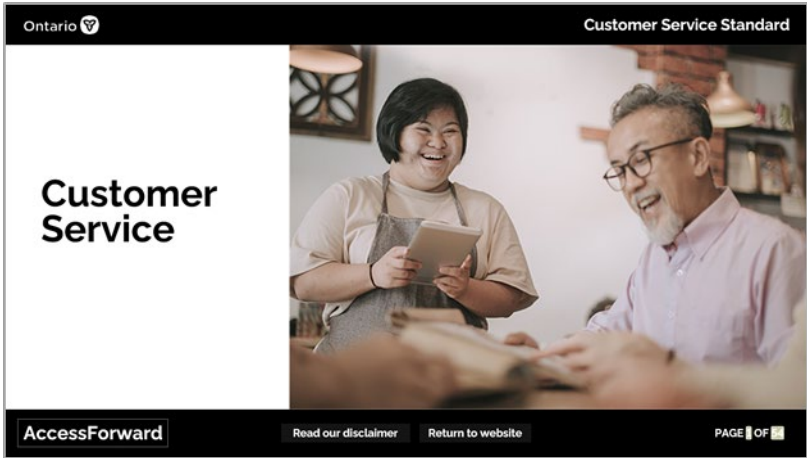


Disclaimer Statement

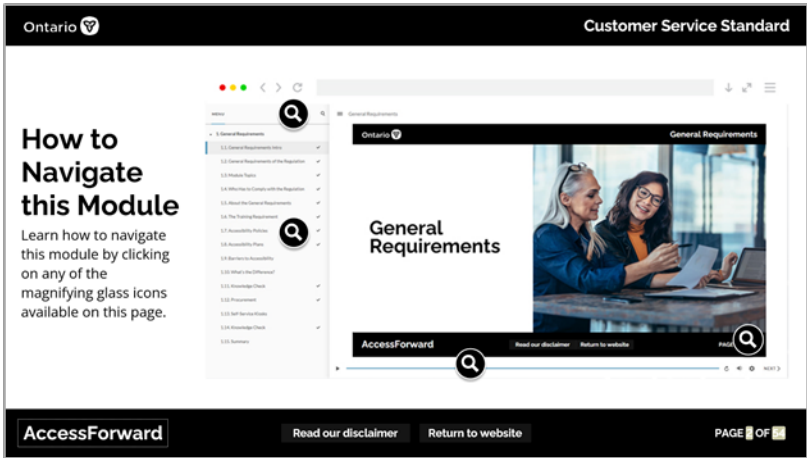
Completion of this AccessForward training course by an individual should not be construed as compliance by them or their organization with the AODA and its regulation.

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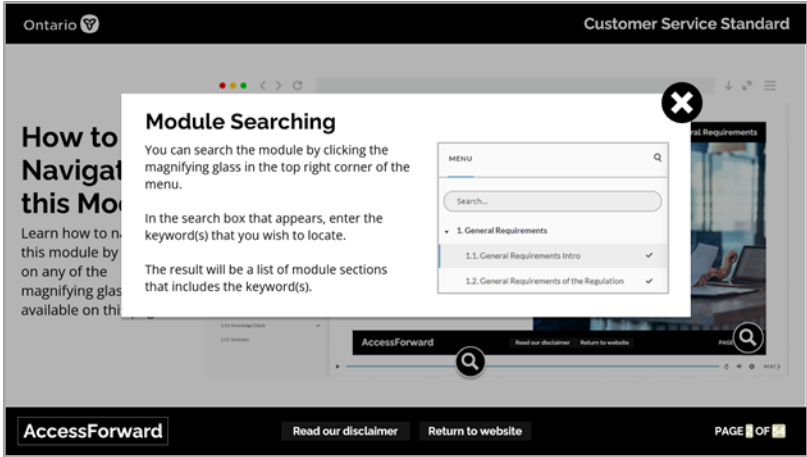
Page 1 of 54: Customer Service Standard



Slide 2 of 54: How to Navigate this Module



Learn how to navigate this module by clicking on any of the magnifying glass icons available on this page.

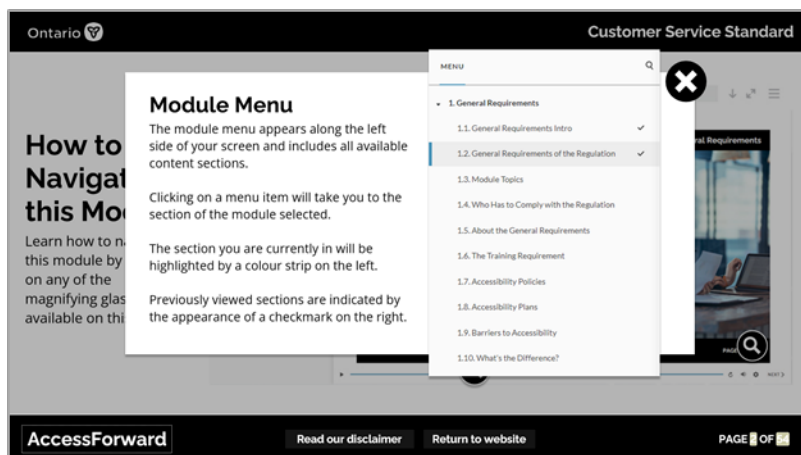


Module Searching

You can search the module by clicking the magnifying glass in the top right corner of the menu.

In the search box that appears, enter the keyword(s) that you wish to locate.

The result will be a list of module sections that includes the keyword(s).



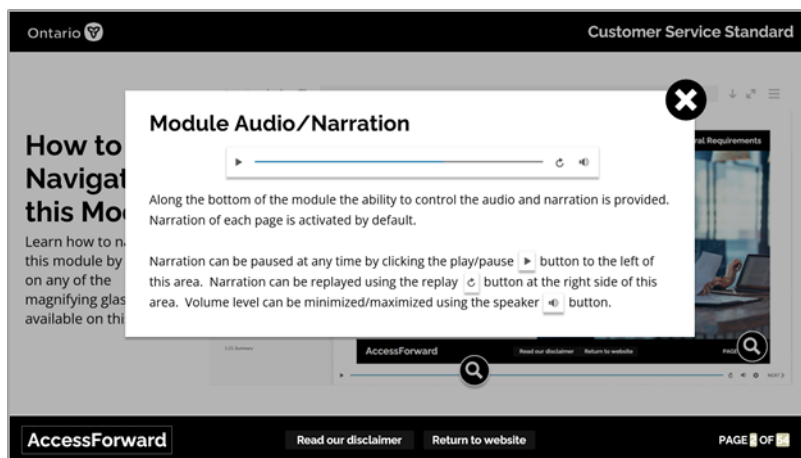
Module Menu

The module menu appears along the left side of your screen and includes all available content sections.

Clicking on a menu item will take you to the section of the module selected.

The section you are currently in will be highlighted by a colour strip on the left.

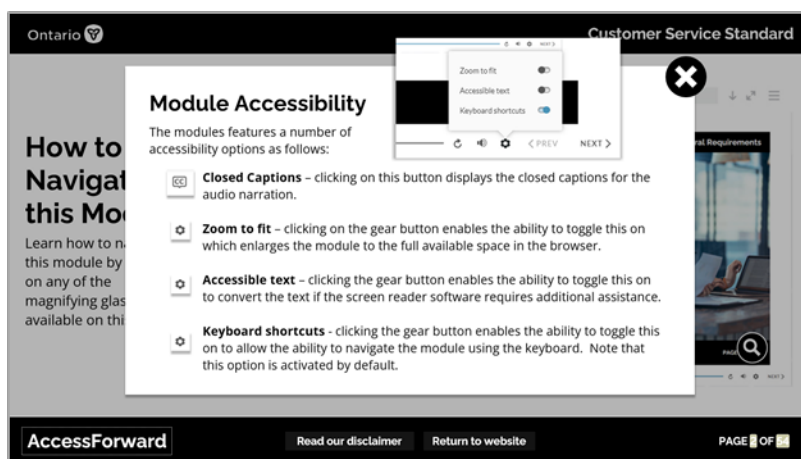
Previously viewed sections are indicated by the appearance of a checkmark on the right.



Module Audio/Narration

Along the bottom of the module the ability to control the audio and narration is provided. Narration of each page is activated by default.

Narration can be paused at any time by clicking the play/pause button to the left of this area. Narration can be replayed using the replay button at the right side of this area. Volume level can be minimized/maximized using the speaker button.



Module Accessibility

Closed Captions - clicking on this button displays the closed captions for the audio narration

Zoom to fit - clicking on the gear button enables the ability to toggle this on which enlarges the module to the full available space in the browser.

Accessible text - clicking the gear button enables the ability to toggle this on to convert the text if the screen reader software requires additional assistance

Keyboard shortcuts - clicking the gear button enables the ability to toggle this on to allow the ability to navigate the module using the keyboard. Note that this option is activated by default.

Slide 3 of 54: Organizational Classification Chart

Ontario  Customer Service Standard

Organizational Classification Chart

The 5 classes of organizations:


- + Government of Ontario and the Legislative Assembly
- + Large designated public sector organization
- + Small designated public sector organization
- + Large organization
- + Small organization

Designated public sector organization: refers to organizations listed in Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

Designated public sector also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

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The 5 classes of organizations:

Ontario  Customer Service Standard

Organizational Classification Chart

The 5 classes of organization

- + Government of Ontario and the Legislative Assembly
- + Large designated public
- + Small designated public
- + Large organization
- + Small organization

Government of Ontario and the Legislative Assembly
Includes every ministry of the Government of Ontario, the Office of the Premier, and the Legislative Assembly including constituency offices of the members of the Assembly.


Designated public sector organization: refers to Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

Designated public sector also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

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Government of Ontario and the Legislative Assembly

Includes every ministry of the Government of Ontario, the Office of the Premier, and the Legislative Assembly including constituency offices of the members of the Assembly.

Ontario  Customer Service Standard

Organizational Classification Chart

The 5 classes of organization

- + Government of Ontario
- + Large designated public sector organization
- + Small designated public sector organization
- + Large organization
- + Small organization

Large designated public sector organization

A designated public sector organization with 50 or more employees (such as municipalities, hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation).

Public sector organization: refers to Schedule 1 (Broader Public Accessible Standards Organizations) organizations include hospitals, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

Designated public sector also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

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Large designated public sector organization

A designated public sector organization* with 50 or more employees (such as municipalities, hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation).

Ontario  Customer Service Standard

Organizational Classification Chart

The 5 classes of organizations:

- + Government of Ontario
- + Large designated public sector organization
- + Small designated public sector organization
- + Large organization
- + Small organization

Small designated public sector organization

A designated public sector organization with one to 49 employees (such as the Ontario Office of the Fairness Commissioner and some municipalities).


Public sector organization: refers to Schedule 1 (Broader Public Accessible Standards Organizations) organizations include hospitals, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

Designated public sector also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

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Small designated public sector organization

A designated public sector organization* with one to 49 employees such as the Ontario Office of the Fairness Commissioner and some municipalities.

Ontario  Customer Service Standard

Organizational Classification Chart

The 5 classes of organizations:

- + Government of Ontario
- + Large designated public sector organization
- + Small designated public sector organization
- + Large organization
- + Small organization

Large organization
Refers to a private or not-for-profit organization that provides goods, services or facilities to the public or to other organizations and has 50 or more employees in Ontario. It does not include the Government of Ontario, Legislative Assembly, or designated public sector organizations.

Designated public sector organization: refers to organizations listed in Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

Designated public sector organization also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

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Large Organization

A private or not-for-profit organization that provides goods, services or facilities to the public or to other organizations and has 50 or more employees in Ontario. It does not include the Government of Ontario, Legislative Assembly, or designated public sector organizations.

Ontario  Customer Service Standard

Organizational Classification Chart

The 5 classes of organizations:

- + Government of Ontario
- + Large designated public sector organization
- + Small designated public sector organization
- + Large organization
- + Small organization

Small organization
Refers to a private or not-for-profit organization that provides goods, services or facilities to the public or to other organizations and has one to 49 employees in Ontario. It does not include the Government of Ontario, Legislative Assembly, or designated public sector organizations.

Designated public sector organization: refers to organizations listed in Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

Designated public sector organization also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 1 OF 1

Small Organization

A private or not-for-profit organization that provides goods, services or facilities to the public or to other organizations and has one to 49 employees in Ontario. It does not include the Government of Ontario, Legislative Assembly, or designated public sector organizations.

Designated public sector organization: Refers to organizations listed in Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

Designated public sector also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

Slide 4 of 54: Introduction Video

The screenshot shows a video player interface. At the top left is the Ontario logo and 'Customer Service Standard'. The main title is 'Customer Service Standard'. Below it, there is a paragraph: 'The Customer Service Standard requires organizations and businesses to provide accessible customer service to people with disabilities. Training on providing accessible customer service and how to interact with people with disabilities is a key requirement of the standard.' Another paragraph follows: 'This module is designed to support organizations and businesses in meeting the training requirements of the standard.' There is a 'Video Transcript' button with a download icon and the text 'Download a full written transcript of this video.' Below that is a short paragraph: 'Watch this video for an introduction to accessible customer service and why it's important. Now let's begin.' The video player itself shows a blue background with the text 'AccessForward Training for an Accessible Ontario' and a video progress bar at the bottom. At the very bottom of the slide, there are navigation links: 'AccessForward', 'Read our disclaimer', 'Return to website', and 'PAGE 1 OF 54'.

The Customer Service Standard requires organizations and businesses to provide accessible customer service to people with disabilities. Training on providing accessible customer service and how to interact with people with disabilities is a key requirement of the standard.

This module is designed to support organizations and businesses in meeting the training requirements of the standard.

Video Transcript

Download a full written transcript of this video

Watch this video for an introduction to accessible customer service and why it's important. Now let's begin.

AccessForward – Serve-Ability

How can I help you?

Introduction to the Customer Service Standard – Integrated Accessibility Standards Regulation

As a customer service provider, openly communicating and responding to your customers' needs is the key to excellent customer service for all, and that includes people with disabilities.

People with disabilities do business, shop, and travel with friends and family, just like everyone else. They are the people you serve. You might call them clients, members, patients, or patrons.

Accessible customer service is about treating every customer with the same consideration and respect, understanding that not all disabilities are visible, and that people with disabilities may have different needs. It's just a matter of finding the best way to serve them.

It can be as easy as asking "How can I help you?" and making small changes to your practices.

