



**VIDEOTRON**



# **Accessibility Plan**

**2023-2026**

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# 1. General information

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## 1.1 Introduction

Videotron is a leader in telecommunications and broadcasting in Canada. Customer satisfaction has always been at the core of its mission. The excellence of its services has earned the company many awards over the years, including being named Quebecers' most loved telecommunications company on several occasions.

To ensure all its customers enjoy the same quality of service, Videotron aims to fulfill the specific needs of people living with disabilities.

In an effort to better understand this customer profile, Videotron held consultations with various Canadian and Québec organizations that defend the rights of people with disabilities.

As a result of this collaboration, Videotron is proud to present its three-year Accessibility plan. This publication describes the initiatives that aim to eliminate obstacles faced by its customers and employees.

For customers, Videotron is committed to:

- Facilitate access to its phone, live chat, and in-store services;
- Offer them an optimal experience for the duration of their subscription while limiting to a maximum any barriers they may face;
- Remaining up to date on best practices in accessibility and inclusivity;
- Consider accessibility issues when making decisions so as to continuously improve its customers' experience and satisfaction, particularly for those living with disabilities.

Regarding its employees, Videotron is taking the necessary measures to provide a workplace that promotes equality, diversity, and inclusion. To this end, it will encourage the hiring of those living with disabilities. The company believes that it is important to guarantee them the same opportunities so that they may achieve their goals and feel supported in the workplace.

Note that Videotron intends to continue its close collaboration with the various organizations involved in the process thus far. By creating long-term connections with these entities, Videotron can ensure it is responsive to the evolving needs of people living with disabilities. This ongoing collaboration will play an important role in the deployment of the company's future initiatives.

The three-year plan includes all activities initiated so far that address the elimination of accessibility obstacles. The company's approach can be modified and enhanced based on the context of its activities.

Note that this document respects the accessibility standards outlined in the Web Content Accessibility Guidelines (WCAG) validated in Adobe Acrobat 2023.

It is also possible to use PDF reader features to change the display of documents and render them easier to read.

## **1.2 General information on the company**

Videotron has over 5,700 employees (as of December 31, 2022). Every day, employees strive to satisfy the company's 2,015,455 customers (as of May 19, 2023), whether working at its offices, customer contact centres, or retail stores.

## **1.3 Overview of Videotron's process**

In 2021, Videotron began a review of its service offering for consumers with disabilities, with a view to making improvements to said services.

In order to create its first Accessibility plan, Videotron benefitted from the remarkable work of its Operational Projects Office and an interdepartmental team. This team was composed of motivated individuals who were eager to advance the goal of accessibility within the organization.

## 1.4 Interdepartmental team

Governance for Videotron's Accessibility plan was provided by the following people:

**Senior Executive, Accessibility Plan**

Jean-François Gagnon

General Manager, Strategic Alignment of Operations, Videotron Customer Contact Centres

**Senior Executive, Human Resources**

Roxanne Doucet

Vice-president, Human Resources, Quebecor

**Project Director, Operations Support**

Michel Vézina

Operations Support, Videotron Customer Services

More than 20 Videotron employees were also involved in the interdepartmental accessibility committee. The following departments were represented: Operational Projects Office; Regulatory Affairs; Corporate and Operational Communications; Training, Support and Product Expertise; Marketing; Retail Network; Human Resources; Customer Contact Centres; Operational Documentation Solutions; and Digital Studio.

Some of the people who participated in the interdepartmental committee are either themselves disabled or have a loved one living with a disability. Their experiences were especially beneficial to the committee's efforts. At the same time, several committee members were also involved in similar initiatives to promote diversity and inclusion of equality-seeking groups at Quebecor and Videotron. Their participation fostered the adoption of a more inclusive and intersectional approach.

## 1.5 Feedback process

On June 1, 2022, Videotron implemented a feedback process that complies with CRTC requirements. People living with disabilities, as well as the groups and organizations representing them, can share their comments on the barriers they face through the “Accessibility” page of the Videotron’s websites. Jean-François Gagnon, General Manager, Strategic Alignment of Operations, receives the feedback. People who would like to submit their comments can use the following communication channels:

### ➤ Email

- Address: [accessibilite.retroaction@videotron.com](mailto:accessibilite.retroaction@videotron.com)
- An acknowledgement of receipt is sent by email to the sender.

