



**PURPOSE**

This policy and set of procedures have been created to meet the requirements of Accessibility Standards for Customer Service, Ontario Regulation 429/07 under the Accessibility for Ontarians with Disabilities Act (AODA), 2005, and applies to the provision of providing goods and services to customers.

All goods and services provided by Dart shall follow the principles that respect the dignity, integration, equal opportunity, and independence of customers with disabilities. Dart is committed to giving customers with disabilities the same opportunity to access our goods and services and allowing them to benefit from the same services, in the same place and in a similar way as other customers.

**Location of the most recent version of this policy and set of procedures**

The most current version of the Dart's Policy and Procedures for Accessibility Standards for Customer Service is located on Dart's intranet.

**SCOPE**

- a) This policy applies to the provision of goods and services at premises owned and operated by Dart.
- b) This policy applies to employees, volunteers, agents and/or contractors who deal with customers or other third parties that act on behalf of Dart, including when the provision of goods and services occurs off the premises of Dart. such as: delivery services, vendors, drivers, and other third parties.
- c) The section of this policy that addresses the use of guide dogs, service animals, and service dogs only applies to the provision of goods and services that take place at premises owned and operated by Dart
- d) This policy shall also apply to all persons who participate in the development of the Dart's policies, practices, and procedures governing the provision of goods and services to customers.

**DEFINITIONS**

Assistive Device – is a technical aid, communication device, or other instrument that is used to maintain or improve the functional abilities of customers with disabilities. Personal assistive devices are typically devices that customers bring with them such as a wheelchair, scooter, walker, walking stick, communication board, speech generating device, white board, teletypewriter service, magnification devices, pen and paper, personal amplification device, hearing aid, or a personal oxygen tank that might assist in hearing, seeing, communicating, moving, breathing, remembering, and/or reading.

Disability – the term disability as defined by the *Accessibility for Ontarians with Disabilities Act, 2005*, and the *Ontario Human Rights Code*, refers to:

- any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical co-ordination, 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;
- a condition of mental impairment or a developmental disability;
- a learning disability, or dysfunction in one or more of the processes involved in understanding or using symbols or spoken language;
- a mental disorder; or



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- an injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997.

Guide Dog – is a highly-trained working dog that has been trained at one of the facilities listed in Ontario Regulation 58 under the Blind Persons’ Rights Act, to provide mobility, safety and increased independence for customers with disabilities.

Service Animal – as reflected in *Ontario Regulation 429/07*, an animal is a service animal for a person with a disability if:

- it is readily apparent that the animal is used by the person for reasons relating to his or her disability; or
- if the person provides a letter from a physician or nurse confirming that the person requires the animal for reasons relating to the disability.
- Support animals include service dogs, small ponies, and miniature horses.

Service Dog – as reflected in *Health Protection and Promotion Act, Ontario Regulation 562* a dog other than a guide dog for the blind is a service dog if:

- it is readily apparent to an average person that the dog functions as a service dog for a person with a medical disability; or
- if the person who requires the dog can provide on request a letter from a physician or nurse confirming that the person requires a service dog.

Support Person – as reflected in *Ontario Regulation 429/07*, a support person means, in relation to a person with a disability, another person who accompanies him or her in order to help with communication, mobility, personal care, medical needs or access to goods and services.

**PROVIDING  
GOODS AND  
SERVICES TO  
CUSTOMERS  
WITH  
DISABILITIES**

Dart is committed to excellence in serving all customers including customers with disabilities and will carry out our functions and responsibilities in the following areas:

**Communication**

Dart will refer to customers with a disability by putting the person first. For example, a customer who is deaf will be referred to as a “person with a hearing disability” and not as “a deaf person/customer”.

Dart will communicate with customers with disabilities in ways that take into account their disability.

Dart will train staff who communicate with customers on how to interact and communicate with customers with various types of disabilities.

**Telephone services**

Dart is committed to providing fully accessible telephone service to our customers. As part of our training, staff are taught to communicate with customers over the telephone in clear and plain language and to speak clearly and seek confirmation for understanding.