Many of us will experience temporary or permanent disability at some point in our lives. Currently, about 1 in 4 people in Ontario has a disability. That's over 2.6 million people. That number is expected to increase as the population ages, as will the need for accessibility.

[text on screen:] 1 in 4 people in Ontario has a disability

[text on screen:] 2.6 million people

That number is expected to increase as the population ages as will the need for accessibility. The Martin Prosperity Institute estimates that by 2031 people at risk of disability and people with disabilities will represent 40% of total income in Ontario. That's approximately \$536 billion dollars.

[text on screen:] By 2031 people at risk of disability and people with disabilities will represent 40% of total income in Ontario

[text on screen:] \$536 billion

With that much spending power, it's essential for a business or organization to be providing an accessible customer service experience. It's the right thing to do, and it's the smart thing to do.

By learning how to serve people with disabilities, your organization may attract more customers, build customer loyalty, and improve services for everyone.


In this module, you'll learn about the customer service standard and how to interact with people with various types of disabilities.

[text on screen:] Learn about the customer service standard and how to interact with people with various types of disabilities.

[text on screen:] Ontario Logo

Developed by the Government of Ontario.

Page 5 of 54: Module Topics

Ontario 
Customer Service Standard

Module Topics

- Who Must Be Trained and When
- What the Accessible Customer Service Training Must Cover
- Purpose of the Accessibility for Ontarians with Disabilities Act, 2005
- Customer Service Standard – The Requirements
- Serving People with Disabilities - Introduction
- Serving People Who Have Various Types of Disabilities
- Serving People Who Use Service Animals
- Serving People with a Support Person
- Serving People Who Use Assistive Devices
- Serving People with Disabilities – At Home or Over the Phone
- If There Are Difficulties Accessing Your Goods, Services or Facilities
- Summary




This module will take you approximately 30-40 minutes to complete.

AccessForward
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[Return to website](#)
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- Who Must Be Trained and When
- What the Accessible Customer Service Training Must Cover
- Purpose of the Accessibility for Ontarians with Disabilities Act, 2005
- Customer Service Standard – The Requirements
- Serving People with Disabilities – Introduction
- Serving People Who Have Various Types of Disabilities
- Serving People Who Use Service Animals
- Serving People with a Support Person
- Serving People Who Use Assistive Devices
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- If There Are Difficulties Accessing Your Goods, Services or Facilities
- Summary

This module will take you approximately 30-40 minutes to complete.

Page 6 of 54: Who Must Be Trained and When


Ontario 
Customer Service Standard

Who Must Be Trained and When

The following people must be trained on serving customers with disabilities:

- all employees and volunteers (paid and unpaid, full-time, part-time and contract positions).
- anyone involved in developing your organization's policies (including managers, senior leaders, directors, board members and owners).
- anyone who provides goods, services or facilities to customers on your organization's behalf (such as external contact centres or facilities management companies).

Training must be completed as soon as possible after an employee or volunteer joins your organization. Training must also be provided when there are any changes to your organization's accessible customer service policies.




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- all employees and volunteers (paid and unpaid, full-time, part-time and contract positions).
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Training must be completed as soon as possible after an employee or volunteer joins your organization. Training must also be provided when there are any changes to your organization's accessible customer service policies.

Ontario  Customer Service Standard

Who Must Be Trained and When

The following people must be trained on serving customers with disabilities:

- all employees and volunteers, full-time and contract
- anyone involved in developing policies (including management members and others)
- anyone who provides goods or services to customers on your organization's behalf (such as external contact centres or facilities management companies).

Training must be completed as soon as possible after an employee or volunteer joins your organization. Training must also be provided when there are any changes to your organization's accessible customer service policies.

Facilities


Refers to rooms or spaces used to provide a service, such as a stadium or banquet hall. It does not refer to the physical structure of a building.

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Facilities

Refers to rooms or spaces used to provide a service, such as a stadium or banquet hall. It does not refer to the physical structure of a building.

Page 7 of 54: What the Accessible Customer Service Training Must Cover

Ontario  Customer Service Standard

What the Accessible Customer Service Training Must Cover

This module covers these required training topics:


- purpose of the Accessibility for Ontarians with Disabilities Act, 2005
- overview of the requirements of the Customer Service Standard
- how to interact with people with various types of disabilities
- how to interact with people with disabilities who use an assistive device or require the assistance of a service animal or [support person](#)
- what to do if a person with a disability is having difficulty accessing your organization's goods, services or [facilities](#)

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 8 OF 11

This module covers these required training topics:

- purpose of the Accessibility for Ontarians with Disabilities Act, 2005
- overview of the requirements of the Customer Service Standard
- how to interact with people with various types of disabilities
- how to interact with people with disabilities who use an assistive device or require the assistance of a service animal or [support person](#)

- what to do if a person with a disability is having difficulty accessing your organization's goods, services or facilities

Ontario  Customer Service Standard

What the Accessible Customer Service Training Must Cover

This module covers these required training topics:


- purpose of the Accessible Disabilities Act, 2005
- overview of the requirements of the Accessible Customer Service Standard
- how to interact with people with disabilities
- how to interact with people using an assistive device or require the assistance of a service animal or [support person](#)
- what to do if a person with a disability is having difficulty accessing your organization's goods, services or [facilities](#)

Support person
A person who accompanies a person with a disability to help with communication, mobility, personal care, medical needs, or with access to goods, services or facilities.

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Support person

A person who accompanies a person with a disability to help with communication, mobility, personal care, medical needs, or with access to goods, services or facilities.

Ontario  Customer Service Standard

What the Accessible Customer Service Training Must Cover

This module covers these required training topics:

- purpose of the Accessible Disabilities Act, 2005
- overview of the requirements of the Accessible Customer Service Standard
- how to interact with people with disabilities
- how to interact with people using an assistive device or require the assistance of a service animal or [support person](#)
- what to do if a person with a disability is having difficulty accessing your organization's goods, services or [facilities](#)


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Facilities

Refers to rooms or spaces used to provide a service, such as a stadium or banquet hall. It does not refer to the physical structure of a building.

Page 8 of 54: What the Accessible Customer Service Training Must Cover

Ontario 
Customer Service Standard

What the Accessible Customer Service Training Must Cover

These required training topics are unique to each organization and are not covered in this module, but you need to know about:


- your organization's policies on providing accessible customer service
- how to use any equipment or devices available in your organization that can help to provide goods, services or facilities to people with disabilities

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These required training topics are unique to each organization and are not covered in this module, but you need to know about:

- your organization's policies on providing accessible customer service
- how to use any equipment or devices available in your organization that can help to provide goods, services or facilities to people with disabilities

Page 9 of 54: Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

Ontario 
Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The Accessibility for Ontarians with Disabilities Act, 2005 (or "the Act") is a provincial law. Its goal is to make Ontario accessible for people with disabilities by 2025 by developing and enforcing accessibility standards.

Accessibility standards

The accessibility standards are the legal requirements that organizations in Ontario must follow to become more accessible to people with disabilities. They address key areas of daily life, including:

- customer service
- information and communications
- employment
- transportation
- design of public spaces


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The Accessibility for Ontarians with Disabilities Act, 2005 (or "the Act") is a provincial law. Its goal is to make Ontario accessible for people with disabilities by 2025 by developing and enforcing accessibility standards.

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- transportation
- design of public spaces

Ontario  Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The Accessibility for Ontarians with Disabilities Act, 2005 (AODA) has the goal of making Ontario accessible for people with disabilities.

Accessibility standards
The accessibility standards are legal requirements that organizations must follow to become more accessible to people with disabilities.

- customer service
- information and communications
- employment
- transportation
- design of public spaces

Conventional transportation service provider
A designated public sector transportation organization as described in paragraph 5 of Schedule 1 of the Integrated Accessibility Standards Regulation, that provides conventional transportation services that operate only within Ontario.

goal is to make Ontario accessible for people with disabilities.

follow to become more accessible to people with disabilities.

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Conventional transportation service provider

A designated public sector transportation organization as described in paragraph 5 of Schedule 1 of the Integrated Accessibility Standards Regulation, that provides conventional transportation services that operate only within Ontario.

Ontario  Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The Accessibility for Ontarians with Disabilities Act, 2005 (AODA) has the goal of making Ontario accessible for people with disabilities.

Accessibility standards
The accessibility standards are legal requirements that organizations must follow to become more accessible to people with disabilities.

- customer service
- information and communications
- employment
- transportation
- design of public spaces

Specialized transportation service provider
A designated public sector transportation organization as described in paragraph 5 of Schedule 1 of the Integrated Accessibility Standards Regulation, that provides specialized transportation services that operate only within Ontario.

goal is to make Ontario accessible for people with disabilities.


follow to become more accessible to people with disabilities.

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Specialized transportation service provider

A designated public sector transportation organization as described in paragraph 5 of Schedule 1 of the Integrated Accessibility Standards Regulation, that provides specialized transportation services that operate only within Ontario.

Slide 10 of 54: Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

Ontario  Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The standards are found in the Integrated Accessibility Standards Regulation which was established under the Act.

Who must comply

The standards must be followed by:

- the [Ontario Government](#) and [Legislative Assembly](#)
- all [designated public sector organizations](#), which include municipalities, universities, colleges, hospitals, school boards and public transportation organizations
- private businesses and not-for-profit organizations that have one or more employees in Ontario

- Who is a customer?

A customer can be anyone who is accessing your organization's goods, services or [facilities](#). They may include paying and non-paying members of the public, and individuals your organization might call customers, such as clients, members, patrons or patients.

Customers can also be other businesses or organizations (also referred to as [third parties](#)).

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The standards are found in the Integrated Accessibility Standards Regulation which was established under the Act.

Who must comply


The standards must be followed by:

- the [Ontario Government](#) and [Legislative Assembly](#)
- all [designated public sector organizations](#), which include municipalities, universities, colleges, hospitals, school boards and public transportation organizations
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Ontario  Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The standards are found in the Integrated Accessibility Standards Regulation which

Who must comply
The standards must be followed by:

- the [Ontario Government](#)
- all [designated public sector organizations](#), which include municipalities, universities, colleges, hospitals, school boards and public transportation organizations
- private businesses and not-for-profit organizations that have one or more employees in Ontario


Who is a customer?

Ontario Government
Refers to the executive of the government and operational branches, including all the ministries of the Government of Ontario and the Office of the Premier.

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Ontario Government

Refers to the executive of the government and operational branches, including all the ministries of the Government of Ontario and the Office of the Premier.

Ontario  Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The standards are found in the Integrated Accessibility Standards Regulation which

Who must comply
The standards must be followed by:

- the [Ontario Government](#)
- all [designated public sector organizations](#), which include municipalities, universities, colleges, hospitals, school boards and public transportation organizations
- private businesses and not-for-profit organizations that have one or more employees in Ontario

Who is a customer?

Legislative Assembly
Refers to the Offices of the Legislative Assembly of Ontario including all the offices of the Members of Provincial Parliament (MPPs), their constituency offices in their ridings and the offices of those appointed on the address of the Assembly, such as the Speaker of the Legislative Assembly of Ontario.

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Legislative Assembly

Refers to the Offices of the Legislative Assembly of Ontario including all the offices of the Members of Provincial Parliament (MPPs), their constituency offices in their ridings and the offices of those appointed on the address of the Assembly, such as the Speaker of the Legislative Assembly of Ontario.

Ontario  Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The standards are found in the Integrated Accessibility Standards Regulation which...

Who must comply

The standards must be followed by:

- the [Ontario Government](#)
- all [designated public sector organizations](#), which include municipalities, universities, colleges, hospitals, school boards and public transportation organizations
- private businesses and not-for-profit organizations that have one or more employees in Ontario

Designated public sector organizations

Refers to organizations listed in Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.


Designated public sector also means every municipality and every person or organization listed in Column 1 of Table 1 of Ontario Regulation 146/10, of the Public Service of Ontario Act, 2006.

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Designated public sector organization

Refers to organizations listed in Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.

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Ontario  Customer Service Standard

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- the [Ontario Government](#)
- all [designated public sector organizations](#), which include municipalities, universities, colleges, hospitals, school boards and public transportation organizations
- private businesses and not-for-profit organizations that have one or more employees in Ontario

Facilities

Refers to rooms or spaces used to provide a service, such as a stadium or banquet hall. It does not refer to the physical structure of a building.

- Who is a customer?

Customers can be anyone who is using the organization's goods, services or facilities. They may include paying members of the organization, individuals your organization might call customers, such as clients, members, patrons or patients.

Customers can also be other businesses or organizations (also referred to as [third parties](#)).

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Facilities

Refers to rooms or spaces used to provide a service, such as a stadium or banquet hall. It does not refer to the physical structure of a building.

Ontario Customer Service Standard

Purpose of the Accessibility for Ontarians with Disabilities Act, 2005

The standards are found in the Integrated Accessibility Standards Regulation which

Who is a customer?

Who must comply

The standards must be followed by:

- the [Ontario Government](#)
- all [designated public services](#)

include municipalities, universities, colleges, hospitals, school boards and public transportation organizations

- private businesses and not-for-profit organizations that have one or more employees in Ontario

Third parties

Refers to other businesses or organizations that may be your customers. This includes consultants, manufacturers and wholesalers as well as providers of other business and professional services.

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Customers can also be other businesses or organizations (also referred to as [third parties](#)).

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Third Parties

Refers to other businesses or organizations that may be your customers. This includes consultants, manufacturers and wholesalers as well as providers of other business and professional services.

Page 11 of 54: Definition of Disability and Being Alert to Barriers

Ontario Customer Service Standard

Definition of Disability and Being Alert to Barriers

Did you know that 1 in 4 people in Ontario have a disability? And that number is expected to increase as the population ages, as will the need for accessibility.

Who are people with disabilities?

When we think of disabilities, we tend to think of people who use wheelchairs and who have physical disabilities that are visible and obvious. But disabilities can also be non-visible. We can't always tell who has a disability. A disability can be temporary or permanent, and many of us will experience a disability at some point in our lives.

The Accessibility for Ontarians with Disabilities Act, 2005 uses the same definition of disability as the Ontario Human Rights Code, which includes physical disabilities as well as vision, hearing, speech, developmental, learning and mental health disabilities.

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 11 OF 11

Did you know that 1 in 4 people in Ontario have a disability? And that number is expected to increase as the population ages, as will the need for accessibility.

Who are people with disabilities?