### ➤ Telephone

- Residential Service: 1-877-512-0911  
Business Service: 1-877-512-8590
- The representative verbally acknowledges receipt of the submitted comments.

### ➤ Online form (anonymous or not)

- Link: [Online form](#)
- A message is displayed in the sender’s browser acknowledging that their feedback has been received.

The personal information of those submitting feedback, along with the content of said feedback, remains confidential. It is only used by the interdepartmental team for the purpose of enhancing and evolving the Accessibility plan.

## 2. Inclusion of principles of the Accessible Canada Act

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In 2019, the Canadian government adopted the Accessible Canada Act. Its purpose is to make Canada a barrier-free country for people with disabilities. This legislation includes seven key principles:

- Everyone must be treated with dignity.
- Everyone must have the same opportunity to make for fulfillment.
- Everyone must be able to participate fully and equally in society.
- Everyone must have meaningful options and be free to make their own choices, with support if they desire.
- Laws, policies, programs, services, and structures must take into account the ways that different kinds of barriers and discrimination intersect.
- Persons living with disabilities must be involved in the development and design of laws, policies, programs, services, and structures.
- Accessibility standards and regulations must be made with the goal of achieving the highest level of accessibility.

Videotron has taken into consideration the abovementioned principles when preparing its Accessibility plan, as outlined in this document.

### **3. Consultations with individuals and organizations**

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Videotron encouraged the participation of people living with disabilities in order to identify and prioritize relevant initiatives that respond to their needs and expectations. The company has taken their comments into consideration during the drafting of its Accessibility plan.

#### **3.1 Information received during the feedback process**

Below is an overview of comments shared with us through the feedback process (received as of April 13, 2023) established in June 2022. These comments have contributed to the enhancement of Videotron's Accessibility plan.

##### **1. Offer specialized customer service**

- Feedback applied to Section 5.3 Information and Communication Technologies (ICT).

##### **2. Develop a 100% digital process**

- Videotron goal achievable within 5 years.

##### **3. Offer an adapted remote-control device (voice command, buttons, backlighting)**

- Feedback applied to Section 5.5 Design and performance of programs and services.

##### **4. Offer more attractive plans**

- Feedback applied to Section 5. 5 Design and performance of programs and services.



## 3.2 Feedback received through CTA meetings

Meetings organized by the Canadian Telecommunications Association (CTA), of which Videotron is a member, were held in August 2022.

- **August 3, 2022:** Blind and vision-impaired community.
- **August 5, 2022:** Speech-, language-, communication- and cognition-impaired and intellectual disability community
- **August 9, 2022:** Deaf, hearing-impaired, and deaf-blind community

These meetings provided an opportunity to share the results of the consultations carried out by the CTA. The association surveyed various groups, communities, and organizations working with or for people living with disabilities. These consultations led to the identification of various concerns affecting the entire telecommunications industry. The feedback provided, which addresses the main barriers to accessibility for people living with a disability, is listed below:

### 1. Staff: sales and after-sale service

- Knowledge of the service offering and procedures related to accessibility are insufficient.
- Customer relations and communication skills are lacking.
- People with disabilities have issues communicating efficiently with the various agents.
- Adapted technologies (IP bridging, interpretation services, video relay service, etc.) are absent.

### 2. Devices

- Devices are not always suitable. For example, they lack sound or tactile indicators or voice description. Character displays and buttons on the devices are also too small.
- The use of devices is complex. There are no usage guides for accessibility options, and knowledge of these options is limited.

### 3. Stores

- The layout of the stores is not optimal.
- It is difficult to communicate with the staff, whether trying to be understood verbally or with the help of a speech-generating device. No process is in place to provide interpreters or other facilitators when necessary.

### 4. Websites

- Websites are not 100% compliant with WCAG standards.
- There are no dedicated sections and there is little to no information about adapted services.
- Page design has not been adapted. There is too much text, the content is complex, site navigation is difficult, videos do not have subtitles, etc.
- Sites are not all compatible with specialized software, particularly for speech synthesis.

### 5. Technicians

- Technical staff are not sufficiently familiar with features relating to accessibility for equipment and how to activate them.
- Information to identify customers with functional limitations as well as certain equipment is missing from work orders.
- Certain providers give preference to self-installation. A fee is charged for installation by technical staff.
- Customer relations and communication skills are lacking.
- Time slots for visits by technical staff are too wide to ensure the presence of an interpreter.

