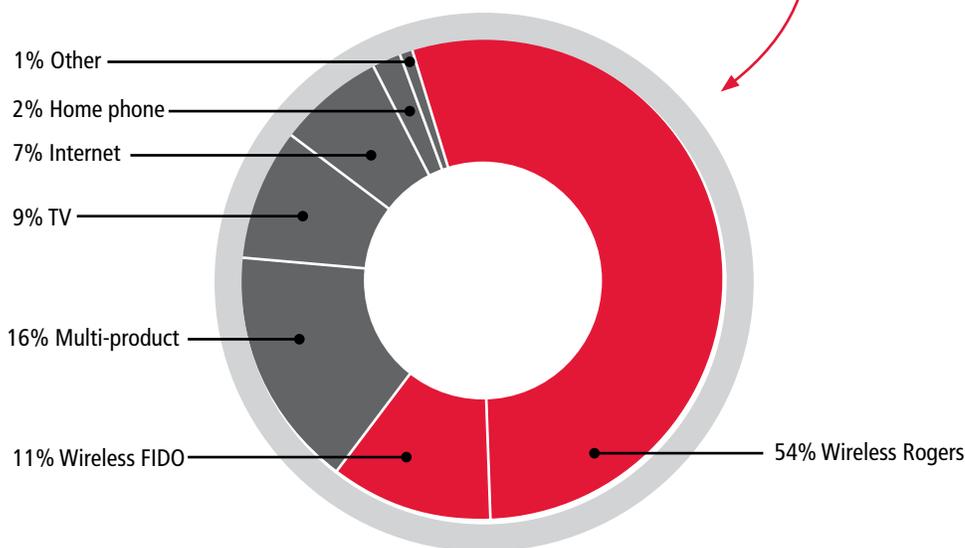


Listening to you

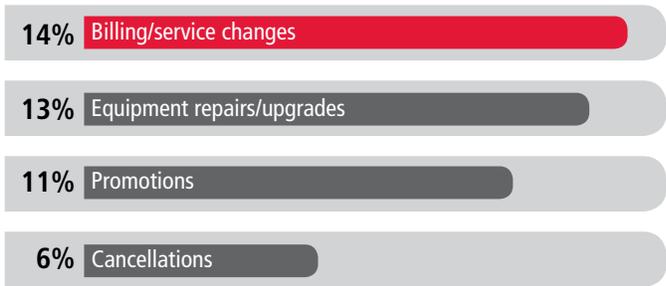


How you can reach us

Over half of customer complaints were related to wireless services—the company’s largest business segment. This demonstrates the increasing importance of wireless services to our customers.



Top complaint areas

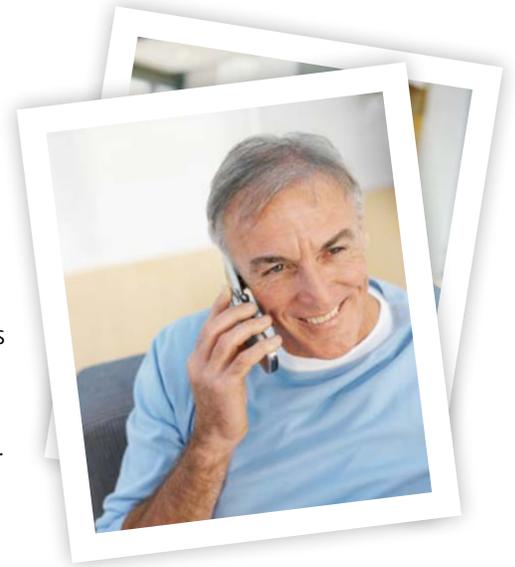


The greatest number of customer complaints involved issues with **billing and service changes**. Over the past year we've worked to simplify our rate plans to make it easier for customers to choose the plan that's right for them, and through this, reduce complaints in this area.

Case studies

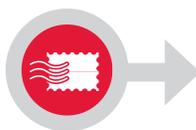
Case study 1: Missed mail delivery

Bob Hatfield* received a call from Rogers offering him a Rocket Hub service subscription with a new two-year agreement. Mr. Hatfield thought that this would be a great addition to his home as he and his wife are occasional users who live in an area that is under-served by traditional Internet access. Due to an unexpected delay in the delivery of the Rocket Hub unit, the order arrived just after Mr. Hatfield and his wife left for their annual winter trip to Arizona. Upon his return two months later, Mr. Hatfield retrieved his mail, which included the Rocket Hub unit from Rogers. After further consideration, the customer contacted Rogers to return the unused product, as he and his wife decided this product was not going to serve their needs.



Upon contacting Rogers, Mr. Hatfield was informed that the return policy requires that customers return all equipment within 15 days to qualify for a “Buyer’s Remorse” cancellation, and that Mr. Hatfield was bound to fulfill the complete two-year agreement.

