

Wilfrid Laurier University Students' Union Customer Service and Satisfaction Policy **Marketing Department 2016-2017**

Approving Authority: President and Chief Executive Officer

Original Approval Date:

Date of Most Recent Review/Revision: May 11, 2016

1.0 Policy

The Wilfrid Laurier University Students' Union (The Students' Union) Marketing Department shall actively solicit member (customer) feedback on their customer service experience with the Students' Union, as it provides us a valuable opportunity to learn about and improve upon our services.

The Marketing Department recognizes the rights of members/customers to offer suggestions, make a complaint, or compliment us on the way we provide goods or services. Our customer service efforts will focus on creating a safe, diverse and inclusive space (digital or analogue) where students can provide confidential feedback on how we are serving them. This feedback is a crucial part of a robust customer service policy and enables us to continuously monitor and improve our services. All feedback will be used to improve our customer service training and management of staff who serve our students.

It is the policy of the Marketing Department to have an established process for receiving and responding to feedback and to make information about this process readily available where it complies with the privacy wishes of the student and conforms to all appropriate legislation.

2.0 Purpose

The Students' Union exists so that the primary stakeholders; undergraduate students of Wilfrid Laurier University realize a positive university experience and enhancement of student life. The Students' Union will uphold a high level commitment to diversity, inclusivity, safety, sustainability, representation and access in all of our programs and services.

The Marketing Department of the Students' Union exists in order to provide information to our primary stakeholders and promote events and services that align with the Students' Union's Mission to provide the best student experience to our members.

3.0 Jurisdiction / Scope

This policy applies to all Fulltime staff of the Marketing Department who interact with any member of the Students' Union.

4.0 Objectives

The objectives of this policy are to:

- Outline the process and mediums for receiving and responding to feedback
- Detail how and where information regarding our Feedback Policy will be posted
- How Accessibility Guidelines will be integrated into marketing materials produced by the Marketing Department on behalf of the Students' Union

5.0 Service Guidelines:

In order to best serve our students, all interactions with our customers (digital or analogue) are beholden to the following service guidelines;

- Accessibility to our services for all customers will be of the highest priority
- All customers have the right to be heard in a manner to which they are most comfortable
- The Students' Union and Marketing Department appreciates that its facilities, services and programs may also be accessed by graduate students, staff, faculty and visitors of Wilfrid Laurier University.
- The Marketing Department will continually earn the right to serve every person by exercising care and attention, treating people with respect, trust and being accountable for our commitments.
- Director, Marketing Communications will provide clear and actionable programs and training to members of the Marketing Department to ensure that policies and procedures are understood and achievable.
- Director, Marketing Communications is responsible for the execution of customer service initiatives, monitoring performance and regularly coaching members of the Marketing Department to meet service expectations. Members of the Marketing Department will do the same with volunteers via Marketing Exec meetings.
- Members of the Marketing Department are responsible for carrying out each interaction in a manner that positively reinforces excellence in service with both members and staff.

The Marketing Department recognizes the right of individuals to provide feedback when feeling dissatisfied with the service of the Marketing Department and/or the Students' Union. We will seek to resolve all complaints and will work to prevent similar complaints from occurring in the future.

6.0 PROCEDURES

Receiving Feedback:

In accordance with Ontario legislation, people with disabilities may use different methods of communication. In order to make our feedback process as accessible as possible, the Students' Union will accept complaints, suggestions and/or compliments in a variety of formats.

Clients/customers are invited to provide their feedback on the way we provide our programs and services:

- In person, in One on One meetings with Director, Marketing Communications and in Marketing Exec meetings with volunteers
- By telephone
- In writing (digital or analogue) via our social media platforms (Twitter, Facebook)
- Electronically by email: sufeedback@wlu.ca or to members of the Marketing Department as follows:

Megan Lacoursiere, Director Marketing Communications: mlacoursiere@wlu.ca

Emily Strachan, Production Manager: estrachan@wlu.ca

Ron Bauman, Communications Strategist: rbauman@wlu.ca

In order to help the Students' Union fully address the feedback received, where possible, the following information should be included:

1. Time and date
2. Description of complaint, suggestion or compliment
3. Additional Comments
4. Contact information (should the person wished to be contacted)

7.0 Responding to Feedback

The Marketing Department is committed to providing high quality goods and services to all members of the public it serves. Feedback is welcomed as it may identify areas that require change and encourage continuous service improvements.

A record will be maintained of the feedback received; outlining the details, follow-up and actions to be taken. If the customer wishes to be contacted about their concern, the Students' Union will respond within 1-2 business days either in writing, in person, by e-mail or by telephone acknowledging the receipt of feedback and outlining the action(s) to be taken.

The Communications Strategist will be responsible for providing feedback obtained via the website and our social media platforms to the appropriate Students' Union contacts who are responsible for following up within the timeframe promised.

8.0 Accessible Customer Service

The Wilfrid Laurier University Students' Union (the Students' Union) Marketing Department is committed to achieving barrier free accessibility for persons with disabilities who are attending their programs or utilizing their services.

The Students' Union is committed to accessibility as expressed in the Accessibility for Ontarians with Disabilities Act (AODA).

Under this legislation, the Students' Union has a legal obligation to achieve accessibility for Ontarians with disabilities with respect to goods, services, facilities, accommodation, employment, buildings, structures and premises.

The Students' Union complies with all applicable federal, provincial and municipal legislation on accessibility in partnership with Wilfrid Laurier University.

The Students' Union will have an Accessibility Plan which will establish targets and goals towards improving accessibility and will monitor and report regularly on the implementation the Accessibility Plan.