## 6. Rates, plans, and services

- Service rates and equipment costs are high.
- Discounts offered to people with disabilities are for a limited time period.
- At the moment, no provider is offering a fully accessible range of services.

Videotron took into consideration the barriers that were mentioned during meetings and the recommendations that were made when designing its Accessibility plan and initiatives.

### 3.3 Feedback process initiated by Videotron to validate its initiatives with organizations

Videotron wanted to ensure the relevance of its three-year Accessibility plan. To verify that it would adequately respond to the needs of all its customers, the company met with organizations representing the vast majority of people living with various disabilities in order to get their feedback. A preliminary copy of the plan was provided to these organizations prior to the meetings.

Videotron's interdepartmental team members listened to their concerns during the meetings, which led to rich, constructive conversations. The valuable comments received from these organizations served to enhance the final version of the plan. To maintain the connection with these organizations and their expert resources, and to ensure follow-ups and the evolution of Videotron's plan, our project team suggested that a governance structure be put in place.

#### List of organizations consulted

**Confédération des organismes de personnes handicapées du Québec (COPHAN)**

Type of disability: All

**Regroupement des activistes pour l'inclusion au Québec (RAPLIQ)**

Type of disability: All

**Association québécoise des personnes de petite taille (AQPPT)**

Type of disability: Physical

**Institut Nazareth et Louis-Braille (INLB)**

Type of disability: Visual

**Réseau québécois pour l'inclusion sociale des personnes sourdes et malentendantes (REQIS)**

Type of disability: Hearing

**Meeting dates**

- **March 2023:** Presentation of first draft of plan
- **April 2023:** Presentation of structure for new Accessibility page of websites
- **May 2023:** Store visit
- **Summer 2023:** Presentation of documentation and employee training strategies

## 4. Videotron's obligations

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As a company operating in the fields of telecommunications and broadcasting, Videotron is mainly under the jurisdiction of the Telecommunications Act and the Broadcasting Act, as well as the regulations of the Canadian Radio-television and Telecommunications Commission (CRTC). With some exceptions, Videotron's services are subject to detailed licencing requirements. Many conditions involve establishing technology and practices that guarantee the accessibility of Videotron's services to people with disabilities. In this regard, Videotron is subject to monitoring and regular reviews by the CRTC.

A number of codes of conduct created by this regulator apply to Videotron, including the Wireless Code, the Internet Code, and the Television Service Provider Code. This notably includes obligations regarding trial periods offered to disabled customers so they can ensure the services they are receiving fulfill their needs, as well as possible adaptations to the contract documentation and account statements for these customers. Videotron must also ensure the accessibility of its websites and customer contact centres and fulfill a number of obligations regarding the promotion and presentation of its accessible products and services to those living with a disability.

As part of its telecommunications service offering, Videotron is also obliged to offer wireless plans and devices that specifically respond to the particular needs of customers with disabilities. In addition, the company must ensure barrier-free access to video relay services for deaf and hearing-impaired people, so that they may place calls using sign language, and permit the transmission of text messages to 911, where such service is available.

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With regard to Videotron's TV services, the company must comply with strict regulations regarding available channels, such as AMI-télé, AMI-tv, and Canal M as well as the availability of equipment and technology providing accessibility (adapted remote control, subtitling, audio description, etc.).

For its community channel, MAtv, and on-demand video services, illico on-demand and Indigo, Videotron must comply with many obligations relating to subtitling for the hearing impaired and audio description for certain contents.

Finally, in addition to many other CRTC regulations regarding the accessibility of its activities, Videotron is subject to a variety of federal, provincial, and municipal regulations that ensure the possibility of full participation of those living with disabilities within society, such as the Quebec Charter of Rights and Freedoms, the Accessible Canada Act, and the Employment Equity Act.

## 5. Videotron policies, programs, practices and services

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The Accessible Canada Act establishes various areas in which organizations are required to act to recognize and eliminate barriers currently faced by those with disabilities—whether those are their employees or their customers.

Below is a list of Videotron’s main initiatives related to accessibility in the context of:

- Employment
- Built environment and acquisition of goods, services, and facilities
- Information and Communication Technologies (ICT)
- Communications beyond ICT
- Creation and delivery of programs and services
- Transportation

The timeline for achieving these initiatives has been subdivided into three categories: the short term, the medium term, and the long term.