Mr. Hatfield contacted our Office after having paid for more than 18 months of the two-year agreement despite never having used the service. We contacted Customer Care to inquire as to why the return policy was applied to a client who did not receive a device until two months after it was ordered. Rogers determined that an exception to the policy should have been made given these unique circumstances.



CONSUMER RESULT: Mr. Hatfield received a full refund for the fees paid for unused services.

POLICY CHANGE: Rogers Customer Care will review the application of its return policy in cases where a client was not home to receive an order.

*Though these case studies are real, names have been changed to protect privacy of customers.

Case study 2: Travel limbo

Reema Singh* was planning to spend the summer in Europe with her extended family. Since this was not her first time away from home, she knew to contact Rogers in order to settle her bill and request a “traveller’s ticket,” otherwise known as a temporary suspension of her home TV and Internet services during her time away. On July 20th, Ms. Singh made all the arrangements and left for her trip.



Upon her return to Canada in October, Ms. Singh noticed that she was billed at the full subscription rate for the months she was away, despite submitting a request in advance of her travel date. When questioning what happened, she was informed that her request had been declined because her account was not paid in full. Ms. Singh thought this must have been a mistake since she made a payment for the full balance in July.

Ms. Singh reached our Office and requested an investigation into the qualifications for her traveller’s ticket.

We reviewed the history of the transactions with Rogers and found that due to a backlog of orders, Ms. Singh’s ticket was not completed for almost three weeks. During this time, Ms. Singh’s bill cycle had passed, and another month’s worth of charges was billed at the usual rate. By the time the ticket was ready to be applied, the balance owing disqualified her from being eligible for the traveller’s ticket program.



CONSUMER RESULT: Ms. Singh’s bills were re-calculated under the correct rate.

POLICY CHANGE: Rogers will monitor submission dates from application dates to ensure that no other client order is declined for similar circumstances.

*Though these case studies are real, names have been changed to protect privacy of customers.



Case study 3: Roaming charges and offshore cruises

Prior to leaving for a trip to Miami, George Wu* contacted FIDO Customer Care to inquire about calling rates and optional travel packages. After a detailed conversation about his anticipated usage, he purchased a small text and data plan. He was reassured this was all that he would need for a quick check of his emails once per day, and a daily text to the office.



Mr. Wu returned to a roaming bill of \$469. When he contacted FIDO Customer Care to inquire about the charge, he was informed that because he was on a cruise while in Miami, his usage was billed to a satellite company that is not included in the travel plan to which he had subscribed. The customer requested to speak to a manager who agreed to waive 50% of the charges. When the FIDO Office of the President team supported the recommended solution of the manager, Mr. Wu requested a review by the Office of the Ombudsman.

We asked Mr. Wu what he would have chosen to do had he known that no travel plans were available while on his cruise. Mr. Wu indicated that he would have avoided using his phone altogether to save any unwanted charges. The FIDO team was not aware that Mr. Wu would be travelling on a cruise, and had made their recommendation of a travel plan based on the information that had been provided to them.



CONSUMER RESULT: Mr. Wu accepted a one-time re-rating of his data charges from his Miami cruise to that of a land-bound vacation, which reduced his overall roaming fees to \$200.

POLICY CHANGE: None required. Rogers Customer Care will continue to work to ensure agents communicate to customers that travel packages do not apply on cruise ships and that pay-per-use roaming rates will apply instead.

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Meet your Ombudsman



Your Ombudsman in action



How we solve customer problems



Listening to you



How you can reach us

Case study 4: Moving plans

Charles Meilleur* from Fredericton, New Brunswick was planning to move to Ottawa, Ontario. While on a trip to see his new home in Ottawa, Mr. Meilleur visited a local Rogers store to inquire about what would be involved in moving his wireless service. The sales agent explained that he would be required to change his phone number to a local area code and number, but that his plan would remain the same. Mr. Meilleur decided to have his number changed right away so that his new employer could contact him without having to dial a long distance number.



The following month, Mr. Meilleur received his Rogers bill, which showed his Fredericton number being replaced with an Ottawa number; however, the plan was now different. When Mr. Meilleur contacted Customer Care, he was informed that the same plan to which he subscribed in New Brunswick is \$5 more per month in the province of Ontario. The Customer Care agent went on to explain that the rates are based on markets, and as a result are not always consistent between provinces.

Mr. Meilleur escalated his concerns to a manager due to the lack of information that had been provided by the agent in the store. Unable to resolve his concerns with the manager, the customer then contacted the Office of the President who agreed to honour the New Brunswick rate with the Ottawa number by providing him with a recurring \$5 discount towards his bill for the remainder of his contract. Mr. Meilleur declined this offer and contacted the Office of the Ombudsman for further review.



