

## Message from the Ombudsman

It is with pride that I have assumed the role of Rogers Ombudsman in late 2018 from my predecessor, Deborah Evans. Since taking on the role, I've been impressed with the team's level of professionalism and dedication to investigate and seek opportunities to resolve customer concerns. In addition to assisting 3096 customers in having their concerns addressed by Rogers and Fido, the team of 5 Ombudsman Case Managers were able to investigate 530 customer complaints in 2018 (up 9% from 2017) with a 97% resolution rate.

I believe that Rogers is making great strides in enhancing the customer experience by putting our customers first in everything we do. This is evident in the new products and services Rogers recently introduced that address the needs and feedback from consumers, such as Ignite TV and Upfront Edge.

That said, I also recognize there are still opportunities to do better. Our office continues to hear from customers who feel that Rogers or Fido haven't listened, understood their concern, or proposed a reasonable solution. I believe this type of customer feedback is invaluable and I am pleased that the Ombudsman office is able to share the result of our investigations with the business to prevent similar disputes from arising in the future.

I encourage you to review this report and see how we are doing. Working together, I believe the Ombudsman's Office will continue to help Rogers and Fido improve, making it easier for you to do business.

Thank you,  
**Jeff Smith**  
Ombudsman

## What is the role of the Rogers Ombudsman?

There is an opportunity to request a review by the Rogers Ombudsman as a final step in the internal Rogers Complaint Process. The primary mandate of the Rogers Ombudsman is to offer a fair and responsive dispute process to investigate unresolved customer concerns. Another role of the Rogers Ombudsman is to identify and make recommendations to improve Rogers' operations, products and services to enhance customer experience.

The role of the Ombudsman is to act as an impartial arbiter, not to be an advocate for either party, in seeking a solution. Our recommendations are non-binding and either party is free to pursue other remedies if an agreement is not reached. The services of the Rogers Ombudsman are free and confidential.

The Rogers Ombudsman weighs evidence provided by both the consumer and by Rogers, enabling both parties to present their interest in seeking a resolution. The Ombudsman requires that all concerns **must be submitted in writing**, in order to maintain clear and undisputed records in our investigation.

### **What can I expect when dealing with the Ombudsman office?**

1. We will acknowledge receipt of your complaint by our office normally within 2-3 business days. Upon determining your concern falls within our mandate, this consent agreement requires your acceptance to proceed with the investigation.
2. We will gather any information you provide to help us investigate the complaint. Once complete we will confirm our understanding of your complaint to ensure we have captured all relevant details.
3. We will interview those involved with handling your case and other employees who can assist with the investigation. This process also includes reviewing procedural codes as well as Rogers' own Terms of Service, as it applies to your concern.
4. We will issue a recommendation to resolve the matter based on our assessment of information provided. Most cases (74%) are handled within 30 days.

