



Town of
**SOUTH BRUCE
PENINSULA**

Customer Service Standards for Contractors, Third Parties, Agents, Volunteers, Etc.





Requirement under the Regulation 429/07:

- In accordance with Ontario Regulation 429/07, Accessibility Standards for Customer Service Sect. 6, every provider of goods and services shall ensure that every person who deals with members of the public or participates in the developing of the service providers policies, practices and procedures governing the provision of goods and services to members of the public,
- **This applies to contractors, contracted employees, third-party providers, agents, volunteers and others who provide services to the public on behalf of the Town of South Bruce Peninsula.**





Information You Need to Know:



- How to interact and communicate with persons with various types of disability
- How to interact with persons with disabilities who use assistive devices or require the assistance of a guide animal, or a support person
- How to use equipment that is available on premises that may help in the provision of goods or services
- What to do if a person with a particular type of disability is having difficulty accessing the provider's goods or services
- Information on the policies, practices and procedures governing the provision of goods and services to people with disabilities.



Topics



- **Background**
- **Legislated responsibilities**
- **What is customer service?**
- **Accessible Customer Service**
- **Summary**





People with Disabilities

- Approximately 1.8 million Ontarians (15.5%)
- Number is increasing as the population gets older
- In 2026 approximately 16% of people in Canada will have a disability





General Types of Disabilities



- **Physical**
- **Hearing**
- **Vision**
- **Deaf-Blind**
- **Speech**
- **Mental Health**
- **Learning**





Other Disabilities

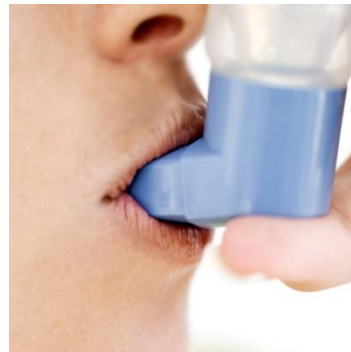
- Intellectual
- Sensory: Taste, Smell, Touch
- Other conditions: cancer, diabetes, asthma...
- Temporary disabilities



Sensory



Temporary



Asthma



Diabetic



Accessibility for Ontarians with Disabilities Act, 2005



The purpose of the AODA is:

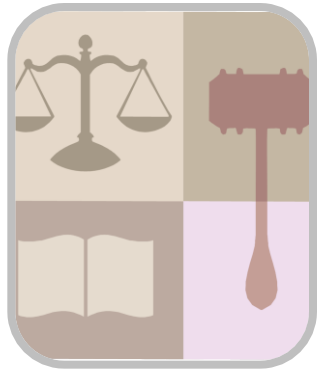
- To achieve a fully accessible Ontario by 2025
- Develop accessibility standards
- Enforce the standards



The AODA will apply to public, broader public and private sectors.



AODA Standards

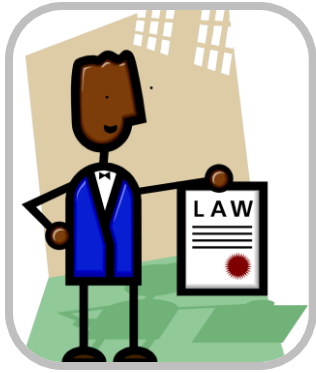


- **Customer Service**
- **Built Environment**
- **Employment**
- **Information and Communication**
- **Transportation**





Customer Service Standard



Approved by the Province of Ontario in July 2007

Municipalities had to comply by January 2010

Requires:

- accessible customer service policy, procedures and practices
- staff training
- a feedback method
- alternate communication methods
- notice of service disruption





