

Appendix A. Explanation of the PSP requirements of the CCTS' Public Awareness Plan

1. CCTS notice and web site links on PSPs' websites

PSPs must display a specific message on their website informing customers of the CCTS, including information on how to contact the CCTS. This information should be on a dedicated "complaints page" detailing the PSP's internal complaint-handling process. Additionally, the path to this complaints page must be clearly labelled, easy-to-find and no further than 2 clicks away from the home page.

The CCTS prescribed website message explains that customers must first to try resolve the issue with their PSP. However, PSPs should not give the impression - either through additional language or positioning of the prescribed CCTS notice on their websites - that the CCTS is available only after customers exhaust a multi-step escalation process.

Further, if a PSP website has a search function, it should return a link to the complaints page when a search includes any of the following keywords: "complaint", "dispute", "CRTC", "CCTS", "commission" and "ombudsman".

2. Customer bill messages

PSPs must include a prescribed message about the CCTS on customer bills. This message must appear at least four times a year and be placed in a reasonably prominent location compared to other notices of a similar nature. Customers who do not receive bills must be informed about the CCTS by another means, such as the portal they use to purchase pre-paid time or through free text messages.

In addition, customers reviewing invoices or website notices should not be left with the impression that certain subject matters are out of scope, unless permitted by the PSP Public Awareness Plan. When a customer sees the CCTS' prescribed notice, they must understand there is an independent dispute resolution service available; any added messaging about CCTS availability should be avoided.

3. Customer notification by PSPs

When a customer brings a complaint to their PSP which they cannot resolve, the PSP must inform the customer of their right of recourse to the CCTS no later than the second level of escalation. This means that if the second level of escalation is unable to resolve the issue, they must inform the customer about the availability of the CCTS. For PSPs which do not have an internal escalation process, customers must be informed of the CCTS by frontline agents. Multiple contacts with different frontline agents are not

considered an escalation.

4. White Pages message and text

PSPs that publish White Pages directories must include a specific message about the CCTS in the White Pages. The location of this insert should be reasonably prominent compared to notices of a similar nature. Additionally, it should be placed in a logical manner, where a customer with a potential complaint is likely to find it.