When we think of disabilities, we tend to think of people who use wheelchairs and who have physical disabilities that are visible and obvious. But disabilities can also be non-visible. We can't always tell who has a disability. A disability can be temporary or permanent, and many of us will experience a disability at some point in our lives.

The Accessibility for Ontarians with Disabilities Act, 2005 uses the same definition of disability as the Ontario Human Rights Code, which includes physical disabilities as well as vision, hearing, speech, developmental, learning and mental health disabilities.

Slide 12 of 54: Definition of Disability and Being Alert to Barriers

The slide is titled "Definition of Disability and Being Alert to Barriers" and is part of the "Customer Service Standard". It features a grid of 16 icons representing various accessibility needs: a dog on a leash, a person with a hearing aid, a person with a white cane, a person with a prosthetic hand, a person with a white cane, a person with a hearing aid, a person with a white cane, a person with a hearing aid, a person with a white cane, a person with a hearing aid, a person with a white cane, a person with a hearing aid, a person with a white cane, a person with a hearing aid, a person with a white cane, and a person with a hearing aid. The slide also contains text explaining the definition of disability and the importance of being alert to barriers to accessibility.

Definition of Disability and Being Alert to Barriers

Be alert to barriers to accessibility
Some people see disabilities as the barrier, but actually it's the environment that presents barriers.

When you think about accessibility, it's important to be aware of both visible and non-visible barriers. For example, physical or structural barriers, such as stairs or doorways, often come to mind first. But sometimes a certain process or policy can create barriers unintentionally. Or providing information in a format that may not be accessible to everyone can create a barrier.

Attitudinal barriers stem from the way people think or behave. They can be based on stereotypes or simply lack of understanding. But attitude and how we do things are within our power to change.

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 12 OF 54


Be alert to barriers to accessibility

Some people see disabilities as the barrier, but actually it's the environment that presents barriers.

When you think about accessibility, it's important to be aware of both visible and non-visible barriers. For example, physical or structural barriers, such as stairs or doorways, often come to mind first. But sometimes a certain process or policy can create barriers unintentionally. Or providing information in a format that may not be accessible to everyone can create a barrier.

Attitudinal barriers stem from the way people think or behave. They can be based on stereotypes or simply lack of understanding. But attitude and how we do things are within our power to change.

Slide 13 of 54: Knowledge Check #1

Ontario 
Customer Service Standard

Knowledge Check #1

Which of the following statements about the Accessibility for Ontarians with Disabilities Act, 2005 is false? Choose the best response and select Submit Response.

- A** Accessibility standards apply to private businesses and not-for-profit organizations, as well as designated public sector organizations across Ontario.
- B** Only physical disabilities are included in the definition of "disability" under the Act.
- C** The accessibility standards are the legal requirements that organizations in Ontario must follow to become more accessible to people with disabilities.
- D** The goal of the Act is to make Ontario accessible for people with disabilities by 2025.

SUBMIT RESPONSE

AccessForward
Read our disclaimer Return to website
PAGE 13 OF 54

Which of the following statements about the Accessibility for Ontarians with Disabilities Act, 2005 is false? Choose the best response and select Submit Response.


A - Accessibility standards apply to private businesses and not-for-profit organizations, as well as designated public sector organizations across Ontario.

B - Only physical disabilities are included in the definition of "disability" under the Act.

C - The accessibility standards are the legal requirements that organizations in Ontario must follow to become more accessible to people with disabilities.

D - The goal of the Act is to make Ontario accessible for people with disabilities by 2025.

SUBMIT RESPONSE


Ontario 
Customer Service Standard

Knowledge Check #1

Which of the following statements about the Accessibility for Ontarians with Disabilities Act, 2005 is false? Choose the best response and select Submit Response.

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- C** The accessibility standards are the legal requirements that organizations in Ontario must follow to become more accessible to people with disabilities.
- D** The goal of the Act is to make Ontario accessible for people with disabilities by 2025.

SUBMIT RESPONSE



That's correct.

The Act uses the same definition of disability as the Ontario Human Rights Code, which includes physical disabilities as well as vision, hearing, speech, developmental, learning and mental health disabilities.


CONTINUE

AccessForward
Read our disclaimer Return to website
PAGE 13 OF 54

That's correct.

The Act uses the same definition of disability as the Ontario Human Rights Code, which includes physical disabilities as well as vision, hearing, speech, developmental, learning and mental health disabilities.

CONTINUE

Ontario  Customer Service Standard

Knowledge Check #1

Which of the following is a requirement of the Act?

2005 is f

A A

B C

C T

D The goal of t

Sorry, that's incorrect.

The Act uses the same definition of disability as the Ontario Human Rights Code, which includes physical disabilities as well as vision, hearing, speech, developmental, learning and mental health disabilities.

CONTINUE **TRY AGAIN**

SUBMIT RESPONSE

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 14 OF 54


Sorry, that's incorrect.

The Act uses the same definition of disability as the Ontario Human Rights Code, which includes physical disabilities as well as vision, hearing, speech, developmental, learning and mental health disabilities.

CONTINUE

TRY AGAIN

Slide 14 of 54: Customer Service Standard – The Requirements

Ontario  Customer Service Standard

Customer Service Standard – The Requirements

Meeting the following requirements prepares your organization to provide accessible customer service to people with all types of disabilities.

- 1 Create accessible customer service policies**
 - Set up policies on providing accessible customer service to people with disabilities according to the requirements of the standard.
 - Make reasonable efforts to ensure that these policies are consistent with the key principles of [independence, dignity, integration and equality of opportunity.](#)
 - All designated public sector organizations, and businesses and not-for-profit organizations with 50 or more employees, must put their accessible customer service policies in writing and provide them on request.
- 2 Consider a person's disability when communicating with them**
 - Communicate with a person with a disability in a way that takes into account their disability.

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 14 OF 54

Meeting the following requirements prepares your organization to provide accessible customer service to people with all types of disabilities.

1. Create accessible customer service policies

- Set up policies on providing accessible customer service to people with disabilities according to the requirements of the standard.
- Make reasonable efforts to ensure that these policies are consistent with the key principles of independence, dignity, integration and equality of opportunity.
- All designated public sector organizations, and businesses and not-for-profit organizations with 50 or more employees, must put their accessible customer service policies in writing and provide them on request.

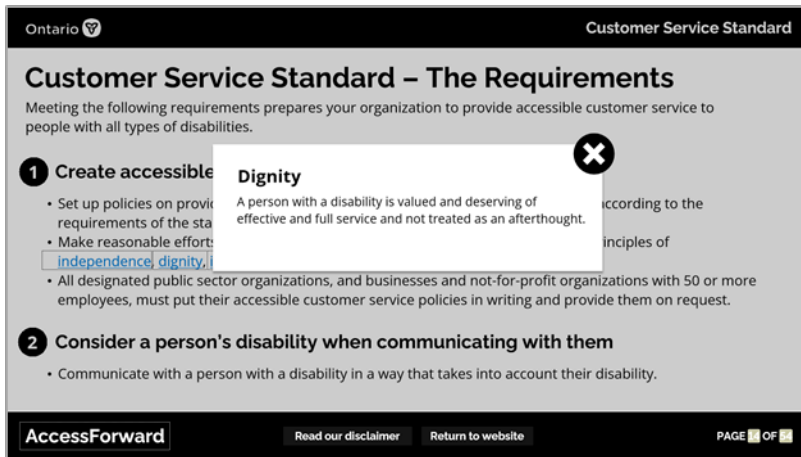
2. Consider a person's disability when communicating with them

- Communicate with a person with a disability in a way that takes into account their disability.

The screenshot shows the Ontario Customer Service Standard website. The main heading is "Customer Service Standard – The Requirements". Below this, it states: "Meeting the following requirements prepares your organization to provide accessible customer service to people with all types of disabilities." There are two main sections: "1 Create accessible customer service policies" and "2 Consider a person's disability when communicating with them". A pop-up window titled "Independence" is overlaid on the first section, containing the text: "Allowing a person with a disability to do things on their own without unnecessary help or interference from others." The pop-up also includes a close button (X). At the bottom of the page, there is an "AccessForward" logo and navigation links: "Read our disclaimer" and "Return to website". The page number "PAGE 1 OF 1" is also visible.

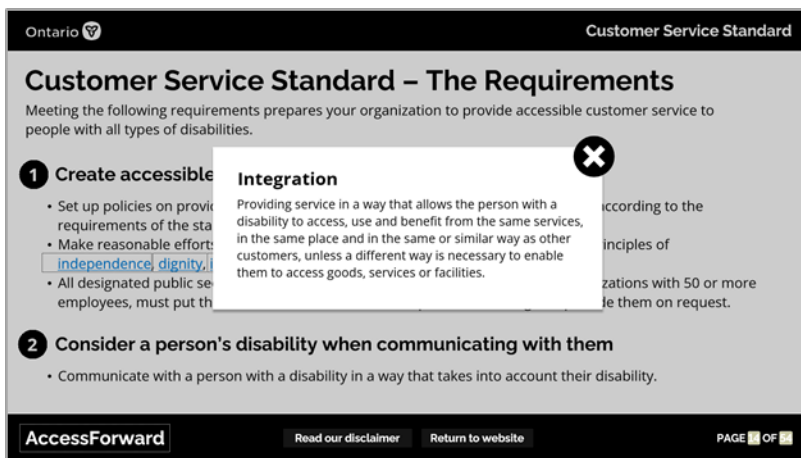
Independence

Allowing a person with a disability to do things on their own without unnecessary help or interference from others.




Dignity

A person with a disability is valued and deserving of effective and full service and not treated as an afterthought.



Integration

Providing service in a way that allows the person with a disability to access, use and benefit from the same services, in the same place and in the same or similar way as other customers, unless a different way is necessary to enable them to access goods, services or facilities.

Ontario  Customer Service Standard

Customer Service Standard – The Requirements

Meeting the following requirements prepares your organization to provide accessible customer service to people with all types of disabilities.

- 1 Create accessible**
 - Set up policies on providing accessible customer service that meet the requirements of the standards.
 - Make reasonable efforts to ensure that your organization's policies, procedures and practices are consistent with the principles of [independence, dignity, and privacy](#).
 - All designated public service organizations with 50 or more employees, must put their accessible customer service policies in writing and provide them on request.

Equality of opportunity

People with disabilities have the same opportunity as others to access, use and benefit from goods, services or facilities. They should not have to accept lesser service, quality or convenience.


- 2 Consider a person's disability when communicating with them**
 - Communicate with a person with a disability in a way that takes into account their disability.

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Equality of opportunity

People with disabilities have the same opportunity as others to access, use and benefit from goods, services or facilities. They should not have to accept lesser service, quality or convenience.

Slide 15 of 54: Customer Service Standard – The Requirements

Ontario  Customer Service Standard

Customer Service Standard – The Requirements

- 3 Allow assistive devices**
 - Let people with disabilities use their personal assistive devices when accessing your goods, services or facilities.
 - Identify the availability, if any, of other helpful measures your organization offers for people with disabilities to access your goods, services or [facilities](#).
- 4 Allow service animals**
 - Let people with disabilities bring their service animals with them into areas open to the public or [third parties](#).
 - In situations where the animal is prohibited by another law, provide another way for the person to access your goods, services or facilities.

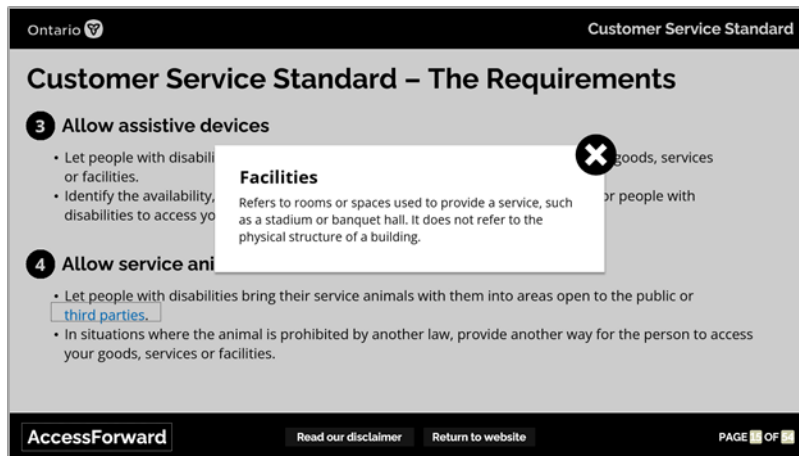
AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 15 OF 54

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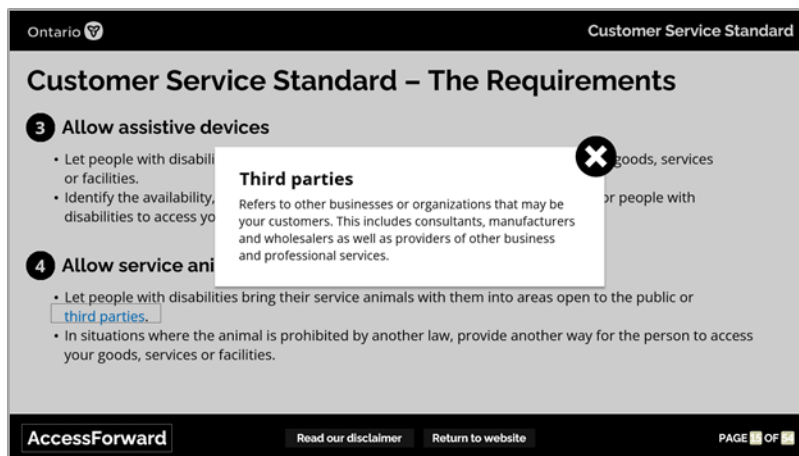
4. Allow service animals

- Let people with disabilities bring their service animals with them into areas open to the public or third parties.
- In situations where the animal is prohibited by another law, provide another way for the person to access your goods, services or facilities.



Facilities


Refers to rooms or spaces used to provide a service, such as a stadium or banquet hall. It does not refer to the physical structure of a building.



Third parties

Refers to other businesses or organizations that may be your customers. This includes consultants, manufacturers and wholesalers as well as providers of other business and professional services.