These accessibility policies apply to the entire Students' Union community, including staff, volunteers, contractors and visitors or guests.

The full definition of disability, as stated in the Ontario Human Rights Code, is:

- a) any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical coordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device;
- b) a condition of mental impairment or a development disability;

- c) a learning disability, or dysfunction in one or more of the processes involved in understanding or using symbols or spoken language;
- d) a mental disorder; or
- e) an injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997.

8.1 Accessible Customer Service Policy

Persons with disabilities are permitted to use their own personal supports to access goods and services offered by the Students' Union. Personal supports include personal assistive devices; service animals and support persons.

Persons with disabilities and the public will be notified by Wilfrid Laurier University of any service disruptions which may affect access to goods and services on campus.

(1) Communication

The Marketing Department will strive to communicate with persons with disabilities in ways that take into account their disability. This means the Marketing Department will communicate in a means that enables persons with disabilities to communicate effectively for purposes of using, receiving and requesting Wilfrid Laurier University's goods, services and facilities. The Marketing Department will ensure that communication pieces created take accessibility into consideration and will look to improve how the Marketing Department is communicating with the Laurier community.

(2) Assistive devices

Persons with disabilities are permitted to use personal assistive devices to access goods and services offered by the Students' Union.

An assistive device is any device that is used, designed, made or adapted to assist a person in performing a particular task. Assistive devices enable persons with disabilities to do everyday tasks such as moving, communicating, reading or lifting.

Examples of assistive devices include, but are not limited to the following:

- Wheelchairs
- Canes
- Walkers
- Assistive listening devices (FM systems)
- Laptops with screen-reading software or communicating cap abilities
- Smart phones (i.e. wireless handheld devices)

- Hearing aids
- Global positioning system (GPS) devices
- Digital audio players
- Teletypewriters (TTY)
- Portable oxygen tanks
- Personal digital assistants
- Communication devices, such as voice-output systems or pictures/symbols

The Students' Union Assistive believes that devices are permitted in all areas of Laurier to which students, staff, faculty and the public normally have access

(3) Service Animals

Persons with disabilities are permitted to use service animals to access goods and services offered by the Students' Union.

A service animal is any guide dog or animal individually trained to assist a person with a disability. An animal is a service animal if it is readily apparent that the animal is used by a person for reasons relating to his or her disability or if the person has a letter from a physician verifying that the animal is required for reasons relating to his or her disability.

Service animals are permitted in all areas of the Students' Union premises to which students, staff, faculty and the public normally have access.

There are only a few exceptions where a service animal would be excluded by law, as in these examples.

- The Health Protection and Promotion Act(1990) does not allow animals in places where food is manufactured, prepared, processed, handled, served, displayed, stored, sold or offered for sale.

However, the Act does contain specific exemptions for service dogs only, allowing them to accompany their owners into areas where food is normally served, sold or offered for sale.

- Should municipal by-laws restrict certain breeds of animals or dogs from the municipality and these by-laws apply even if the animal is acting as a service animal.
In unique situations where the presence of the animal presents a significant risk for another person (e.g. severe allergies), the university is required to meet the needs of both persons in these situations and must devise an accommodation plan that enables both persons to access services and goods accordingly.

(4) Support Persons

Persons with disabilities are permitted to use support persons to access goods and services offered by the Students' Union. When a support person accompanies a person with a disability to a Students' Union event for which there is an admission fee, ***the support person will not be charged admission.***

A support person is someone either hired or chosen to help a person with a disability. A support person can be a personal support worker, a volunteer, a family member or spouse or a friend of the person with the disability. The Students' Union believes that a support person, in some cases, does not necessarily need to have special training or qualifications.

Support persons may provide one or more types of assistance.

- Transportation
- Guiding a person with a vision loss
- Adaptive communication (e.g., Intervener for someone who is deaf/blind)
- Interpretation (e.g., ASL/English interpreter, LSQ/French interpreter)
- Note-taking, scribe or reading services (usually coordinated by disability or library services offices)
- Personal care assistance
- Support persons in the event of a seizure (e.g., protect from falls)
- Interpret and speak on behalf of someone with a speech disability

(5) Notice of Service Disruptions

Planned Service Disruptions:

Wilfrid Laurier University will provide 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 Students' Union will coordinate with the University to distribute the information to our members.

Unplanned Service Disruptions:

Wilfrid Laurier University will provide 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 Students' Union will coordinate with the University to distribute the information to our members.

8.3 Feedback:

All feedback received regarding the way in which the Students' Union provides goods and services to members with accessibility challenges shall be directed to the President and CEO of the Students' Union

Information about the feedback process will be readily available to the public and notice of the process will be posted on the Students' Union's website and/or that the Customer Feedback Policy will be promoted by the Marketing Department via social media promotion, print assets and Digital Signage on the Waterloo campus.

The Marketing Department also strives to:

- Be proactive with messaging to Laurier students to mitigate the risk of negative feedback
- Use student feedback in internal meetings to direct the marketing strategy moving forward.
- Provide more opportunities for student engagement in online community forums
- Use more variety of text based + visual based social media platforms (FB, Twitter, Instagram, Snapchat) so there are more options for students to obtain information
- Monitor metrics more closely and provide findings to shape our marketing strategy as well as help with Students' Union programming etc.
- Consistently debrief within the Marketing Department and keep detailed records of 'wins' and areas for improvement throughout the year for our Annual Report and to continuously keep the Marketing Department moving forward
- Engage with Students' Union stakeholders, Laurier Community and Community Partners to be progressive and transparent