CONSUMER RESULT: The Office of the Ombudsman determined that the \$5 monthly discount offered by the Rogers Office of the President was a fair and reasonable resolution. This would allow Mr. Meilleur to keep a local Ottawa number while maintaining the same rate he was previously subscribed to in New Brunswick.

POLICY CHANGE: None required.

We reviewed the variance between plans in New Brunswick and Ontario as well as other provinces in Canada. We found that the plans were comparable when it came to allotted talk time and features despite minor differences in monthly rates. We also found that this model is common among national service providers.

*Though these case studies are real, names have been changed to protect privacy of customers.



The Rogers four-step process

We are here to help you. There are many ways you can contact us, including in person, by telephone, live chat, or regular mail. Below is an explanation of the four-step escalation process we use to respond quickly and effectively to customer complaints.



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

Live chat: <https://www.rogers.com/web/content/contactus>

Phone: 1-877-559-5202

Regular mail:

Rogers Corporate – Customer Complaints
333 Bloor Street East, 7th Floor
Toronto, ON M4W 1G9

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

Facebook: www.facebook.com/Rogers

Twitter: @RogersHelps, @RogersVousAide

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

Tip Make sure you have your documents on hand and provide the Customer Care agent with as many details of your case as possible. Suggest what you think is a reasonable solution.

If your issue cannot be resolved through our Customer Care team, you can escalate your issue to **Step 2** ▶▶



If you are not satisfied with the outcome of your initial contact with a Customer Care agent, ask to escalate your complaint to a manager. We have a defined complaint handling process, and depending on your product or service, you will be referred to a manager who can then work to resolve your complaint or concern.

If your issue cannot be resolved through a manager, you can escalate your issue to **Step 3** ▶▶

Tip State exactly why you're not satisfied. Also, make sure you write down the date and name of the agent and manager you were working with. Keep copies of any documents provided to you.



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 after Step 2, please contact Rogers Office of the President.

The Office of the President can be reached via:

Live chat or web form submission: <https://www.rogers.com/web/content/contactus>

Regular mail:

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

After the Office of the President's initial review, you will be contacted by an advisor from this group within 72 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** »

Tip The Office of the President 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
- ▶ Copies of any relevant documents

Step 4

Contact the Office of the Ombudsman

If you have an issue that we have been unable to resolve through one of our Customer Care agents, a Customer Care manager, or the Office of the President, you can contact the Office of the Ombudsman for an impartial review of your case.

The Office will only review disputes that have been through **Steps 1, 2 and 3**. If you wish to submit your complaint to the Office of the Ombudsman, please do so in writing or by email and describe exactly what happened. Include information on the relevant dates, names of any employees involved, and copies of relevant documents. 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.