Slide 16 of 54: Customer Service Standard – The Requirements

Ontario 
Customer Service Standard

Customer Service Standard – The Requirements

- 5 Welcome support persons**

 - Let people with disabilities bring their support persons with them while in areas open to the public or third parties.
 - If your organization charges an admission fee or fare, let people know ahead of time what, if any, admission will be charged for a support person.
 - When, in limited situations, your organization might **require** a person with a disability to be accompanied by a support person for health or safety reasons, the decision must be made by consulting with the person and considering available evidence. If it's determined a support person is required, waive any fee or fare for the support person, if one exists.
- 6 Inform the public when accessible facilities or services are temporarily unavailable**

 - Let the public know when facilities or services that people with disabilities usually use are temporarily unavailable (for example, an elevator or accessible washroom that is out of service).
 - Notice must include the reason for the disruption, how long it will last and any alternatives, if available.


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5. Welcome support persons

- Let people with disabilities bring their support persons with them while in areas open to the public or third parties.
- If your organization charges an admission fee or fare, let people know ahead of time what, if any, admission will be charged for a support person.
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Ontario  Customer Service Standard

Customer Service Standard – The Requirements

5 Welcome support persons

- Let people with disabilities bring their [support persons](#) with them while in areas open to the public or [third parties](#).
- If your organization charges admission, the admission will be charged to the person with a disability. When, in limited situations, admission will be charged by a support person for the person with a disability, and considering availability for the support person, if one exists.

Support person
A person who accompanies a person with a disability to help with communication, mobility, personal care, medical needs, or with access to goods, services or facilities.

...e what, if any, ...ility to be accompanied ...nsulting with the person ...waive any fee or fare


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Ontario  Customer Service Standard

Customer Service Standard – The Requirements

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Third parties
Refers to other businesses or organizations that may be your customers. This includes consultants, manufacturers and wholesalers as well as providers of other business and professional services.

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Page 17 of 54: Customer Service Standard – The Requirements

Ontario 
Customer Service Standard

Customer Service Standard – The Requirements

7 Invite customers to provide feedback

- Set up a process for receiving and responding to feedback about the way your organization provides customer service to people with disabilities, including what action will be taken if a complaint is received.
- Make information about your feedback process available to the public.
- Ensure your feedback process is accessible by providing [accessible formats](#) or [communication supports](#).

8 Train your staff and others

- Train all employees and volunteers on providing accessible customer service and how to interact with people with various types of disabilities.
- All designated public sector organizations, and businesses and not-for-profit organizations with 50 or more employees, must keep a record of the training provided.


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Ontario  Customer Service Standard

Customer Service Standard – The Requirements

7 Invite customers to provide feedback

- Set up a process for receiving customer service to provide feedback.
- Make information about the complaint process accessible to people with disabilities.
- Ensure your feedback process is accessible to people with disabilities.

Accessible formats

Formats that are an alternative to standard print and are accessible to people with disabilities. May include large print, recorded audio and electronic formats, and braille.


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- Train all employees and volunteers on providing accessible customer service and how to interact with people with various types of disabilities.
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AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 1 OF 1

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Ontario  Customer Service Standard

Customer Service Standard – The Requirements

7 Invite customers to provide feedback

- Set up a process for receiving customer service to provide feedback.
- Make information about the complaint process accessible to people with disabilities.
- Ensure your feedback process is accessible to people with disabilities.

Communication supports

Supports that individuals with disabilities may need to access information. Some examples include plain language, sign language interpreter, reading the information out loud to a person with vision loss, adding captioning to videos or using written notes to communicate with someone who is hard of hearing.

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Slide 18 of 54: Customer Service Standard – The Documentation Requirements

The screenshot shows the 'Customer Service Standard – The Documentation Requirements' page. The page title is 'Customer Service Standard – The Documentation Requirements'. Below the title, it states: 'The following organizations have documentation requirements:'. The requirements are listed as follows:

- the [Ontario Government](#) and [Legislative Assembly](#)
- all [designated public sector organizations](#)
- businesses and not-for-profit organizations with 50 or more employees

The page also features the Ontario logo, 'AccessForward' branding, and navigation links for 'Read our disclaimer' and 'Return to website'. The page number is indicated as 'PAGE 18 OF 54'.

The following organizations have documentation requirements:

- the [Ontario Government](#) and [Legislative Assembly](#)
- all [designated public sector organizations](#)
- businesses and not-for-profit organizations with 50 or more employees

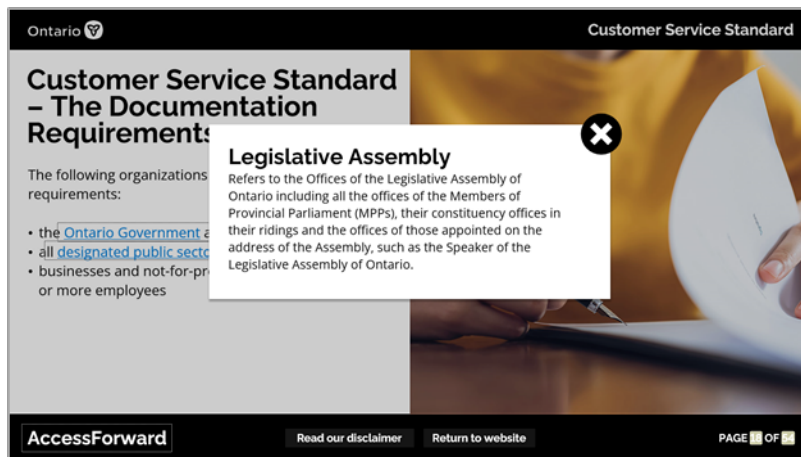
The screenshot shows the same page as above, but with a tooltip displayed over the 'Ontario Government' link. The tooltip contains the following text:

Ontario Government
Refers to the executive of the government and operational branches, including all the ministries of the Government of Ontario and the Office of the Premier.

The page also features the Ontario logo, 'AccessForward' branding, and navigation links for 'Read our disclaimer' and 'Return to website'. The page number is indicated as 'PAGE 18 OF 54'.

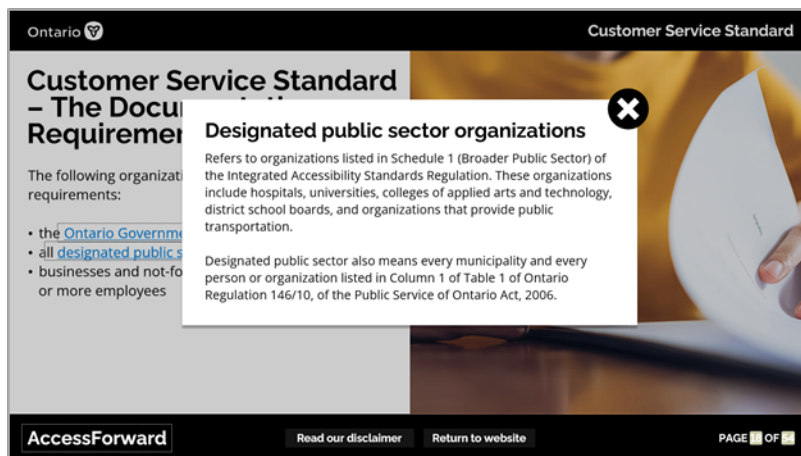
Ontario Government

Refers to the executive of the government and operational branches, including all the ministries of the Government of Ontario and the Office of the Premier.



Legislative Assembly


Refers to the Offices of the Legislative Assembly of Ontario including all the offices of the Members of Provincial Parliament (MPPs), their constituency offices in their ridings and the offices of those appointed on the address of the Assembly, such as the Speaker of the Legislative Assembly of Ontario.



Designated public sector organizations

Refers to organizations listed in Schedule 1 (Broader Public Sector) of the Integrated Accessibility Standards Regulation. These organizations include hospitals, universities, colleges of applied arts and technology, district school boards, and organizations that provide public transportation.



Slide 19 of 54: Customer Service Standard – The Documentation Requirements

Ontario  Customer Service Standard

Customer Service Standard – The Documentation Requirements

These organizations must:


- 1 Put their accessible customer service policies in writing.
 - Let customers know these policy documents (or document) are available on request, for example, by posting a notice in a high traffic area or website.
 - Provide the document(s) in an [accessible formats](#) or with [communication supports](#), if requested, and in a timely manner and at no additional cost than what you would normally charge.
- 2 Keep a record of the accessible customer service training provided, including a summary of the content, when it's to be provided, the number of people trained and the dates.

 **Tips for providing documentation** 

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 19 OF 54

These organizations must:

1. Put their accessible customer service policies in writing.
 - Let customers know these policy documents (or document) are available on request, for example, by posting a notice in a high traffic area or website.
 - Provide the document(s) in an [accessible formats](#) or with [communication supports](#), if requested, and in a timely manner and at no additional cost than what you would normally charge.
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Ontario  Customer Service Standard



Customer Service Standard – The Documentation Requirements

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Tips for providing documentation


- Policies can be a collection of separate documents or combined into one policy document.
- Ensure you know your organization's procedure for taking a request for your policy document(s).
- Work with the customer to find a format that is accessible to them.
- If the customer asks for large print, be clear about what "large print" means to them. For some, it may be an 18-point size in a font style like Arial, while others may need larger print.

 **documentation** 

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 19 OF 54

Tips for providing documentation

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Ontario  Customer Service Standard

Customer Service Standard – The Documentation Requirements

These organizations must:



- 1 Put their accessible customer information in writing.
 - Let customers know that their information (or document) are available in accessible formats, for example, by posting a list of accessible formats on their website.
 - Provide the document(s) in an accessible format or with communication supports, if requested, and in a timely manner and at no additional cost than what you would normally charge.

Accessible formats

Formats that are an alternative to standard print and are accessible to people with disabilities. May include large print, recorded audio and electronic formats, and braille.

Accessible customer information


Information that is accessible to people with disabilities, including a list of people trained and available to provide information, when it's to be provided to people with disabilities.

 **Tips for providing documentation** 

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 11 OF 11

Accessible formats

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Ontario  Customer Service Standard

Customer Service Standard – The Documentation Requirements

These organizations must:



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Communication supports

Supports that individuals with disabilities may need to access information. Some examples include plain language, sign language interpreter, reading the information out loud to a person with vision loss, adding captioning to videos or using written notes to communicate with someone who is hard of hearing.

Accessible customer information

Information that is accessible to people with disabilities, including a list of people trained and available to provide information, when it's to be provided to people with disabilities.


 **Tips for providing documentation** 

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 11 OF 11

Communication supports

Supports that individuals with disabilities may need to access information. Some examples include plain language, sign language interpreter, reading the information out loud to a person with vision loss, adding captioning to videos or using written notes to communicate with someone who is hard of hearing.

Slide 20 of 54: Knowledge Check #2

Ontario 
Customer Service Standard

Knowledge Check #2

Which of the following is a requirement of the Customer Service Standard?
Choose the best response and select Submit Response.

- A** Set up policies on providing accessible customer service to people with disabilities.
- B** Provide accessible customer service training to all employees and volunteers, anyone involved in developing your organization's policies, and anyone who provides goods, services or facilities to customers on your organization's behalf.
- C** Have a process for receiving and responding to feedback about the way your organization provides customer service to people with disabilities, including what action will be taken if a complaint is received.
- D** All of the above.

SUBMIT RESPONSE

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Which of the following is a requirement of the Customer Service Standard?

Choose the best response and select Submit Response.

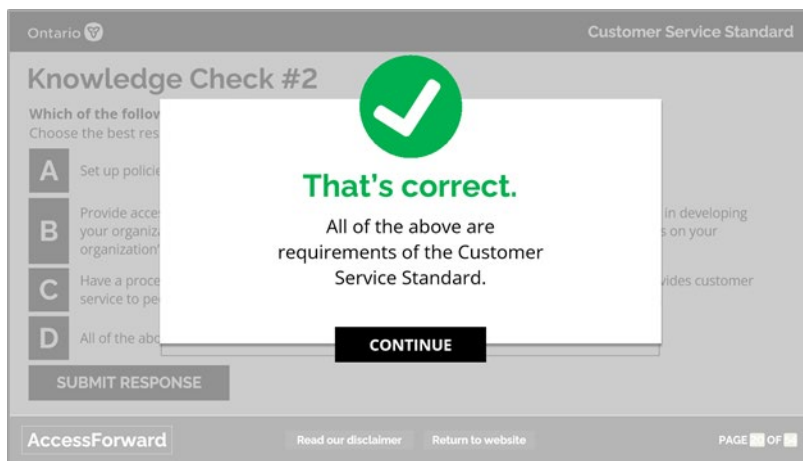
A - Set up policies on providing accessible customer service to people with disabilities.

B - Provide accessible customer service training to all employees and volunteers, anyone involved in developing your organization's policies, and anyone who provides goods, services or facilities to customers on your organization's behalf.

C - Have a process for receiving and responding to feedback about the way your organization provides customer service to people with disabilities, including what action will be taken if a complaint is received.

D - All of the above.

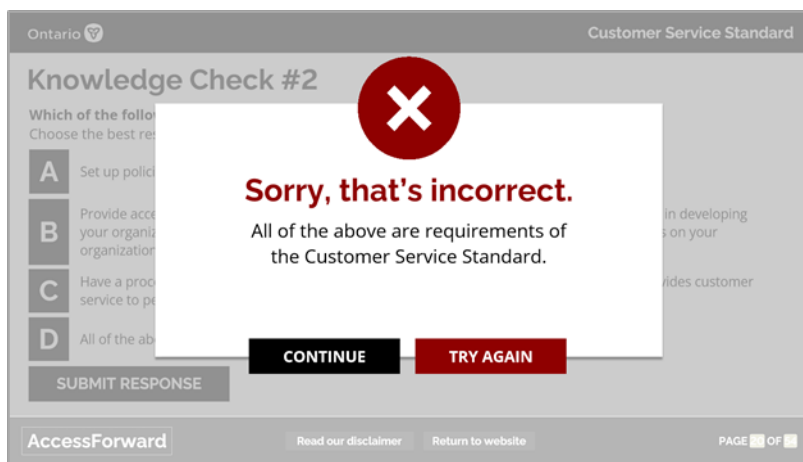
SUBMIT RESPONSE.



That's correct.

All of the above are requirements of the Customer Service Standard.

CONTINUE




Sorry, that's incorrect.

All of the above are requirements of the Customer Service Standard.

CONTINUE

TRY AGAIN

Page 21 of 54: Serving People with Disabilities

Ontario  Customer Service Standard



Serving People with Disabilities

Openly communicating and responding to your customers' needs is the key to excellent customer service for all.

Accessible customer service is about:

- not making assumptions about what a person can or cannot do because of their disability
- inclusion – making everyone feel welcome and included
- understanding that people with disabilities may have different needs

Serving customers with disabilities is also about showing sensitivity and respect. A good starting point is using appropriate language and terminology.