Customer Service Standard

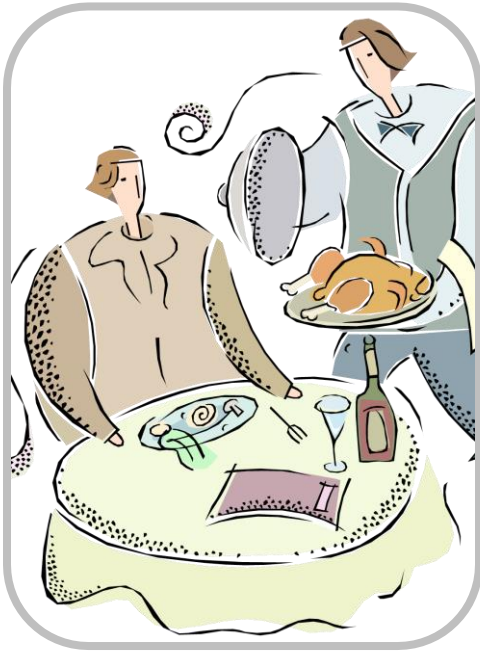
Standards in key areas:

- Goods
- Services
- Facilities
- Accommodations
- Employment
- Buildings
- Structures
- Premises





What is Accessible Customer Service?



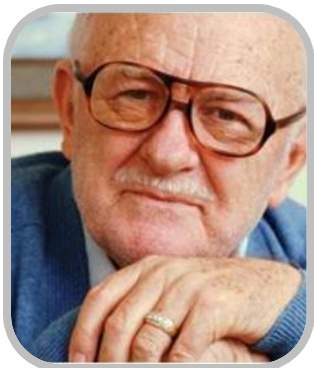
- **Flexible service** that meets the needs of an individual customer
- Putting the **person first**
- Understanding that some methods of service may **not work for all** people
- Allowing for **comments and suggestions** on how to improve accessible customer service
- Providing as much **notice** as possible if there is a **disruption** in service



The Four Principles of Accessible Customer Service



- **Dignity and Respect:** Service is provided in a way that allows the person with a disability to maintain self-respect and the respect of other people.
- **Independence:** Where possible, the service is provided in a way that allows a person with a disability to access the service independently.
- **Integration:** The provision of goods or services to persons with disabilities and others must be integrated unless an alternate measure is necessary.
- **Equal Opportunity:** Persons with disabilities must be given an opportunity equal to that given to others to obtain, use and benefit from the service which may require treating such persons differently.





Assistive Devices and Personal Support



**Allows for
Independence**

Assistive device equipment are to be permitted:

- Wheelchairs, scooters, canes, walkers, braces, computer software programs, TTY machine, any many others
- Service animals
- Support people: Intervener, Guide or Sign Language Interpreter

Support Persons are permitted to accompany customer

- Personal support worker
- Volunteer
- Family member
- Friend





What is my role?



- Identify and **remove barriers** that prevent people with disabilities from fully accessing the service
- Take time to **understand** the needs of the disabled person
- Ask how you can **help**
- Be **open** to working with people with disabilities to find the best solution





General Customer Service Tips



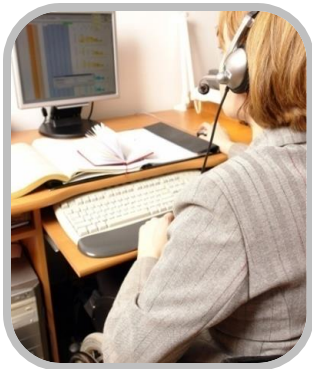
- Treat all persons with respect. Give them your full attention.
- Ask how you can help
- Offer a variety of methods of communication
- Be aware of how your service could impact persons with disabilities
- Politely receive feedback



Offering Assistance

"May I help you?"

- Your customers with disabilities know if they need help and how you can provide it.
- **Speak directly to your customer.** Not everybody with the same disability experiences the same things.
- **Don't make assumptions.** Your customers are not required to tell you about their disabilities. Take the time to get to know your customer's needs and focus on meeting those needs just like you would with any other customer.
- **Some disabilities are not visible.** All customers have a range of needs and preferences and so do your customers with disabilities.
- **Ask:** If you can't understand what your customer is saying, politely ask him or her to repeat it. You may want to ask if the information you are conveying needs to be repeated. **Ask:** *"Do you understand this?"*
- **Exercise patience.** Treat all persons with respect. Give them your full attention.