Dart will offer to communicate with customers by e-mail or in a face-to face meeting, if telephone communication is not suitable to their communication needs.



**Assistive devices**

Dart is committed to serving customers with disabilities who use assistive devices to obtain, use, or benefit from our goods and services. Dart Canada Inc. will ensure that our staff are trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our goods or services.

**Billing**

Dart is committed to providing accessible invoices to all of our customers. For this reason, invoices will be provided in the following formats upon request: hard copy, large print, or e-mail.

Dart will answer any questions customers may have about the content of the invoice in person, by telephone or email.

**Use of service animals and support persons**

Dart is committed to welcoming customers with disabilities who are accompanied by a service animal on our premises that are open to the public and other third parties unless otherwise excluded by law. Dart will also ensure that all staff, volunteers, and agents and/or contractors dealing with customers are properly trained on how to interact with customers with disabilities who are accompanied by a service animal or a support person. However, service animals are not permitted in our plant or warehouse under any condition.

**Applicable laws**

*The Health Protection and Promotion Act, Ontario Regulation 562 Section 60*, normally does not allow animals in places where food is manufactured, prepared, processed, handled, served, displayed, stored, sold or offered for sale. It does allow guide dogs and service dogs to go into places where food is served, sold or offered for sale. However, other types of service animals are not included in this exception.

*Dog Owners' Liability Act, Ontario*: If there is a conflict between a provision of this Act or of a regulation under this or any other Act relating to banned breeds (such as pitbulls) and a provision of a by-law passed by a municipality relating to these breeds, the provision that is more restrictive in relation to controls or bans on these breeds prevails.

**NOTICE OF  
TEMPORARY  
SERVICE  
DISRUPTION**

Dart will provide customers with notice in the event of a planned or unexpected disruption in the facilities or services usually used by customers with disabilities. This notice will include information about the reason for disruption, its anticipated duration, and a description of alternative facilities or services, if available.

Customer service staff will be responsible for disseminating information on service disruptions to the customer, the receptionist, and the distribution clerk. A service disruption notice will be placed on the front reception entrance door at the 2121 Markham Road location by the receptionist and on the entrance door at our 6185 Mavis Road location by the distribution clerk. Customer service staff will send an e-mail alert to our customers who have computers about service disruptions. All staff are responsible for directly calling customers to cancel previously scheduled appointments due to a temporary service disruption.

Any disruption for assistive devices provide must also be posted. The only assistive device currently provided by Dart is the automatic door opener at the reception area. When the automatic door opener is not in service the receptionist will post a notice on the front reception entrance door

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indicating the anticipated duration the automatic door opener will be out of service and the reason for the automatic door opener being out of service.

**Procedure if a customer is unhappy about a service disruption**

- Apologize for the inconvenience
- Acknowledge their feelings
- Ask if they have an e-mail or another method that you could contact them in the future
- Ask them if they wish provide feedback verbally or written about their experience

**TRAINING FOR STAFF**

Dart will provide training to all employees, volunteers, and other third parties who deal with customers on our behalf. Training will also be provided for employees who are involved in the development and approvals of customer service policies, practices and procedures. Employees in the following non-union positions are required to take this training:

Vice President, Business Management-Canada	Division Manager
Account Manager	Senior Sales & Marketing Administrator
Customer Service Manager	Account Coordinator
Customer Service Representative	Bilingual Customer Service Representative
Bilingual Inside Sales Associate	Marketing Manager
Senior Product Manager	Product Manager
Marketing Analyst	Manager, Consumer & Packaging
Sales Plant Manager	Plastic Manager
Print Shop Manager	Paper Manager
Corporate HR Manager	HR Generalist
Quality Manager	Quality Coordinator
Director of Finance	Customer Finance Manager
Accounts Receivable Administrator	Accounts Receivable/Credit Analyst
Senior Pricing Analyst	Pricing Coordinator
Receptionist	Over, Short, & Damaged Coordinator
Warehouse Manager	Traffic Supervisor
Distribution Clerk	Senior Warehouse Coordinator
Warehouse Supervisor	Warehouse Coordinator

Training will be provided as soon as practicable after an employee's hire date.