 Use the right words 

Now, let's take a look at tips and good practices for serving people with different types of disabilities.

AccessForward [Read our disclaimer](#) [Return to website](#) PAGE 21 OF 54


Openly communicating and responding to your customers' needs is the key to excellent customer service for all.

Accessible customer service is about:

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Ontario  Customer Service Standard

Serving People with Disabilities

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- inclusion – making everyone feel welcome and included
- understanding that people with disabilities may have different needs

Serving customers with disabilities is also about showing sensitivity and respect. A good starting point is using appropriate language and terminology.

Use the right words

- Use "disability" not "handicapped."
- Remember to put people first. Say "person with a disability" rather than "disabled person."
- Reference specific disabilities when appropriate, such as a person with a developmental disability, a person who is blind or has vision loss, or a person who uses a wheelchair.
- Avoid sympathetic phrases such as victim of, suffers with, confined to a wheelchair, physically challenged, or stricken with a particular illness or disability.

 Use the right words 


Now, let's take a look at tips and good practices for serving people with different types of disabilities.

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Use the right words

- Use “disability” not “handicapped.”
- Remember to put people first. Say “person with a disability” rather than “disabled person.”
- Reference specific disabilities when appropriate, such as a person with a developmental disability, a person who is blind or has vision loss, or a person who uses a wheelchair.
- Avoid sympathetic phrases such as victim of, suffers with, confined to a wheelchair, physically challenged, or stricken with a particular illness or disability.

Slide 22 of 54: People with Physical or Mobility Disabilities


Ontario Customer Service Standard

People with Physical or Mobility Disabilities

Only some people with physical or mobility disabilities use a wheelchair. Someone with arthritis may use a cane or walker, while someone with a heart or lung condition may not use a mobility device but may have difficulty walking longer distances.

Tips:

- Ask before you help. People with disabilities often have their own ways of doing things.
- Don't touch or move a person's equipment (for example, wheelchair or walker) without permission.
- If you have permission to move a person's wheelchair, don't leave them in an awkward, dangerous or undignified position, such as facing a wall or in the path of opening doors.




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Only some people with physical or mobility disabilities use a wheelchair. Someone with arthritis may use a cane or walker, while someone with a heart or lung condition may not use a mobility device but may have difficulty walking longer distances.

Tips:


- Ask before you help. People with disabilities often have their own ways of doing things.
- Don't touch or move a person's equipment (for example, wheelchair or walker) without permission.
- If you have permission to move a person's wheelchair, don't leave them in an awkward, dangerous or undignified position, such as facing a wall or in the path of opening doors.

Slide 23 of 54: People with Physical or Mobility Disabilities

Ontario 
Customer Service Standard

People with Physical or Mobility Disabilities


- If you need to have a lengthy conversation with someone who uses a wheelchair or scooter, consider sitting so you can make eye contact at the same level.
- If it applies, inform your customer of the accessible features in the immediate area (such as automatic doors, accessible washrooms, elevators or ramps).
- Think ahead and remove any items that may cause a physical barrier, such as boxes left in an aisle.
- If the service counter at your place of business is too high for a person using a wheelchair to see over, step around it to provide service. Have a clipboard handy if filling in forms or providing a signature is required.
- Keep in mind that a person's physical disability may not be visible or obvious. For example, a person may have difficulty standing for long periods of time and may ask to sit while waiting to be served.



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Slide 24 of 54: People with Vision Loss

Ontario  Customer Service Standard

People with Vision Loss

Vision loss can restrict someone's ability to read documents or signs, locate landmarks or see hazards. Some people may use a guide dog, a white cane, or a [support person](#) such as a sighted guide, while others may not.

Tips:


- When you know someone has vision loss, don't assume the person can't see you. Not everyone with vision loss is totally blind. Many have some vision.
- Identify yourself when you approach and speak directly to your customer if they are with a companion.
- Ask if they would like you to read any printed information out loud to them, such as a menu, a bill or schedule of fees.

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Ontario  Customer Service Standard

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Tips:

- When you know someone...
- Identify yourself when you approach and speak directly to your customer if they are with a companion.
- Ask if they would like you to read any printed information out loud to them, such as a menu, a bill or schedule of fees.


Support person
A person who accompanies a person with a disability to help with communication, mobility, personal care, medical needs, or with access to goods, services or facilities.

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Support person


A person who accompanies a person with a disability to help with communication, mobility, personal care, medical needs, or with access to goods, services or facilities.

Slide 25 of 54: People with Vision Loss

Ontario 
Customer Service Standard

People with Vision Loss


- When providing directions or instructions, be precise and descriptive (for example, “two steps in front of you” or “a metre to your left”). Don’t say “over there” or point in the direction indicated.
- Offer your elbow to guide them if needed. If they accept, lead – don’t pull.
- Identify landmarks or other details to orient the person to the surroundings. For example, if you’re approaching stairs or an obstacle, say so.
- If you need to leave the customer, let them know by telling them you’ll be back or saying goodbye.
- Don’t leave your customer in the middle of a room – guide them to a comfortable location.



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- When providing directions or instructions, be precise and descriptive (for example, “two steps in front of you” or “a metre to your left”). Don’t say “over there” or point in the direction indicated.
- Offer your elbow to guide them if needed. If they accept, lead – don’t pull.
- Identify landmarks or other details to orient the person to the surroundings. For example, if you’re approaching stairs or an obstacle, say so.
- If you need to leave the customer, let them know by telling them you’ll be back or saying goodbye.
- Don’t leave your customer in the middle of a room – guide them to a comfortable location.


Slide 26 of 54: People with Hearing Loss

Ontario 
Customer Service Standard

People with Hearing Loss

People who have hearing loss may identify in different ways. They may be [deaf](#), [oral deaf](#), [deafened](#), or [hard of hearing](#). These terms are used to describe different levels of hearing or the way a person’s hearing was diminished or lost.

A person with hearing loss might use a hearing aid, an amplification device or hearing ear dog. They may have preferred ways to communicate, for example, through sign language, by lip reading or using a pen and paper.



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People who have hearing loss may identify in different ways. They may be deaf, oral deaf, deafened, or hard of hearing. These terms are used to describe different levels of hearing or the way a person's hearing was diminished or lost.

A person with hearing loss might use a hearing aid, an amplification device or hearing ear dog. They may have preferred ways to communicate, for example, through sign language, by lip reading or using a pen and paper.

The screenshot shows a webpage titled "People with Hearing Loss" with a definition for "Deaf". The page includes the Ontario logo, "Customer Service Standard", and "AccessForward" branding. A navigation bar at the bottom contains "Read our disclaimer", "Return to website", and "PAGE 1 OF 1".

Deaf
Describes a person who has severe to profound hearing loss, with little or no remaining hearing. Some use sign language, such as American Sign Language (ASL), to communicate. Others use speech to communicate using their remaining hearing and hearing aids, technical devices, cochlear implants, and/or lip reading (also known as speech reading).
[Adapted from Canadian Hearing Society online glossary]

Deaf

Describes a person who has severe to profound hearing loss, with little or no remaining hearing. Some use sign language, such as American Sign Language (ASL), to communicate. Others use speech to communicate using their remaining hearing and hearing aids, technical devices, cochlear implants, and/or lip reading (also known as speech reading).

[Adapted from Canadian Hearing Society online glossary]

The screenshot shows a webpage titled "People with Hearing Loss" with a definition for "Oral Deaf". The page includes the Ontario logo, "Customer Service Standard", and "AccessForward" branding. A navigation bar at the bottom contains "Read our disclaimer", "Return to website", and "PAGE 1 OF 1".

Oral Deaf
Describes a person who has severe to profound hearing loss. Most use speech to communicate, using remaining hearing and hearing aids, communication devices or cochlear implants, and lip reading (also known as speech reading). Some use sign language.
[Adapted from Canadian Hearing Society online glossary]

Oral Deaf

Describes a person who has severe to profound hearing loss. Most use speech to communicate, using remaining hearing and hearing aids, communication devices or cochlear implants, and lip reading (also known as speech reading). Some use sign language.

[Adapted from Canadian Hearing Society online glossary]

The screenshot shows a webpage titled "People with Hearing Loss" with a "Customer Service Standard" header. A tooltip is open over the word "Deafened", which is highlighted in blue in the main text. The tooltip contains the following text:

Deafened
Describes a person who grows up hearing or hard of hearing and experiences profound hearing loss slowly or suddenly. The person may use speech with visual cues such as captioning or computerized note-taking, lip reading (also known as speech reading) or sign language.
[Adapted from Canadian Hearing Society online glossary]

The background of the screenshot shows a woman sitting at a table with a cup of coffee and a glass of juice.

Deafened

Describes a person who grows up hearing or hard of hearing and experiences profound hearing loss slowly or suddenly. The person may use speech with visual cues such as captioning or computerized note-taking, lip reading (also known as speech reading) or sign language.

[Adapted from Canadian Hearing Society online glossary]

The screenshot shows the same webpage as above, but with a tooltip open over the words "Hard of hearing", which are highlighted in blue. The tooltip contains the following text:

Hard of hearing
Describes a person who has hearing loss ranging from mild to severe, and occasionally profound. They use remaining hearing and speech to communicate. The person may supplement communication by lip reading (also known as speech reading), hearing aids, sign language and/or communication devices.
[Adapted from Canadian Hearing Society online glossary]

The background of the screenshot shows the same woman at the table.


Hard of hearing

Describes a person who has hearing loss ranging from mild to severe, and occasionally profound. They use remaining hearing and speech to communicate.

The person may supplement communication by lip reading (also known as speech reading), hearing aids, sign language and/or communication devices.

[Adapted from Canadian Hearing Society online glossary]

Slide 27 of 54: People with Hearing Loss

Ontario 
Customer Service Standard

People with Hearing Loss

Tips:


- Once a customer has self-identified as having hearing loss, make sure you face the customer when talking and that you are in a well-lit area so the person can see you clearly.
- As needed, attract the person's attention before speaking. Try a gentle touch on the shoulder or wave of your hand.
- Maintain eye contact. Use body language, gestures and facial expression to help you communicate.
- If the person uses a hearing aid, reduce background noise or if possible, move to a quieter area.
- Don't assume that the customer knows sign language or reads lips.
- If necessary, ask if another method of communicating would be easier (for example, using a pen and paper).
- When using a sign language interpreter, look and speak directly to the customer, not the sign language interpreter. For example, say "What would you like?" not "Ask her what she'd like."

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Tips:

- Once a customer has self-identified as having hearing loss, make sure you face the customer when talking and that you are in a well-lit area so the person can see you clearly.
- As needed, attract the person's attention before speaking. Try a gentle touch on the shoulder or wave of your hand.
- Maintain eye contact. Use body language, gestures and facial expression to help you communicate.
- If the person uses a hearing aid, reduce background noise or if possible, move to a quieter area.
- Don't assume that the customer knows sign language or reads lips.
- If necessary, ask if another method of communicating would be easier (for example, using a pen and paper).
- When using a sign language interpreter, look and speak directly to the customer, not the sign language interpreter. For example, say "What would you like?" not "Ask her what she'd like."

Slide 28 of 54: Knowledge Check #3

Ontario 
Customer Service Standard

Knowledge Check #3

Yasmin, who is Deaf, approaches a service counter with her friend. Yasmin has some questions for John, the customer service representative. John greets Yasmin, who indicates to him that she is Deaf by shaking her head to indicate “no” and pointing to her ear.

What should John do?

Choose the best response and select Submit Response.


A Look at and speak directly to Yasmin when communicating. Use a pen and paper to ask how he can help her.

B Turn and ask Yasmin's friend how he can assist them. Then turn his attention to his computer screen to look up the information. To save time, he continues the conversation with Yasmin and her friend while looking up the information.

C Use a pen and paper to let Yasmin know that he doesn't know how to communicate with her and she has to come back in 20 minutes when his supervisor returns.

D Wave his hand in a gesture of greeting, and proceed to look at and speak directly to Yasmin, making sure he clearly pronounces his words to ensure that Yasmin can lip-read what he says.

SUBMIT RESPONSE

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Yasmin, who is Deaf, approaches a service counter with her friend. Yasmin has some questions for John, the customer service representative. John greets Yasmin, who indicates to him that she is Deaf by shaking her head to indicate “no” and pointing to her ear.

What should John do?

Choose the best response and select Submit Response.

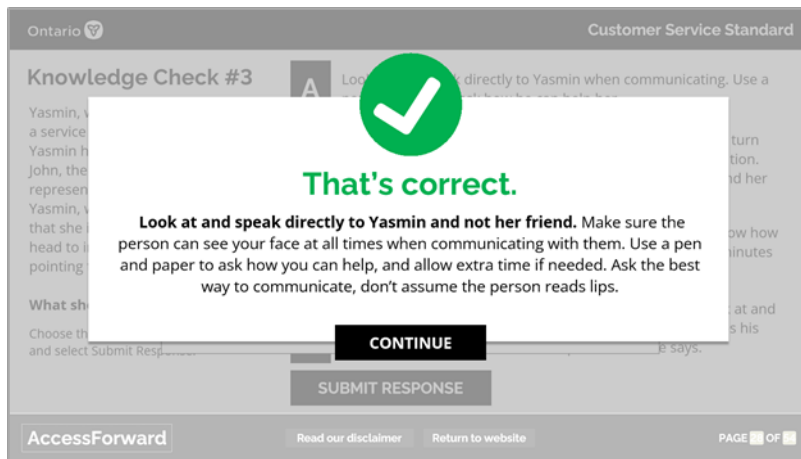
A - Look at and speak directly to Yasmin when communicating. Use a pen and paper to ask how he can help her.

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C - Use a pen and paper to let Yasmin know that he doesn't know how to communicate with her and she has to come back in 20 minutes when his supervisor returns.