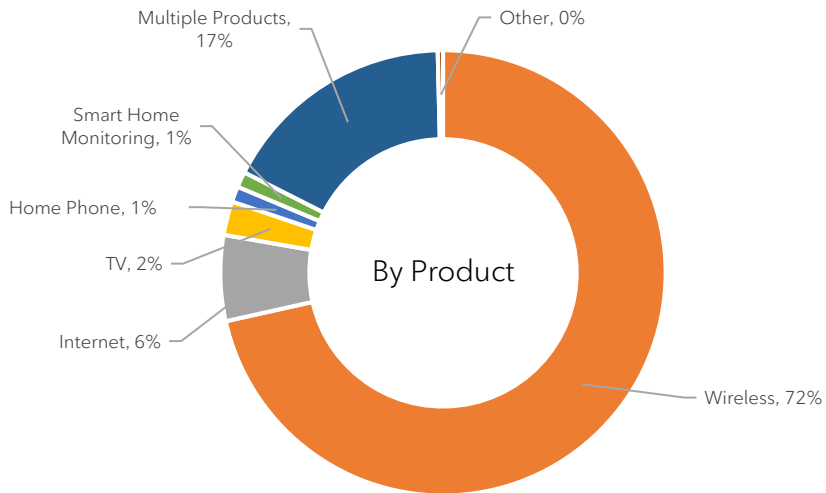
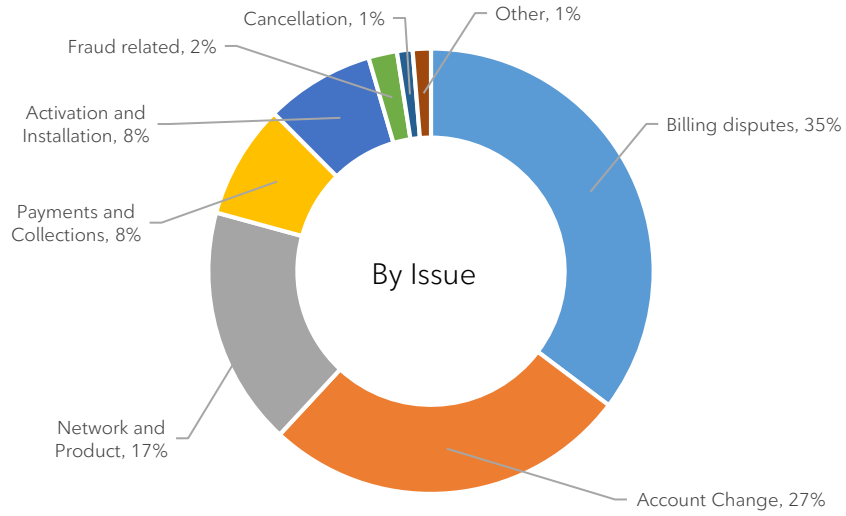
### **What will the Ombudsman office investigate?**

While we investigate the majority concerns that are escalated to our office, there are some matters that fall outside our mandate. These include reviewing:

- Matters related to pricing (plans, devices, service fees) and general policy (credit rules, account closures). However, the Ombudsman may review such complaints to determine if proper procedure was followed.
- Matters that are already in, or have been in, litigation or external arbitration and the matter has been decided there.
- Complaints if there was no attempt made to resolve the issue through the Rogers Complaint Process and a deadlock letter has not been issued by Rogers.

If your matter does not fall within the mandate of the Ombudsman office, then we will do our best to direct your concern to the Rogers group best suited to address your concern.

**Complaint types received in 2018:**



## **People's stories:**

### **1. "Lost Memories"**

When Mr. X visited his local Fido retail store to acquire a new device, an agent guided him through the FidoTRADE and hardware upgrade process. After transferring all stored data to Mr. X's new Samsung device, the retail agent purged data stored on his trade-in device. However, Mr. X was shocked to discover that his personal files were not successfully transferred and that his memories were lost.

While Fido agents apologized for the unfortunate incident, Mr. X remained dissatisfied that Fido could not assist in recovering the lost files. When Fido could not explain what occurred, Mr. X requested an investigation of these events by the Ombudsman's Office.

#### **Result:**

*During our investigation, the Office of the Ombudsman determined that Fido has a structured process in place to support the transfer of data between devices when completing a hardware upgrade. The transfer unfortunately failed, despite the agents following the process.*

*When directing our investigation to the devices involved with Mr. X's purchase, it became evident that the manufacturer had identified a concern in which the device would complete a factory reset following the insertion of the SIM card. Any data transferred to the new device prior to inserting the SIM card would be deleted.*

*This situation illustrates how disconnects between Fido and its partners may negatively affect a client. Even though Fido followed the structured process to transfer data between devices, new information affecting this process resulted in a negative customer experience.*

*Mr. X was offered, and accepted, complimentary service as a resolution to this inconvenient situation.*

## 2. “Connecting with family overseas”

Ms. Y, a new resident to Canada, contacted Rogers upon discovering significant long distances charges for calls placed to her family in Nigeria. While Ms. Y acknowledged responsibility for placing the calls, she was unaware of the per-minute calling rate and was surprised with the balance owing on her invoice. Ms. Y contacted Rogers, asking for support with these fees, knowing she was unable to cover all charges.

Rogers’ agents offered to assist with a partial reduction of the usage charges as a goodwill gesture, however, Ms. Y could not cover the remaining balance. Fearing that she would lose her only connection to her family, Ms. Y requested that the Office of the Ombudsman review her request for additional assistance with her invoice.