Serving Customers with Disabilities

Deaf or hard of hearing

- Attract the customer's attention before speaking. For example, try a gentle touch on the shoulder or wave of your hand.
- Don't shout.
- Make sure you are in a well-lit area where your customer can see your face.
- If the person uses a hearing aid, reduce background noise or move to a quieter area





Serving Customers with Disabilities



Deaf-blind

- Speak directly to your customer, not to the intervener.
- Identify yourself to the intervener when you approach your customer who is deafblind.
- A customer who is deafblind is likely to explain to you how to communicate with them.



Serving Customers with Disabilities

Intellectual or Developmental Disabilities

- Don't assume what a person can or cannot do.
- Use plain language.
- Make sure your customer understands what you've said. You can be direct and ask: "Do you understand this?"
- Provide one piece of information at a time. You can break down the information into simpler concepts, without exaggerating speech or gestures or being patronizing.
- You may want to ask if the information needs to be repeated.





Serving Customers with Disabilities

Learning Disabilities



- Take some time — people with some kinds of learning disabilities may take a little longer to process, understand and respond.
- Provide information in a way that works for your customer. For example, keep a pen and paper handy. That way, you can explain, and then review and repeat the information using any additional notes.
- Be prepared to explain any materials you provide for your customers



Serving Customers with Disabilities

Mental Health Disabilities

- Be confident and reassuring. As with all customers, listen carefully and focus on meeting the customer's needs.
- If the person appears to be in a crisis, ask them to tell you the best way to help.
- If a customer appears to show signs of a mental health disability, it may be helpful to keep in mind that the customer's reactions are not connected to you personally as a service provider or service agent. The customer is simply showing symptoms of mental illness





Serving Customers with Disabilities

Physical Disabilities That Affect Mobility

- **Ask before you help.** People with physical disabilities often have their own ways of doing things.
- **Respect** your customer's personal space. Don't lean over them or on an assistive device.
- **Don't move items**, such as canes and walkers, out of the person's reach.
- **Permission:** If you have permission to move a person in a wheelchair, remember to make sure your customer is ready to be moved and that you describe what you're going to do beforehand. Don't leave the individual in an awkward, dangerous or undignified position such as facing a wall or in the path of opening doors.
- **Inform:** In some situations, inform your customer about accessible features in the immediate environment (automatic doors, accessible washrooms, elevators, ramps, etc.).





Serving Customers with Disabilities



Speech or Language Impairments

- Don't assume that just because a person has this disability, they also have another.
- Give your customer whatever time they need to get their point across.
- Ask questions that can be answered "yes" or "no," if possible.
- Don't interrupt or finish your customer's sentences. Wait for them to finish.



Vision Disabilities

- Nine out of ten people who come to CNIB have some degree of vision



Serving Customers with Disabilities

Vision Loss

- Don't assume the individual can't see you.
- Identify yourself when you approach your customer and speak directly to him or her.
- Offer your elbow to guide the person. If they accept, walk slowly, but wait for permission before doing so.
- Identify landmarks or other details to orient your customer to the environment around them.
- If you're giving directions or providing any information, be precise and descriptive. For example, if you're approaching a door or an obstacle, say so.
- Don't leave your customer in the middle of a room. Guide them to a chair or a comfortable location. Don't walk away without saying good-bye.





Town of
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TSBP Accessible Customer Service Policy



A copy of the Town of South Bruce Peninsula's Accessible Customer Service Policy has been attached and can also be viewed on the Town's website at:

<https://southbrucepeninsula.civicweb.net/Documents/DocumentList.aspx?ID=33507>



Summary



Review:

- How does this information apply when you interact with the public?
- Have you read and understood the Town of South Bruce Peninsula's *Accessible Customer Service Policy*?
- What have you learned about accessibility and people with disabilities?
- If necessary, please review information.
- If you have questions, please call the Administrator at 519-534-1400 x 121.



Note for Third Party Providers of Services



Please refer to the information sheet entitled ***“Accessibility Regulations for Contractors, Contracted Employees, Agents and Others Providing Public Services for the Town”*** which specifies the documentation required to confirm customer service accessibility training **has been provided** for anyone who provides customer service on behalf of the Town of South Bruce Peninsula.