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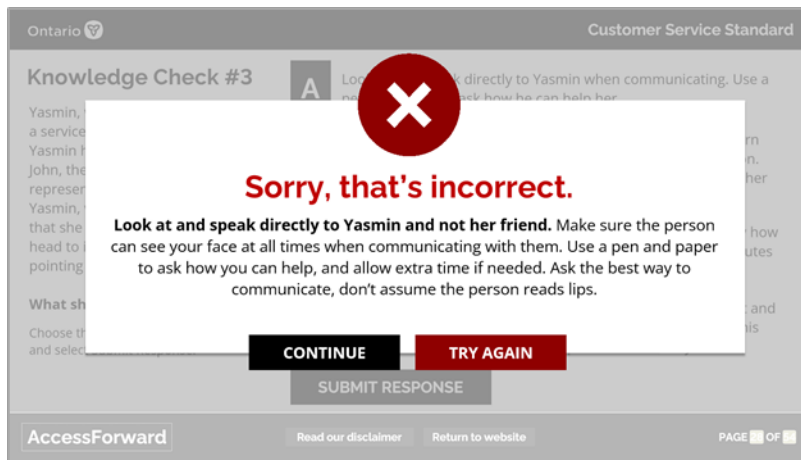
SUBMIT RESPONSE



That's correct

Look at and speak directly to Yasmin and not her friend. Make sure the person can see your face at all times when communicating with them. Use a pen and paper to ask how you can help, and allow extra time if needed. Ask the best way to communicate, don't assume the person reads lips.

CONTINUE




Sorry, that's incorrect.

Look at and speak directly to Yasmin and not her friend. Make sure the person can see your face at all times when communicating with them. Use a pen and paper to ask how you can help, and allow extra time if needed. Ask the best way to communicate, don't assume the person reads lips.

CONTINUE

TRY AGAIN

Slide 29 of 54: People Who Are Deafblind

Ontario 
Customer Service Standard


People Who Are Deafblind

A person who is deafblind has some degree of both hearing and vision loss. People who are deafblind are often accompanied by an intervenor, a professional support person who helps with communication. Intervenors are trained in special sign language that involves touching the hands of the client.

People who are deafblind might also use the assistance of braille, large print, a hearing aid, magnification equipment, white cane or service animal.

Tips:

- Speak directly to your customer, not to the intervenor.
- The customer is likely to explain to you how to communicate with them or give you an assistance card or note.
- Don't assume what a person can or cannot do. Some people who are deafblind have some sight or hearing, while others have neither.



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Slide 30 of 54: People with Speech or Language Disabilities

Ontario 
Customer Service Standard

People with Speech or Language Disabilities

Cerebral palsy, stroke, hearing loss or other conditions may make it difficult for a person to pronounce words or express themselves. Some people who have severe difficulties may use a [communication board](#) or other assistive devices.

Tips:


<ul style="list-style-type: none"> • Don't assume that a person who has difficulty speaking doesn't understand you. • Speak directly to the customer and not to their companion or support person. • Whenever possible, ask questions that can be answered "yes" or "no." • If the person uses a communication device, take a moment to read visible instructions for communicating with them. 	<ul style="list-style-type: none"> • Be patient. Don't interrupt or finish your customer's sentences. • Confirm what the person has said by summarizing or repeating what you've understood and allow the person to respond - don't pretend if you're not sure. • If necessary, provide other ways for the customer to contact you, such as email.
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- Don't assume that a person who has difficulty speaking doesn't understand you.
- Speak directly to the customer and not to their companion or support person.
- Whenever possible, ask questions that can be answered "yes" or "no."
- If the person uses a communication device, take a moment to read visible instructions for communicating with them.
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Ontario  Customer Service Standard

People with Speech or Language Disabilities

Cerebral palsy, stroke, hearing loss or other conditions may make it difficult for a person to pronounce words or express themselves. Some people who have severe difficulties may use a [communication board](#) or other assistive devices.

Communication board

Used as a way of communicating to supplement or replace spoken language. The board may be manual or electronic, and usually contains a combination of letters of the alphabet, common words or phrases and pictures of common items or actions. For example, using a manual board, an individual will point to the letters to spell words or to a picture to express themselves.

[Adapted from www.speechdisorder.co.uk/communication-boards.html]

Tips:

- Don't assume that speaking doesn't mean they can't hear.
- Speak directly to the person, not their companion or support person.
- Whenever possible, answer "yes" or "no" questions.
- If the person uses a manual board, give them a moment to read visible instructions for communicating with them.


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[Adapted from www.speechdisorder.co.uk/communication-boards.html]

Slide 31 of 54: People with Learning Disabilities

Ontario  Customer Service Standard


People with Learning Disabilities

The term learning disabilities refers to a range of disorders. One example of a learning disability is dyslexia, which affects how a person takes in or retains information. This disability may become apparent when the person has difficulty reading material or understanding the information you are providing.

People with learning disabilities just learn in a different way.

Tips:

- Be patient and allow extra time if needed. People with some learning disabilities may take a little longer to process information or to understand and respond.
- Try to provide information in a way that works for your customer. For example, some people with learning disabilities find written words difficult to understand, while others may have problems with numbers and math.
- Be willing to rephrase or explain something again in another way, if needed.



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- Be willing to rephrase or explain something again in another way, if needed.

Slide 32 of 54: People with Developmental Disabilities


Ontario 
Customer Service Standard

People with Developmental Disabilities

Developmental disabilities (such as Down syndrome) or intellectual disabilities can mildly or profoundly limit a person's ability to learn, communicate, do everyday physical activities or live independently.

Tips:

- Don't make assumptions about what a person can or cannot do.
- Don't exaggerate your speech or speak in a patronizing way.
- Use plain language.
- Provide one piece of information at a time.
- If you're not sure of what is being said to you, confirm by summarizing or repeating what was said, or politely ask them to repeat it – don't pretend if you're not sure.
- Ask the customer if they would like help reading your material or completing a form, and wait for them to accept the offer of assistance.
- Be patient and allow extra time if needed.



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Tips:

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- Don't exaggerate your speech or speak in a patronizing way.
- Use plain language.
- Provide one piece of information at a time.
- If you're not sure of what is being said to you, confirm by summarizing or repeating what was said, or politely ask them to repeat it – don't pretend if you're not sure.
- Ask the customer if they would like help reading your material or completing a form, and wait for them to accept the offer of assistance.

- Be patient and allow extra time if needed.

Slide 33 of 54: People with Mental Health Disabilities

Ontario Customer Service Standard

People with Mental Health Disabilities

Did you know that one in five Canadians will experience a mental health disability at some point in their lives?

Mental health disability is a broad term for many disorders that can range in severity. A person with a mental health disability may experience depression or acute mood swings, anxiety due to phobias or panic disorder, or hallucinations. It may affect a person's ability to think clearly, concentrate or remember things.

You may not know someone has this disability unless you are told. Stigma and lack of understanding are major barriers for people with mental health disabilities.


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You may not know someone has this disability unless you are told. Stigma and lack of understanding are major barriers for people with mental health disabilities.


Slide 34 of 54: People with Mental Health Disabilities

Ontario Customer Service Standard

People with Mental Health Disabilities

Tips:

- If you sense or know that a customer has a mental health disability, treat them with the same respect and consideration you have for everyone else.
- Be confident, calm and reassuring.
- Listen carefully, and work with the customer to meet their needs. For example, acknowledge that you have heard and understood what the person has said or asked.
- Respect your customer's personal space.
- Limit distractions that could affect your customer's ability to focus or concentrate. For example, loud noise, crowded areas and interruptions could cause stress.
- Respond to the person's immediate behaviour and needs. Don't be confrontational. If needed, set limits with the person as you would others. For example, "If you scream, I will not be able to talk to you."




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Page 35 of 54: Knowledge Check #4

Ontario 
Customer Service Standard

Knowledge Check #4

Which of the following should you not do when serving a customer with a disability?
Choose the best response and select Submit Response.

- A** Think ahead and remove any items that may cause a physical barrier, such as boxes left in an aisle.
- B** When providing directions to a person with vision loss, be precise and descriptive. Don't say "over there" or just point in the direction.
- C** Ask before you help. Don't assume the person needs it.
- D** If you don't understand what your customer is saying, pretend that you do, so you don't offend them.
- E** Allow extra time if necessary. People with some types of disabilities may take a little longer to do things or to communicate.

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Which of the following should you not do when serving a customer with a disability? Choose the best response and select Submit Response.

A - Think ahead and remove any items that may cause a physical barrier, such as boxes left in an aisle.


B - When providing directions to a person with vision loss, be precise and descriptive. Don't say "over there" or just point in the direction.

C - Ask before you help. Don't assume the person needs it.

D - If you don't understand what your customer is saying, pretend that you do, so you don't offend them.

E - Allow extra time if necessary. People with some types of disabilities may take a little longer to do things or to communicate.

SUBMIT RESPONSE

Ontario  Customer Service Standard

Knowledge Check #4

Which of the following should you not do when you speak with a customer with a disability?

Choose the correct answer.

A. Try to understand what the customer is saying.

B. Write down what the customer says.

C. Ask the customer to repeat what they said.

D. If you're not sure you have understood what your customer said, don't pretend that you did. Confirm by summarizing or repeating what you've understood, and allow the person to respond. If appropriate, provide other ways for customers to contact you, such as email.

E. All of the above.

That's correct.

If you're not sure you have understood what your customer said, don't pretend that you did. Confirm by summarizing or repeating what you've understood, and allow the person to respond. If appropriate, provide other ways for customers to contact you, such as email.

CONTINUE


SUBMIT RESPONSE

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That's correct.

If you're not sure you have understood what your customer said, don't pretend that you did. Confirm by summarizing or repeating what you've understood, and allow the person to respond. If appropriate, provide other ways for customers to contact you, such as email.

CONTINUE

Ontario  Customer Service Standard

Knowledge Check #4

Which of the following should you not do when you speak with a customer with a disability?

Choose the correct answer.

A. Try to understand what the customer is saying.

B. Write down what the customer says.

C. Ask the customer to repeat what they said.

D. If you're not sure you have understood what your customer said, don't pretend that you did. Confirm by summarizing or repeating what you've understood, and allow the person to respond. If appropriate, provide other ways for customers to contact you, such as email.

E. All of the above.

Sorry, that's incorrect.

If you're not sure you have understood what your customer said, don't pretend that you did. Confirm by summarizing or repeating what you've understood, and allow the person to respond. If appropriate, provide other ways for customers to contact you, such as email.

CONTINUE **TRY AGAIN**

SUBMIT RESPONSE

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Sorry, that's incorrect.

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CONTINUE

TRY AGAIN

Slide 36 of 54: People Who Use Service Animals

Ontario  Customer Service Standard

People Who Use Service Animals

There are various types of service animals who support people with various types of disabilities.

- A person with vision loss may use a guide dog.
- Hearing alert animals help people with hearing loss.
- Other service animals are trained to alert a person to an oncoming seizure, or to assist people with autism, mental health disabilities, physical disabilities and other disabilities.

Under the Customer Service Standard, there are no restrictions on what type of animal can be used as a service animal.


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- A person with vision loss may use a guide dog.
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- Other service animals are trained to alert a person to an oncoming seizure, or to assist people with autism, mental health disabilities, physical disabilities and other disabilities.

Under the Customer Service Standard, there are no restrictions on what type of animal can be used as a service animal.

Slide 37 of 54: People Who Use Service Animals

Ontario  Customer Service Standard

People Who Use Service Animals

An animal is considered a service animal if:

- you can easily identify it's a service animal through visual indicators, such as when it wears a harness or vest, or
- the person with a disability provides documentation from a regulated health professional that confirms they need the service animal for reasons relating to their disability.

Tips:

- Don't touch or distract a service animal. It's not a pet, it's a working animal and has to pay attention at all times.
- If you're not sure if the animal is a pet or a service animal, ask your customer. You may ask to see their documentation from a [regulated health professional](#).
- The customer is responsible for the care and supervision of their service animal. However, you can provide water for the animal if your customer requests it.

If another person's health or safety could be seriously impacted by the presence of a service animal, such as a severe allergy →

If you can't easily identify that it's a service animal: →


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An animal is considered a service animal if:

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Ontario  Customer Service Standard

People Who Use Service Animals

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- the person with a disability provides documentation from a regulated health professional that confirms they need the service animal for reasons relating to their disability.

Tips:

- Don't touch or distract a service animal. It's not a pet, it's a working animal and has to pay attention at all times.
- If you're not sure if the animal is a pet or a service animal, ask your customer. You may ask to see their documentation from a regulated health professional.
- The customer is responsible for the care and supervision of their service animal. However, you can provide water for the animal if your customer requests it.

Regulated health professional

Defined as a member of one of the following:

- College of Audiologists and Speech-Language Pathologists of Ontario;
- College of Chiropractors of Ontario;
- College of Nurses of Ontario;
- College of Occupational Therapists of Ontario;
- College of Optometrists of Ontario;
- College of Physicians and Surgeons of Ontario;
- College of Physiotherapists of Ontario;
- College of Psychologists of Ontario;

Callout: If another person's health or safety could be seriously impacted by the presence of a service animal, such as a severe allergy.

Callout: If you can't easily identify that it's a service animal.


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- College of Physicians and Surgeons of Ontario;
- College of Physiotherapists of Ontario;

- College of Psychologists of Ontario

Ontario  Customer Service Standard

People Who Use Service Animals

An animal is considered a service animal if:

- you can easily identify when it wears a harness
- the person with a disability or professional that certifies their disability.

Tips:

- Don't touch or disturb the animal. You must pay attention to the animal's behavior.
- If you're not sure if the animal is a pet or a service animal, ask your customer. You may ask to see their documentation from a [regulated health professional](#).
- The customer is responsible for the care and supervision of their service animal. However, you can provide water for the animal if your customer requests it.

If another person's health or safety could be seriously impacted by the presence of a service animal, such as a severe allergy:

Consider all options and try to find a solution that meets the needs of both people. For example:

- creating distance between the two people
- eliminating in-person contact
- changing the time the two receive service
- any other way that would allow the person to use their service animal on the premises


If you can't easily identify that it's a service animal:

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If another person's health or safety could be seriously impacted by the presence of a service animal, such as a severe allergy:

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Ontario  Customer Service Standard

People Who Use Service Animals

An animal is considered a service animal if:

- you can easily identify when it wears a harness
- the person with a disability or professional that certifies their disability.

Tips:

- Don't touch or disturb the animal. You must pay attention to the animal's behavior.
- If you're not sure if the animal is a pet or a service animal, ask your customer. You may ask to see their documentation from a [regulated health professional](#).
- The customer is responsible for the care and supervision of their service animal. However, you can provide water for the animal if your customer requests it.

If you can't easily identify that it's a service animal:

- Don't make assumptions. You can ask the person to provide documentation (such as a letter, note or form) from a [regulated health professional](#) that states that they require the animal because of their disability.
- If the person shows you the documentation, then they must be allowed to be accompanied by their service animal.
- The person is not required to disclose their disability or demonstrate how the animal assists them.