### **Result:**

*Upon completing our investigation, the Office of the Ombudsman verified that Ms. Y’s invoice was accurate, with usage billed in accordance with calling rates to Nigeria. In addition, the investigation determined that Rogers shares long distance calling rates with customers and prospective clients on their website. When reviewing Rogers’ regulatory responsibilities, our office concluded that Rogers met all requirements as outlined by the Wireless Code.*

*While Rogers had met all expectations in communicating international long distance calling rates, this situation illustrates that human error may be an intricate part a business relationship between a client and their service provider. Though Rogers’ recognized that mistakes can occur and offered a goodwill reduction of the usage, Ms. Y could not meet the payment obligations for the remaining balance. The fear that she would lose her sole means to communicate with her family resulted in a negative experience for Rogers’ customer.*

*Ms. Y accepted a resolution to register a Long Distance Calling Add-on to support calls to her family in Nigeria, with Rogers agreeing to re-rated per-minute calling rates included with the add-on.*

### **3. “Typo mistakes”**

When told by his daughter that her phone wasn't working, Mr. Z contacted Rogers technical support. It was not until the agent advised that his service was suspended for non-payment that Mr. Z realized something was very wrong. In discussing the situation with Fido's billing department, Mr. Z learned that pre-authorized payments were not correctly registered to his account, and that he had not received a notice that the account was past-due.

Though Fido agents demonstrated a willingness to assist in taking a payment to resume the service, Mr. Z found that Fido could not provide a sufficient explanation of what occurred and requested that the Office of the Ombudsman investigate.

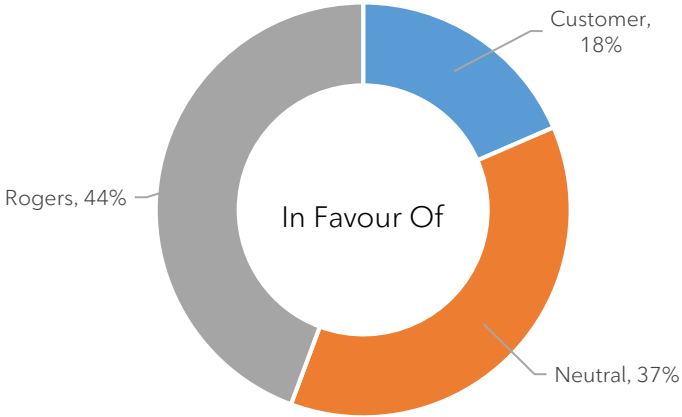
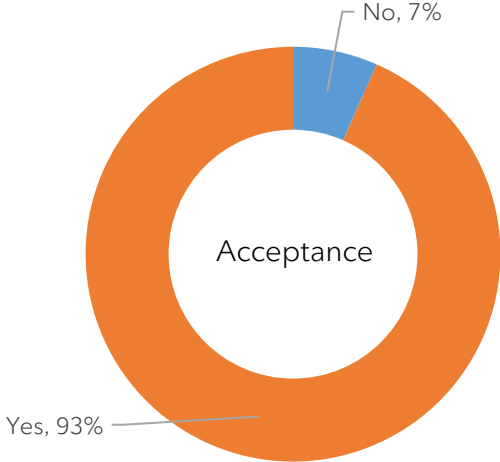
#### **Result:**

*In completing our investigation, the Ombudsman's Office determined that several issues were responsible for this negative customer experience. Our investigation found that, when activating two accounts in September 2018, a typographical error was responsible for an inaccurate email address listed for online billing on his daughter's account. In addition, though Mr. Z registered pre-authorized payments to his personal account, an interaction error meant that his daughter's account was not similarly updated. While Fido had sent the necessary notice that the account was past due, the investigation determined that Mr. Z was unaware of any issue.*

*This situation illustrates the importance of verifying all details with a client, prior to completing changes, and the negative affect such a scenario may have on the customer experience.*

*Mr. Z accepted a resolution of complimentary service, with the correction of the account.*

**Results of Ombudsman investigations:**



**What happens if you remain dissatisfied?**

If you remain dissatisfied, you may take your complaint to an external complaints body for review.

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, television 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](http://www.ccts-cprst.ca) or call toll-free at 1-888-221-1687.