Training for non-union staff will include the following:

- An overview of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard
- Dart's Accessible Customer Service Plan related to the customer service standard
- How to interact and communicate with customers with various types of disabilities
- How to interact with customers with disabilities who use an assistive device or require the assistance of a service animal or a support person
- What to do if a person with a disability is having difficulty in accessing Dart's goods and services
- Dart's policies, practices and procedures relating to the customer service standard
- Salaried staff will take a post test with a 70 % threshold to successfully pass the training

Employees in the following hourly union positions are required to take this training (may be subject to change without notice):

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Ink Mixer  
PMC Mechanic  
Plate Mounter

Pressperson A  
Quality Auditor

Training for hourly staff will include the following:

- Disability Awareness training which can be accessed by using the following link <http://www.mcsc.gov.on.ca/mcsc/serve-ability/splash.html>
- Dart's Accessible Customer Service Plan.
- Hourly staff will be required take a post test with a 70% threshold to successfully pass the training.

All staff will also be trained/updated on an ongoing basis for changes that are made to these policies, practices and procedures.

**PROCEDURES  
ON HOW TO  
INTERACT WITH  
CUSTOMERS  
WITH A  
DISABILITY**

**Generally, how to interact face-to-face with a customer with a disability**

- Be patient
- Use active listening (stop what you are doing, listen to the tone and emotion behind the words, clarify you have understood and then summarize)
- Provide AODA or other documents if requested (ask what format they wish to receive it in. i.e. e-mail, larger print, the documents read to them, etc...)
- Offer the customer the Customer Feedback Form to complete or take the information verbally and fill out the form for the customer

**Generally, how to interact with a customer with an assistive device**

- Never refuse to work with the device
- Don't stare or gawk at the device
- Provide appropriate amount of space
- Don't block, knock, or bump into the assistive device
- Offer assistance if the customer is having trouble working with their device

**How to interact with customers with a wheel chair**

- Greet the person, wait, and follow the person's instructions and/or permission to assist the customer. Don't touch the wheel chair unless you have permission
- Confirm that the customer is ready to move
- Describe what you are going to do before you do it
- Try to avoid uneven ground and objects
- Don't leave the person in an awkward, dangerous or undignified position such as facing a wall or in the path of opening doors
- Respect the customer's personal space. Don't lean over them.

**How to interact with customers with a disability over the phone**

- Be patient and use active listening (stop what you are doing, listen to the tone and emotion behind the words, clarify you have understood and then summarize)
- Provide AODA or other documents if requested (ask what format they wish to receive it in. i.e. e-mail, larger print, etc...)
- Offer to send an e-mail of a customer feedback form that can be e-mailed to HR Generalist or fill a form out with information you receive verbally.



**How to interact with customers with a Teletypewriter (TTY)**

The TTY is an assistive device for customers with hearing disabilities. Dart employees can communicate with a customer who uses a Relay Service but not directly with a TTY.

A customer with a TTY machine can call the Bell Relay Service and the Relay Service Operator will stand by on the phone and relay the communication between the person with the TTY machine and a person that does not have a TTY machine. A Bell Relay Service Operator (1-800-855-0511) can contact Solo Cup with a customer and vice-versa. When communicating with customer using a Bell Relay Service remember to:

- Be patient (relay systems will have a long pause between responses)
- Use active listening (stop what you are doing, Listen to the tone and emotion behind the words, clarify you have understood and then summarize)
- Provide AODA or other documents if requested (ask what format they wish to receive it in. I.e. e-mail, larger print, the documents read to them etc...)
- Offer the customer the Customer Feedback Form to complete or take the information verbally and fill out the form for the customer

**How to interact with customers with a support animal**

- Remember that the service animal is not a pet. It is a working animal.
- Avoid touching or addressing service animals. They are working and have to pay attention at all times.
- Avoid making assumptions about the animal. Not all service animals wear special collars.

**How to interact with customers with a support person**

- Speak to the customer directly and not the support person.
- If you are not sure if the person is a support person or not, ask the customer.