### 5.1 Employment

Videotron aims to provide a workplace that promotes equity, diversity, and inclusion for its entire workforce. The company is aware that the diversity of individual employee experiences greatly contributes to enriching its culture and achievements, and it’s important that the diversity of its customers is adequately represented.

To further promote integration of employees from minority groups within the organization, Videotron has already deployed a number of initiatives, and others will be put in place in the coming years.

**Overall objective:** Improved representation of different minority groups at Videotron by attracting and retaining a diversified workforce.

➤ **Through a better understanding of the presence and experience of different minority groups within our workforce**

**DONE** Performed self-identification survey of all employees.

**DONE** Established a diversity and inclusion committee.

**SHORT TERM** Organize discussion groups on accessibility issues with staff members.

➤ **Through the improvement of our current human resources' practices to improve accessibility at work**

**SHORT TERM** Creation and internal communication of a policy guaranteeing a workplace that promotes diversity, equity, and inclusion.

**ONGOING** Training of human resources personnel on issues related to diversity, turning them into ambassadors for managers and employees.

**ONGOING** Communication to employees about initiatives established to promote an inclusive workplace.

➤ **Through the hiring of people with functional disabilities**

**MEDIUM TERM** Identification of the best strategies for hiring, onboarding, and integrating people with disabilities into the workplace.

**MEDIUM TERM** Establishment of a partnership with an organization to promote the hiring of those living with a disability.



## 5.2 Built environment and acquisition of goods, services and facilities

Quebecor and its subsidiaries currently own facilities in different regions. While Quebecor has its own construction standards that comply with the National Building Code, the specific context of each facility (year of construction, city or province, geolocation, etc.) requires the company to meet the challenge of complying with all standards that apply.

**Overall objective:** Compliance with barrier-free design standards for all Videotron locations

### ➤ Through the improvement of construction practices promoting accessibility

**ONGOING** Integration of barrier-free and accessible design standards into production specifications to cover different kinds of limitations.

**ONGOING** Updating of built environments, both current and future, to respect standards and ensure that the design of sites owned and leased by the company complies with these standards.

## 5.3 Information and Communication Technologies (ICT)

Despite the presence of accessibility content on Videotron's public and internal websites, this content has had minimal visibility and promotion over the years. Going forward, Videotron would like customers with disabilities to be better informed when using its websites and interacting with its frontline employees.

### Overall objectives

- Optimization of content accessibility to promote greater use.
- Creation of accesses dedicated to people with disabilities to improve the delivery of services.

➤ **Through the emphasis and promotion of content related to accessibility on our websites**

**DONE** Revision and optimization of the Accessibility sections of our websites, specifically with regard to their structure, content, visuals, and navigation.

**SHORT TERM** Publication on Videotron's websites of a list of points of sale that respect accessibility standards for certain types of disabilities.

**LONG TERM** Addition of audio description or subtitles to our support videos.

➤ **Through the improvement of accessibility to our customer contact centres advisors for people with disabilities**

**SHORT TERM** Establishing dedicated phone lines and chat access.

**SHORT TERM** Promoting the use of the video relay service.

**SHORT TERM** Highlighting access to the chat function on our Support pages.

➤ **Through easier access for front-line employees to content related to people living with disabilities, so as to improve the management of their interactions**

**SHORT TERM** Creation of a section dedicated to accessibility on Videotron's internal documentation platform, first focusing on the company's services for people with disabilities and their advantages, and second covering related internal processes and procedures.

➤ **Through compliance of our websites with WCAG standards**

**LONG TERM** Availability of plug-ins that facilitate control over or quick evaluation of our websites' accessibility.

## 5.4 Communications beyond ICT

Our employees are rarely made aware of informative content intended for people with disabilities, such as our available services, awareness of their issues, and our practices during interactions with these customers. We would like to remedy this situation through a series of communication, training, and documentation initiatives aimed at our entire workforce.

### Overall objectives

- Awareness of the challenges faced by people with disabilities to optimize their knowledge and soft skills when interacting with these customers.
- More information provided to all personnel about our services available for people living with disabilities.

