

CUSTOMER SERVICE POLICY

Approving Authority: President and Chief Executive Officer; Executive Director

Administrative Responsibility: Director, Policy Research and Advocacy

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Date of Most Recent Review/Revision:

Related Policies, Procedures, and Documents: *Wilfrid Laurier University Students' Union Policy on Accessible Customer Service Standards: Providing Goods and Services to People with Disabilities; Accessibility for Ontarians with Disabilities Act; Wilfrid Laurier University Accessible Service Policy for Persons with Disabilities (8.10)*

1. Purpose

1.1. This policy outlines the Students' Union's customer service priorities, our commitment to gathering feedback from our members, and our obligation to provide accessible customer service. We recognize the importance of providing the Wilfrid Laurier University campus community and especially undergraduate students with the opportunity to offer suggestions, lodge a complaint, critique our programming and services, or communicate a positive experience.

2. Jurisdiction/Scope

2.1. This policy applies to:

2.1.1. All Students' Union staff and volunteers.

2.1.2. All Students' Union communications, activities, and programming.

3. Policy

3.1. In all interactions with undergraduate student members, campus partners, and community members, Students' Union staff and volunteers will act with respect, inclusivity, and intentionality.

3.2. The Students' Union will comply with all relevant accessibility standards, including those required by the *Accessibility for Ontarians with Disabilities Act* and Wilfrid Laurier University's *Accessible Service Policy for Persons with Disabilities (8.10)*.

3.3. The Students' Union Hospitality Department will publicly display expanded customer service principles specific to each business operation.

3.4. The Students' Union commitment to customer service excellence includes proactive communication strategies and an imperative to collect a range of feedback, service reviews, and general suggestions for improvement from our members.

- 3.4.1. Customer service feedback will be actively sought through outreach to our members, and by providing for a variety of member response mechanisms and forums, including but not limited to:
 - 3.4.1.1. Individual submissions by telephone, email, in writing, or through an in-person meeting.
 - 3.4.1.2. A customer service feedback form available on the Students' Union website.
 - 3.4.1.3. A "Contact & Resources" tab on the Students' Union website.
 - 3.4.1.4. Solicited programming and events feedback.
 - 3.4.1.5. Solicited committee participation feedback.
 - 3.4.1.6. Interaction on social media platforms.
- 3.4.2. The following information should be requested in customer service feedback inquiries when possible:
 - 3.4.2.1. Date and time.
 - 3.4.2.2. Brief description of complaint, suggestion, or compliment.
 - 3.4.2.3. Opportunity for additional comments.
 - 3.4.2.4. Option to provide contact information for follow-up purposes.
- 3.4.3. The Students' Union will respond to all email communication from "@wlu.ca" and "@mylaurier" accounts.
 - 3.4.3.1. Email communication from email accounts other than "@wlu.ca" and "@mylaurier" will be assessed for their authenticity and responded to if appropriate.
- 3.4.4. When a response is requested or warranted, the Students' Union will provide an initial follow-up within two (2) business days or as otherwise directed.
 - 3.4.4.1. If the matter is not resolved during an initial follow-up, the relevant Students' Union representative will provide details on subsequent organizational responses.
 - 3.4.4.2. The recipient of customer service feedback must determine the appropriate Students' Union representative if the issue is outside of their portfolio and coordinate responses with the appropriate departments.
 - 3.4.4.3. Correspondence that originates from direct messages on social media platforms may be directed to other communications platforms (e.g. Customer Service Feedback Form).
- 3.4.5. Feedback pertinent to the operation and performance of the organization will be disclosed to the relevant department or individual for review in a timely fashion.
- 3.4.6. A record of all feedback will be maintained by the relevant department, including issue details and corresponding follow-up actions.