**How to interact with customers with vision disabilities**

- Use your everyday projection and volume when you speak. There is generally no need to raise your voice because the person does not necessarily have hearing loss. Say your name even if you know the person well as many voices sound similar.
- Move to a well lit area if possible.
- Be clear and precise when giving directions, e.g., two steps behind you, a metre to your left, etc... Don't use "over there" or point in the direction.
- Don't touch your customer without asking permission. Offer your elbow to guide the person. If he or she accepts, when the person is ready, walk slowly, lead – don't pull.
- Again don't touch or speak to service animals – they are working and have to pay attention at all times.
- Don't leave your customer in the middle of a room. Show him or her to a chair, or guide them to a comfortable location. If you need to leave your customer, let him or her know you are leaving and you will be back.
- When providing printed information, offer to read or summarize it. Offer to describe information. For example, verbally itemize a bill or explain what the specials are or what are the choices of product they can order.



**How to interact with customers with hearing disabilities**

- Move to a well quiet area if possible.
- Don't put your hands in front of your face when speaking. Some customers read lips. When speaking, check for understanding. (25% can read lips understanding 45-50% of what is being said)
- If necessary, ask if another method of communicating would be easier, for example, using a pen and paper.
- Be patient if you are using a pen and paper to communicate. American Sign Language may be your customer's first language.
- Reduce the background noise if possible or move into a different area.

**How to interact with customers that are deafblind**

- Customers who are deafblind will generally have an intervener (a professional who can communicate with them). If not they will explain to you how to communicate with them, in some cases, with the use of a sign or card.
- Do not speak directly to the intervener. Direct your attention to the customer like you normally would.

**How to interact with customers with physical disabilities**

- Speak naturally and directly to your customer, not to his or her companion or support person.
- Ask before you help. Customers with physical disabilities often have their own ways of doing things. Wait for and follow the person's instructions
- Respect your customer's personal space. Do not lean over him or her or on his or her assistive device. Don't touch assistive devices without permission. If you have permission to move a person in a wheelchair, remember to confirm that your customer is ready to move and describe what you're going to do before you do it. Don't move items or equipment, such as canes and walkers, out of the person's reach.
- Don't leave the person in an awkward, dangerous or undignified position such as facing a wall or in the path of opening doors
- If you need to have a lengthy conversation with customers in a wheelchair or scooter, consider sitting so that you can make eye contact.

**How to interact with customers with intellectual/developmental disabilities**

- Don't assume what a person can or cannot do. Do not raise your voice or slow your speed down.
- Use plain language and speak in short sentences. Provide one piece of information at a time.
- To confirm if your customer understands what you have said, consider asking the person to repeat the message back to you in his or her own words.
- If you cannot understand what is being said, simply ask again.
- Be supportive and patient.
- Speak directly to your customer, not to their support person or animal.



**How to interact with customers with learning disabilities**

- If you know the customer has a learning disability, ask how you can help.
- Speak naturally, clearly, and directly to your customer.
- Allow extra time if necessary. Customers with learning disabilities may take a little longer to understand and respond. Be patient and be willing to explain something again, if needed.

**How to interact with customers with mental health disabilities**

- Treat a person with a mental health disability with the same respect and consideration you have for everyone else.
- Be patient.
- Do not raise your voice or slow your speed down.
- Be confident and reassuring. Listen carefully and work with your customer to try to meet their needs. Customers' reactions may not be connected to you personally.
- If a customer appears to be in a crisis, ask him or her to tell you the best way to help.
- Break up lengthy conversations into a series of shorter ones and do not speak too quickly to prevent confusion and anxiety (speak naturally)

**How to interact with customers with speech or language disabilities**

- Don't assume that because a person has one disability, they also have another. For example, if a customer has difficulty speaking, it doesn't mean they have an intellectual or developmental disability as well.
- Ask your customer to repeat the information if you don't understand.
- Ask questions that can be answered "yes" or "no" if possible.
- Try to allow enough time to communicate with your customer as they may speak more slowly than normal.
- Don't interrupt or finish your customer's sentences. Wait for them to finish.