### ➤ Through the deployment of company-wide communication plans providing visibility for initiatives in our Accessibility Plan

**SHORT TERM** Creation of a page dedicated to accessibility on the company's Intranet.

**SHORT TERM** Creation of a guide with accessibility terminology and best practices in communication.

**SHORT TERM** Creation of an ongoing training program on accessibility and inclusion aimed at all employees.

### ➤ Through enhanced access to and use of content related to people with disabilities for frontline employees, to facilitate and improve management of their interactions with these customers

**SHORT TERM** Identification of the best relationship and communication practices to adopt in our operations, and their documentation.

### 5.4.1 Communication with customers

Since the initial creation of sections devoted to accessibility on our websites, they have had very few optimizations. For customers living with disabilities, the ability to quickly access relevant, adapted information is not always simple. Improvements need to be made to these sections to better serve these customers.

**Overall objective:** Enhance the service we provide on our web platforms for customers living with disabilities, thereby facilitating their decision making and responding to their need for support.

➤ **Through the enhancement and optimization of accessibility related content on our websites**

**DONE** Complete redesign of the content, visuals, and page layout of the Accessibility sections of our websites.

➤ **Through increased communication with our customers concerning what we have done to achieve the goals of accessibility legislation**

**SHORT TERM** Planning customer communications to highlight the various initiatives in our Accessibility Plan.

### 5.5 Design and performance of programs and services

People with functional disabilities who contact our frontline employees do not currently benefit from a sales or support approach that is adapted to or meets their needs. Videotron would like to facilitate access to its products and services for these customers, particularly through training and awareness initiatives for its staff members.

## Overall objectives

- Training specialized teams of frontline employees to perfect our service offering adapted to the needs of people with disabilities.
- Raising all employees' awareness to the need to simplify our processes and improve our interactions and communications with these customers.

### ➤ **Through allocating a team of experts to respond to the specific needs of people with disabilities and ensure their satisfaction**

**MEDIUM TERM** Development of training for frontline employees, who will become specialized agents for interactions with people living with disabilities including dedicated phone lines, live chat, boutiques, and visits from technicians.

**LONG TERM** Assessment of optimal solutions for offering services to hearing-impaired people in targeted stores.

### ➤ **Through raising the awareness of all staff to the reality of those living with disabilities, to optimize their knowledge and soft skills when managing interactions with them**

**ONGOING** Creation of a communication strategy and awareness training capsules.

**MEDIUM TERM** Enhancement of frontline employees' initial training with the addition of content on accessibility.

➤ **Through improved access to our products and services for people living with disabilities**

**DONE** Maintain the discount on Mobile plans for people with disabilities.

**DONE** Simplified procedures for accessing adapted services and subscribing to the T911 service.

**DONE** Simplified process for submitting proof of accessibility to adapted services.

**MEDIUM TERM** Enhancement of the Settings/Help/Tips and Tricks section of the Helix TV terminal with content specifically intended for people with disabilities.

**LONG TERM** Re-evaluation of the current service offering for people with disabilities, with a proposal for enhancement if necessary.

**LONG TERM** Evaluation of possibility to offer a simplified remote control for people with disabilities.

➤ **By ensuring our websites respect accessibility standards**

**ONGOING** Awareness and training initiatives targeting the digital team regarding WCAG web accessibility standards to ensure hosted content is compliant when the team creates or modifies our webpages.

## 5.6 Transportation

Videotron does not offer transportation services. Therefore, the company has no specific accessibility objectives or initiatives related to transportation.

## 6. Conclusion

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Everyone is important to Videotron. The company is committed to listening to all customers and taking the necessary steps to improve its products and services. Videotron continues to work in partnership with its stakeholders; by adopting exemplary practices, the company will be able to offer an inclusive and satisfying experience to everyone.

Videotron understands that this plan is only a first step towards creating barrier-free access for people living with disabilities. The company takes a progressive and evolutionary approach to accessibility. It takes into consideration the needs and contributions of its collaborators, customers, and employees. In compliance with the Accessible Canada Act, Videotron will publish an accessibility report every three years and will communicate updates to its accessibility initiatives and consultations, as well as the progress it has made, in an annual report. The first annual report will be published in 2024; the first update to the plan will be in 2026.

Throughout the next phases of its plan, Videotron intends to continue working closely with organizations representing the interests and defending the rights of those living with disabilities. The company intends to foster lasting relationships with all organizations that have been invested in this process to date.