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Your Ombudsman in action



How we solve customer problems

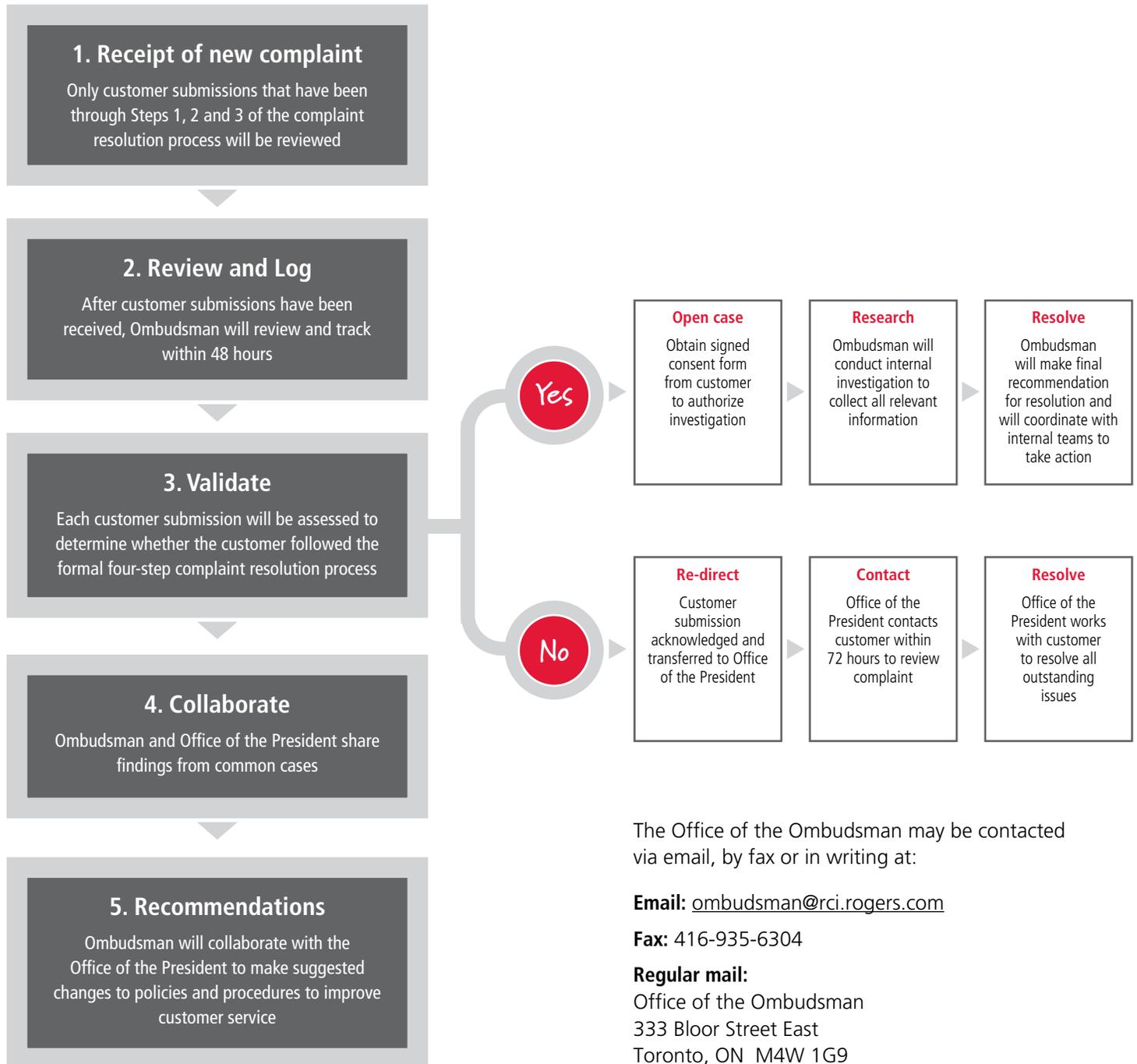


Listening to you



How you can reach us

Ombudsman's process



The Office of the Ombudsman may be contacted via email, by fax or in writing at:

Email: ombudsman@rci.rogers.com

Fax: 416-935-6304

Regular mail:

Office of the Ombudsman
333 Bloor Street East
Toronto, ON M4W 1G9



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Your Ombudsman
in action



How we solve
customer problems



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How you
can reach us

Commissioner for Complaints for Telecommunications Services (CCTS)

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), an independent telecommunications agency. Its 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, 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. There is no charge for their service.

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





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Your Ombudsman in action



How we solve customer problems



Listening to you



How you can reach us

How Rogers is improving the customer experience

Rogers listens to customers when they say they have a concern or when they would like to see a policy or process change. We hear from customers through social media, in stores, in our call centres and through my Office.

Here are a few steps Rogers has taken over the past year to improve the customer experience and to deliver on its commitment to you:



Customers said they wanted to be able to unlock their phone earlier.

We have made some changes to our device unlocking policy so that customers can now unlock their subsidized phone after 90 days of service as long as their accounts are in good standing.



Customers also said they wanted to be able to use their phone in the U.S. the same way they do at home, without worrying about overage charges.

Rogers has introduced a new U.S. roaming rate that allows customers access to 50MBs over a 24-hour period for \$7.99, so customers can surf the Internet, Tweet, send photos, and check maps without worrying about extra charges.





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Customer said they want flexible terms so that they can upgrade to a new phone at any time.

With the new FLEXTab program, customers have more flexibility to choose a term commitment or no term. If you choose a term, Rogers gives you the option to leave at any time. FLEXTab allows you to pick the device you want and pay a low initial amount when you sign up on a term agreement. All you have to do is pay off the remaining balance any time to be free of commitments or to upgrade again.



Customers said Rogers needs to do a better job of giving them the tools they need to make smarter and safer use of technology.

Rogers recently launched *Tech Essentials*, an educational program to help empower Canadians to make the most of technology by improving their tech knowledge. This program includes a website (www.techessentials.rogers.com) with information ranging from resources for parents managing their child's online use, to how roaming works and choosing the right wireless plan. The program also includes an online and in-store "Ask the Experts" series, and will expand to include Community Education sessions later this year.



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Phone: 1-877-559-5202

Regular mail:

Rogers Corporate – Customer Complaints
333 Bloor Street East, 7th Floor
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You can also contact us through **social media**.

Facebook: www.facebook.com/Rogers

Twitter: @RogersHelps, @RogersVousAide

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

Office of the President

Live Chat or Web Form Submission: <https://www.rogers.com/web/content/contactus>

Regular mail:

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

Office of the Ombudsman

Email: ombudsman@rci.rogers.com

Fax: 416-935-6304

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