If you can't easily identify that it's a service animal:


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If you can't easily identify that it's a service animal

- Don't make assumptions. You can ask the person to provide documentation (such as a letter, note or form) from a **regulated health professional** that states that they require the animal because of their disability.

- If the person shows you the documentation, then they must be allowed to be accompanied by their service animal.
- The person is not required to disclose their disability or demonstrate how the animal assists them.

Slide 38 of 54: When a Service Animal is Prohibited by Another Law



Ontario  Customer Service Standard

When a Service Animal is Prohibited by Another Law

The law requires you to allow a person to bring their service animal with them into areas of your premises open to the public or to [third parties](#).

Areas are considered open to the public even if they are only open to those people who have paid an admission fee, are members or have met certain eligibility or entrance requirements. These may include, for example, a fitness club, hotel, taxicab or school.


In cases where another law prohibits a service animal from entering certain areas (for example, a service animal would not be allowed in the kitchen of a cooking school), provide another way for the person to access your services.

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Ontario  Customer Service Standard

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The law requires you to allow a person to bring their service animal with them into areas of your premises open to the public or to [third parties](#).

Areas are considered open to the public even if they are only open to those people who have paid an admission fee, are members or have met certain eligibility or entrance requirements. These may include, for example, a fitness club, hotel, taxicab or school.

In cases where another law prohibits a service animal from entering certain areas (for example, a service animal would not be allowed in the kitchen of a cooking school), provide another way for the person to access your services.

Third parties


Refers to other businesses or organizations that may be your customers. This includes consultants, manufacturers and wholesalers as well as providers of other business and professional services.

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Third parties

Refers to other businesses or organizations that may be your customers. This includes consultants, manufacturers and wholesalers as well as providers of other business and professional services.

Slide 39 of 54: When a Service Animal is Prohibited by Another Law

Ontario  Customer Service Standard

When a Service Animal is Prohibited by Another Law

While a service animal may be prohibited from certain areas (for example, areas where food is prepared) service dogs are allowed in areas where food is sold, served or offered for sale. This includes a restaurant's public dining area.

Tips if the service animal is prohibited by another law:

- Explain why to your customer, and discuss other ways to serve them, for example:
 - leaving the service animal in a safe area where it's allowed, and offering assistance to the person while they're separated from the animal, or
 - serving the customer in another area where the animal is allowed.


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While a service animal may be prohibited from certain areas (for example, areas where food is prepared) service dogs are allowed in areas where food is sold, served or offered for sale. This includes a restaurant's public dining area.


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- Explain why to your customer, and discuss other ways to serve them, for example:
 - leaving the service animal in a safe area where it's allowed, and offering assistance to the person while they're separated from the animal, or
 - serving the customer in another area where the animal is allowed.


Slide 40 of 54: When a Service Animal is Prohibited by Another Law

Ontario  Customer Service Standard


When a Service Animal is Prohibited by Another Law

An example of a law that specifically prohibits animals. 


Tips for decision makers - When an animal is prohibited by law. 





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Ontario  Customer Service Standard

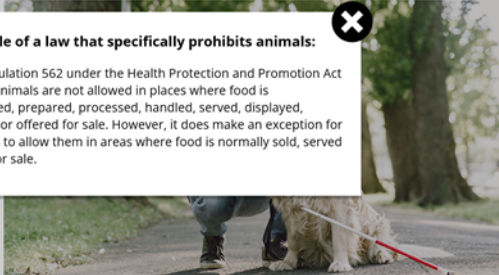
When a Service Animal is Prohibited by Another Law

An example of a law that specifically prohibits animals. 

Tips for decision makers - When an animal is prohibited by law. 

An example of a law that specifically prohibits animals: 


Ontario Regulation 562 under the Health Protection and Promotion Act states that animals are not allowed in places where food is manufactured, prepared, processed, handled, served, displayed, stored, sold or offered for sale. However, it does make an exception for service dogs to allow them in areas where food is normally sold, served or offered for sale.



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An example of a law that specifically prohibits animals:

Ontario Regulation 562 under the Health Protection and Promotion Act states that animals are not allowed in places where food is manufactured, prepared, processed, handled, served, displayed, stored, sold or offered for sale. However, it does make an exception for service dogs to allow them in areas where food is normally sold, served or offered for sale.

Ontario  Customer Service Standard

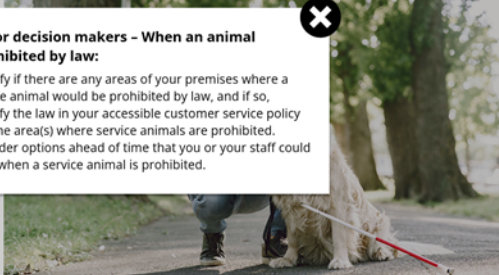
When a Service Animal is Prohibited by Another Law

An example of a law that specifically prohibits animals.

Tips for decision makers – When an animal is prohibited by law.

Tips for decision makers – When an animal is prohibited by law:

- Identify if there are any areas of your premises where a service animal would be prohibited by law, and if so, identify the law in your accessible customer service policy and the area(s) where service animals are prohibited.
- Consider options ahead of time that you or your staff could offer when a service animal is prohibited.




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Tips for decision makers – When an animal is prohibited by law:

- Identify if there are any areas of your premises where a service animal would be prohibited by law, and if so, identify the law in your accessible customer service policy and the area(s) where service animals are prohibited.
- Consider options ahead of time that you or your staff could offer when a service animal is prohibited.

Slide 41 of 54: Knowledge Check #5

Ontario  Customer Service Standard

Knowledge Check #5

Daphne met her friend Justin for lunch at a small neighbourhood restaurant. When the waitress noticed Justin's service dog, she said: "I'm sorry, but because we serve food, your dog will have to stay outside."

Which of the following statements is true? Choose the best response and select Submit Response.

A The waitress was right. Service dogs are not allowed where food is served.

B The waitress must let Justin keep his service dog with him in the restaurant.

C The waitress was just following her restaurant's policy that dogs are not permitted.

SUBMIT RESPONSE

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B - The waitress must let Justin keep his service dog with him in the restaurant.

C - The waitress was just following her restaurant's policy that dogs are not permitted.

SUBMIT RESPONSE

Ontario Customer Service Standard

Knowledge Check #5

Daphne's restaurant has a policy that dogs are not permitted. Justin's service dog is with him in the restaurant.

Which of the following is the correct response?

A The waitress should tell Justin that his service dog is not permitted in the restaurant.

B The waitress should tell Justin that his service dog is permitted in the restaurant.

C The waitress should tell Justin that his service dog is not permitted in the restaurant, but she should let him keep his service dog with him in the restaurant.

That's correct.

Although another law prevents animals from going where food is prepared, served or sold, it makes an exception for service dogs to allow them in areas where food is served or sold.

CONTINUE

SUBMIT RESPONSE

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That's correct.

Although another law prevents animals from going where food is prepared, served or sold, it makes an exception for service dogs to allow them in areas where food is served or sold.

CONTINUE

Ontario Customer Service Standard

Knowledge Check #5

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C The waitress should tell Justin that his service dog is not permitted in the restaurant, but she should let him keep his service dog with him in the restaurant.

Sorry, that's incorrect.

The waitress must let Justin keep his service dog with him in the restaurant. Although another law prevents animals from going where food is prepared, served or sold, it makes an exception for service dogs to allow them in areas where food is served or sold.

CONTINUE **TRY AGAIN**

SUBMIT RESPONSE

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CONTINUE

TRY AGAIN

Slide 42 of 54: People with a Support Person

Ontario  Customer Service Standard

People with a Support Person

A support person can be a paid personal support worker, an [intervenor](#), volunteer, family member or friend. A support person might help your customer with communication, mobility, personal care or with accessing your services.

A person with a disability is permitted to bring their support person with them to any area of your premises that is open to the public or to [third parties](#).


If your organization charges for admission, such as a movie theatre, it must provide advance notice of what admission fee or fare, if any, will be charged for a support person, for example, through a prominently placed sign or a notice on your website.

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Intervenor

A professional support person who helps a person who is deafblind to access information and with communication.

Intervenor

A professional support person who helps a person who is deafblind to access information and with communication.

Ontario  Customer Service Standard

People with a Support Person

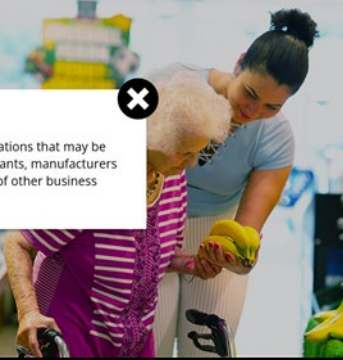
A support person can be a paid personal support worker, an [intervenor](#), volunteer, family member or friend. A support person might help your customer with mobility, personal care or with other needs.

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Third parties

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Third parties

Refers to other businesses or organizations that may be your customers. This includes consultants, manufacturers and wholesalers as well as providers of other business and professional services.


Slide 43 of 54: People with a Support Person


Ontario  Customer Service Standard


People with a Support Person

Tips:

- If you're not sure which person is the customer, take your lead from the person using or requesting service, or simply ask.
- Speak directly to your customer, not to their support person.
- If your organization charges an admission fee or fare, be familiar with its policy on fees or fares for support persons.
- It's good practice to confirm with your customer whether they want the support person to be present while confidential matters are being discussed.



If your organization is a public transportation provider... 

For decision makers - When it may be necessary to require a support person 

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- If your organization of familiar with its policy
- It's good practice to want the support per matters are being discussed.

If your organization is a public transportation provider...

...then fares for a support person must be waived when they are accompanying a person with a disability who relies on their support. This requirement is specified under the Transportation Standard. It is the responsibility of the person with a disability to demonstrate their need for a support person to the public transportation provider

If your organization is a public transportation provider... →

For decision makers - When it may be necessary to require a support person →

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If your organization is a public transportation provider...

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Ontario Customer Service Standard

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For decision makers - When it may be necessary to require a support person

In limited situations, you may require a person with a disability to be accompanied by a support person for health or safety reasons. You must first consult with the person with a disability and consider available evidence before you determine that:

- a support person is necessary to protect the health or safety of the person with a disability or the health or safety of others on the premises; and
- there is no other reasonable way to protect the health or safety of the person with a disability and the health or safety of others on the premises.

In such a situation, you must waive the admission fee or fare for the support person, if one exists.

Tip:

- Identify ahead of time if there are situations where a support person might be required to accompany a person with a disability for health or safety reasons, and consider how you and your staff will handle such situations.

If your organization is a public transportation provider... →

For decision makers - When it may be necessary to require a support person →

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In such a situation, you must waive the admission fee or fare for the support person, if one exists.

Tip:

- Identify ahead of time if there are situations where a support person might be required to accompany a person with a disability for health or safety reasons, and consider how you and your staff will handle such situations.

Slide 44 of 54: People Who Use Assistive Devices

Ontario  Customer Service Standard

People Who Use Assistive Devices

An assistive device is a piece of equipment a person with a disability uses to help with daily living.

Most assistive devices are “personal assistive devices,” such as a wheelchair or walker, white cane, hearing aid, oxygen tank or [communication board](#). They belong to the person using them and are part of their personal space.

Tips for serving a customer with a personal assistive device:

- Don't touch or handle any assistive device without permission.
- Don't move assistive devices or equipment (such as canes or walkers) out of the person's reach.


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Ontario  Customer Service Standard

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- Don't move assistive devices or equipment (such as canes or walkers) out of the person's reach.

Communication board
Used as a way of communicating to supplement or replace spoken language. The board may be manual or electronic, and usually contains a combination of letters of the alphabet, common words or phrases and pictures of common items or actions. For example, using a manual board, an individual will point to the letters to spell words or to a picture to express themselves.

[Adapted from www.speechdisorder.co.uk/communication-boards.html]


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Communication board

Used as a way of communicating to supplement or replace spoken language. The board may be manual or electronic, and usually contains a combination of letters of the alphabet, common words or phrases and pictures of common items or actions. For example, using a manual board, an individual will point to the letters to spell words or to a picture to express themselves.

[Adapted from www.speechdisorder.co.uk/communication-boards.html]

Slide 45 of 54: Devices Offered by the Organization


Ontario 
Customer Service Standard

Devices Offered by Your Organization

If your organization offers equipment or devices that can help customers with disabilities access your services, make sure you know how to use them. It may be helpful to have instruction manuals handy or an instruction sheet posted where the device is located or stored.

Some examples of devices that your organization might offer include:

- mobility devices, such as a manual wheelchair or motorized scooter.
- lift, which raises or lowers people who use mobility devices.
- technology that makes it easier for people with disabilities to communicate or access information, such as certain computer software, an amplification system or a [TTY phone line](#).
- adjustable desk or workstation, which changes the height or tilt of a writing surface.
- accessible interactive kiosk, which might offer information or services in braille or through audio headsets.




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- adjustable desk or workstation, which changes the height or tilt of a writing surface.
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Ontario  Customer Service Standard

Devices Offered by Your Organization


If your organization offers equipment or devices that can help customers with disabilities access your services, it is helpful to have instructional materials on how the device is located or stored.

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- mobility devices, such as a wheelchair
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- technology that makes it easier to access information, such as certain computer software, an amplification system or a [TTY phone line](#).
- adjustable desk or workstation, which changes the height or tilt of a writing surface.
- accessible interactive kiosk, which might offer information or services in braille or through audio headsets.

TTY phone line

A device that allows users to send typed messages across phone lines. TTY (teletypewriter) users can directly call other TTY numbers or they can place a call through a relay service operator to communicate with someone who uses a standard phone. A standard phone user can also place a call through a relay service operator to a TTY user.




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TTY phone line

A device that allows users to send typed messages across phone lines. TTY (teletypewriter) users can directly call other TTY numbers or they can place a call through a relay service operator to communicate with someone who uses a standard phone. A standard phone user can also place a call through a relay service operator to a TTY user.

Slide 46 of 54: Knowledge Check #6

Ontario  Customer Service Standard

Knowledge Check #6

Which of the following statements describes behaviour that you should avoid when serving a customer who uses an assistive device or service animal, or is accompanied by a support person? Choose the best response and select Submit Response.

A I should speak directly to the customer, not to their support person or companion.

B I should ask permission to touch a service animal because the animal is working and must pay attention at all times.