**How to interact with customers who is still having difficulty assessing goods or services**

- If customer is deaf and does not have a sign language interpreter with them, you can ask the customer, in writing or using a pen and paper "What would be a good way to serve you?"
- If any customer or third party asks for policies, practices and procedures for customer service. There is a PDF version, a normal hard copy version and a large print hard copy version. For other customer information (i.e. itemized billing information) that the customer requests a special format that your department does not have the capability to provide, please contact the HR Generalist.

**FEEDBACK**

The ultimate goal of Dart is to meet and surpass customer expectations including serving customers with disabilities. Comments on our services regarding how well those expectations are being met are welcome and appreciated.





Any employee that feels that any part of the goods and services provided by Dart does not comply with the principles: dignity, integration, equal opportunity, and independence of customers with disabilities and/or this policy and procedures are also encouraged to immediately report this information to the HR Generalist.

Feedback regarding the way Dart provides goods and services to customers with disabilities can be made in person, by telephone, in writing, or by delivering an electronic text by e-mail or on diskette or otherwise. All feedback information will be collected on a Customer Service Feedback Form and which gets directed to the HR Generalist who logs and analyzes the information. The HR Generalist will respond to the feedback or engage the appropriate manager, who will then respond back to the feedback.

Feedback forms will be made available at Dart's reception area at 2121 Markham Road location and in the warehouse office at 6185 Mavis Road location. In addition, feedback forms can be sent out electronically by any staff trained on the Customer Service Standards at Dart.

Every effort will be made to respond to the feedback within 48 hours on receipt of a complaint. In some circumstances some requests may take one to two weeks to respond.

**Verbal feedback**

- Use the customer feedback form to take notes
- Stay calm and don't get defensive
- Ask the customer to confirm the notes captured on the form
- Advise if the customer that you will be submitting the form to the HR Generalist

**Electronic feedback**

There are electronic feedback forms located in SWAP/AODA in two different formats. One format is in normal font (11 Arial) and the other format is a larger font (22 Arial). You can e-mail the customer either document, and if requested, ask the HR Generalist to forward a customized form directly to the customer. AODA customer feedback will be solicited on e-mail signatures until our website is changed to accommodate AODA recommendations.

**REQUIRED**

**DOCUMENTATION**

Dart is required to keep this policy and set of procedures and/or other documents that contain the following information:

- The use of personal assistive devices used to access the organization's goods or services or the availability, if any, of other measures which enable them to do so.
- Information of the procedures on the customer's use of service animals and support persons, when permitted by law, when and where goods or services are provided.
- If, and under what circumstances it may be necessary to require a person with a disability to be accompanied by a support person to protect the health or safety of the person with a disability or the health or safety of others on the premises.



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**CANADA**

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- Steps that will be taken when there is a temporary planned or unexpected disruption to facilities or services that customers with disabilities usually use to access goods or services
- A document describing training on providing goods or services to customers with disabilities, including a summary of the contents of training and the details of when that training will be provided.
- A document describing the process for receiving and responding to feedback on the manner in which goods or services are provided to customers with disabilities, including what actions will be taken on complaints received

**MODIFICATIONS  
TO THIS OR  
OTHER POLICIES  
AND  
PROCEDURES  
REGARDING  
CUSTOMER  
SERVICE**

Dart is committed to developing customer service policies and procedures that respect and promote the dignity, integration, equal opportunity, and independence of customers with disabilities. Therefore, no changes will be made to this policy before considering the impact on customers with disabilities. Any policy of Dart that does not respect the dignity, integration, equal opportunity, and independence of customers with disabilities will be modified or removed.

**QUESTIONS  
ABOUT THIS  
POLICY**

If anyone has a question about the policy and set of procedures, an explanation should be provided by, or referred to Human Resources of Dart. The contact information is:

Human Resources

Phone Number: 416-293-2877 ext 3271

E-mail: [AODACanada@dartcanada.ca](mailto:AODACanada@dartcanada.ca)

Fax Number: 416-332-3491

Working Address: 2121 Markham Road, Scarborough, ON Canada M1B 2W3