C I should ask permission to touch or move assistive devices.

D If I am not sure if it is a service animal, I should ask the customer to provide documentation to confirm they require the animal because of a disability.

E If I will be discussing confidential matters with my customer, I should have their support person wait in another area while I serve them.

SUBMIT RESPONSE

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Which of the following statements describes behaviour that you should avoid when serving a customer who uses an assistive device or service animal, or is accompanied by a support person? Choose the best response and select Submit Response.

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B - I should ask permission to touch a service animal because the animal is working and must pay attention at all times.

C - I should ask permission to touch or move assistive devices.

D - If I am not sure if it is a service animal, I should ask the customer to provide documentation to confirm they require the animal because of a disability.

E - If I will be discussing confidential matters with my customer, I should have their support person wait in another area while I serve them.

SUBMIT RESPONSE

Ontario Customer Service Standard

Knowledge Check #6

Which of the following statements describes best practice you should avoid when serving a customer who uses an assistive device? Select the correct response.

A
B
C
D
E

That's correct.

The customer must be allowed to have their support person accompany them. However, if confidential matters will be discussed, it's a good practice to first confirm with your customer whether they want the support person to be present.

CONTINUE

SUBMIT RESPONSE

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That's correct.

The customer must be allowed to have their support person accompany them. However, if confidential matters will be discussed, it's a good practice to first confirm with your customer whether they want the support person to be present.

CONTINUE

Ontario Customer Service Standard

Knowledge Check #6

Which of the following statements describes best practice you should avoid when serving a customer who uses an assistive device? Select the correct response.

A
B
C
D
E

Sorry, that's incorrect.

The customer must be allowed to have their support person accompany them. However, if confidential matters will be discussed, it's a good practice to first confirm with your customer whether they want the support person to be present.

CONTINUE **TRY AGAIN**

SUBMIT RESPONSE

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Sorry, that's incorrect.

The customer must be allowed to have their support person accompany them. However, if confidential matters will be discussed, it's a good practice to first confirm with your customer whether they want the support person to be present.

CONTINUE

TRY AGAIN

Slide 47 of 54: Serving People with Disabilities – At Home or Over the Phone

The following are good practices that can apply to all customers:

Tips for providing at-home service:

- Don't arrive unexpectedly. Confirm your arrival time in advance.
- Respect requests made by a customer with a disability to accommodate their needs. For example, a person with an environmental sensitivity may require that you refrain from wearing scented products in their home.

- Be patient. You may need to wait a few moments for your customer to open the door.
- Introduce yourself. Some customers may not be able to read identification cards and may want you to use a password. Check before you visit.
- Keep your customer informed of what you're doing.
- Make sure that you leave the home exactly as it was when you arrived. For example, someone with vision loss will expect that their furniture is in the same place and could trip if you've moved the sofa.

The screenshot shows a webpage from the Ontario Customer Service Standard. The page is titled "Serving People At Home" and features a section titled "Tips for providing over-the-phone service:". The tips are listed as follows:


- Speak naturally, clearly and directly.
- Focus on what the customer is saying. Don't interrupt or finish your customer's sentences. Give your customer time to explain or respond.
- If you're not sure what is being said to you, politely ask the customer to repeat what they said, or repeat or rephrase what you heard them say and ask if you have understood correctly.
- If the customer is using an interpreter or a telephone relay service, speak naturally to the customer, not to the interpreter.
- If you encounter a situation where, after numerous attempts, you and your customer cannot communicate with each other, consider making alternate arrangements that may work best for them.

The page also includes the AccessForward logo, a disclaimer link, a return to website link, and a page indicator showing "PAGE 1 OF 1".

Tips for providing over-the-phone service:

- Speak naturally, clearly and directly.
- Focus on what the customer is saying. Don't interrupt or finish your customer's sentences. Give your customer time to explain or respond.
- If you're not sure what is being said to you, politely ask the customer to repeat what they said, or repeat or rephrase what you heard them say and ask if you have understood correctly.
- If the customer is using an interpreter or a telephone relay service, speak naturally to the customer, not to the interpreter.
- If you encounter a situation where, after numerous attempts, you and your customer cannot communicate with each other, consider making alternate arrangements that may work best for them.

Slide 48 of 54: If There Are Difficulties Accessing Your Goods, Services or Facilities

Ontario Customer Service Standard

If There Are Difficulties Accessing Your Goods, Services or Facilities
If you notice that your customer is having difficulty accessing your goods, services or facilities, a good starting point is to ask "How can I help you?" Often, there are simple solutions. For example,

- 1 Your customer uses a wheelchair and cannot enter your shop because of a step at the front door.**
You could offer to serve the customer at the door, at another more convenient location, by phone, or by delivery to their home. You might also consider low-cost solutions such as a portable ramp that can be set out at your shop entrance on request and if suitable to the situation.
- 2 Your customer with hearing loss has a question.**
Ask the customer in writing if using a pen and paper to communicate would be a good way to serve him. Remember, if you're discussing confidential information, offer to return the notes to the customer or to destroy them.

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If you notice that your customer is having difficulty accessing your goods, services or facilities, a good starting point is to ask "How can I help you?" Often, there are simple solutions. For example,


- 1. Your customer uses a wheelchair and cannot enter your shop because of a step at the front door.**

You could offer to serve the customer at the door, at another more convenient location, by phone, or by delivery to their home. You might also consider low-cost solutions such as a portable ramp that can be set out at your shop entrance on request and if suitable to the situation.

- 2. Your customer with hearing loss has a question.**

Ask the customer in writing if using a pen and paper to communicate would be a good way to serve him. Remember, if you're discussing confidential information, offer to return the notes to the customer or to destroy them.

Slide 49 of 54: If There Are Difficulties Accessing Your Goods, Services or Facilities

Ontario Customer Service Standard


If There Are Difficulties Accessing Your Goods, Services or Facilities

3 Your customer can't reach some of your products because the displays or shelves are too high to reach from their scooter.

Offer to bring the products to the customer.

4 The menu cannot be read by a customer with low vision or a learning disability.

Offer to read the menu out loud, or post the menu online so they can access it beforehand.



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3. Your customer can't reach some of your products because the displays or shelves are too high to reach from their scooter.

Offer to bring the products to the customer.

4. The menu cannot be read by a customer with low vision or a learning disability.

Offer to read the menu out loud, or post the menu online so they can access it beforehand.

Slide 50 of 54: If There Are Difficulties Accessing Your Goods, Services or Facilities

Ontario Customer Service Standard

If There Are Difficulties Accessing Your Goods, Services or Facilities

5 Your customer has a mental health disability that makes it difficult for her to be in crowded spaces with other people. She explains her disability-related needs when she enters your reception area.

Offer her a place to wait her turn for service in an area apart from other customers.

6 Your organization doesn't have automatic door openers.

Be prepared to help open the door.

Your customers are your best source for information about their needs. Being flexible and open to suggestions will help to create a good customer experience. A solution can be simple and the customer will likely appreciate your attention and consideration.

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5. Your customer has a mental health disability that makes it difficult for her to be in crowded spaces with other people. She explains her disability-related needs when she enters your reception area.


Offer her a place to wait her turn for service in an area apart from other customers.

6. Your organization doesn't have automatic door openers.

Be prepared to help open the door.

Your customers are your best source for information about their needs. Being flexible and open to suggestions will help to create a good customer experience. A solution can be simple and the customer will likely appreciate your attention and consideration.

Slide 51 of 54: Recap – General Tips

Ontario  Customer Service Standard

Recap – General Tips

Here are some general tips to keep in mind when serving people with disabilities:

- Ask before you help. Don't assume the person needs it.
- If you're not sure what to do, ask your customer, "How can I help you?" Your customer knows if they need help and how you can provide it.
- Don't make assumptions about the type of disability a person has or about what accommodation needs they may have. Your assumptions may be wrong.
- Some disabilities are not visible and 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 as you would with any other customer.
- Speak directly to your customer, not to their support person or companion.
- Listen carefully. If you're not sure what your customer is saying, confirm by summarizing or repeating what was said to you, or politely ask them to repeat it.
- Be patient. People with some kinds of disabilities may take a little longer to respond or do things.
- Use appropriate language and terminology when referring to people with disabilities.


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Here are some general tips to keep in mind when serving people with disabilities:

- Ask before you help. Don't assume the person needs it.
- If you're not sure what to do, ask your customer, "How can I help you?" Your customer knows if they need help and how you can provide it.
- Don't make assumptions about the type of disability a person has or about what accommodation needs they may have. Your assumptions may be wrong.
- Some disabilities are not visible and 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 as you would with any other customer.
- Speak directly to your customer, not to their support person or companion.

- Listen carefully. If you're not sure what your customer is saying, confirm by summarizing or repeating what was said to you, or politely ask them to repeat it.
- Be patient. People with some kinds of disabilities may take a little longer to respond or do things.
- Use appropriate language and terminology when referring to people with disabilities.

Slide 52 of 54: Knowledge Check #7

Ontario 
Customer Service Standard

Knowledge Check #7

What should you do if you are unsure if a customer with a disability needs help?
Choose the best response and select Submit Response.

- A** Go ahead and help them. If they don't want help, they'll say so.
- B** Don't attend to them until you have time for them. Serve the easiest customers first.
- C** Always serve a customer with a disability away from other customers.
- D** Wait and see if they really are a customer. Maybe they'll change their mind and go someplace else.
- E** Ask, "May I help you?"

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What should you do if you are unsure if a customer with a disability needs help?

Choose the best response and select Submit Response.

A - Go ahead and help them. If they don't want help, they'll say so.

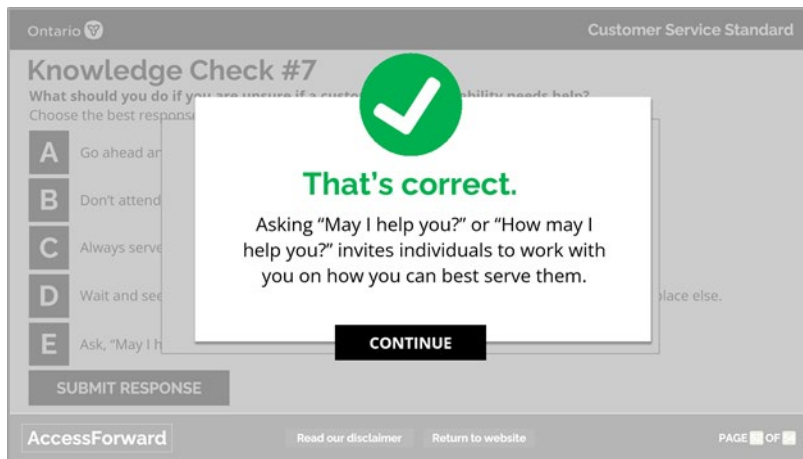
B - Don't attend to them until you have time for them. Serve the easiest customers first.

C - Always serve a customer with a disability away from other customers.

D - Wait and see if they really are a customer. Maybe they'll change their mind and go someplace else.

E - Ask, "May I help you?"

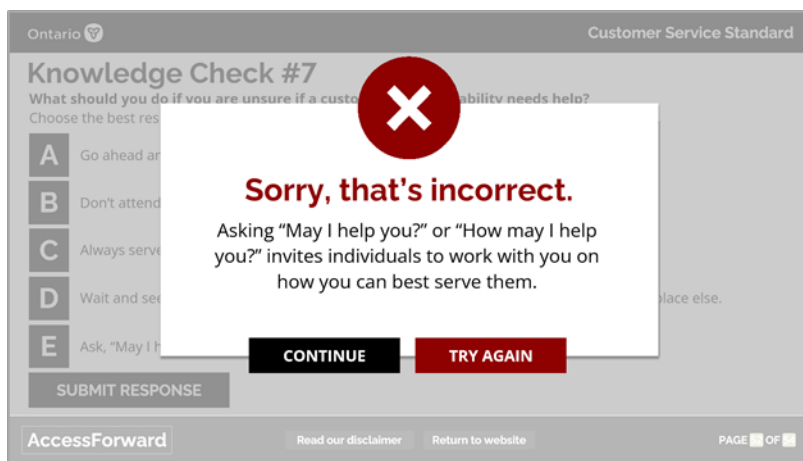
SUBMIT RESPONSE



That's correct.

Asking "May I help you?" or "How may I help you?" invites individuals to work with you on how you can best serve them.

CONTINUE




Sorry, that's incorrect.

Asking "May I help you?" or "How may I help you?" invites individuals to work with you on how you can best serve them.

CONTINUE

TRY AGAIN

Slide 53 of 54: Summary

Ontario 
Customer Service Standard

Summary

You have now completed the Customer Service Standard module.

Module Topics

You have learned about:

- ✓ the purpose of the Accessibility for Ontarians with Disabilities Act, 2005
 - ✓ the requirements of the Customer Service Standard
 - ✓ tips on interacting with people with various types of disabilities
- ✓ tips on interacting with people who use an assistive device or require the assistance of a service animal or support person
 - ✓ what to do if a customer with a disability is having difficulty accessing your organization's goods, services or facilities

If there are any areas that you need to repeat, take the time now to review and ask yourself:

- What have I learned about serving customers with disabilities?
- What will I do differently from now on?

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Summary

You have now completed the Customer Service Standard module.

Module Topics

You have learned about:

- the purpose of the Accessibility for Ontarians with Disabilities Act, 2005
- the requirements of the Customer Service Standard
- tips on interacting with people with various types of disabilities
- tips on interacting with people who use an assistive device or require the assistance of a service animal or support person
- what to do if a customer with a disability is having difficulty accessing your organization's goods, services or facilities

If there are any areas that you need to repeat, take the time now to review and ask yourself:

- What have I learned about serving customers with disabilities?
- What will I do differently from now on?

Slide 54 of 54: Certificate

Certificate

AccessForward cannot certify completion. It is the responsibility of the individual to certify that they have completed the module content.

If you are required to provide confirmation of your training covered in this module, a sample completion certificate which you can sign and date is provided on the [AccessForward.ca](https://www.accessforward.ca) website.

[Download Certificate](#)

Certificate of Training

I, _____, certify that I have completed training as the

- Required topics for the Customer Service Standard training.
- General Requirements.
- Requirements of the Information and Communications Standard.
- Requirements of the Employment Standard.
- Requirements of the Design of Public Spaces Standard.
- Requirements of the Transportation Standard.
- Ontario Human Rights Code, as it relates to people with disabilities.

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