

Accessible Customer Service

Canadian Western Bank Financial Group

CWB Financial Group is committed to treating all people including our clients, employees and applicants in a way that allows them to maintain their independence and dignity. Believing that inclusion has power, we strive to create an accessible environment for all, including people with disabilities.

We are committed to providing customer service that supports the principles of:

- Barrier-free access
- Independence
- Dignity
- Integration and
- Equality of opportunity.

Communication

We meet the communication needs of our clients who have self-identified as having a disability.

- We will work with the person with a disability to determine a method of communication based on their needs.
- When appropriate, we offer to communicate in different ways, such as writing things down, reading things out loud, and taking extra time to explain things.
- Use appropriate language (e.g. use “persons with disabilities” versus “handicapped”).
- We also:
 - Keep paper and pens available to write things down.
 - Offer a chair when longer conversations are needed.
 - Offer a quieter space.
 - Sit down to engage with someone using a wheelchair.
- We support requests for documents in alternate formats and provide them at no additional cost within a reasonable timeframe.

Assistive Devices

We accommodate the use of assistive devices when clients are accessing our goods, services, or facilities.

- We do not touch or move clients’ assistive devices without permission.
- We will ask how we can best be of assistance.

Support Persons

We welcome support persons. Clients with a disability who are accompanied by a support person will have access to that support person while on our premises in areas a client would usually require access.

- We address the client not the support person, unless requested by the client to do otherwise.
- We make space for support persons on-site and ensure clients always have access to their support persons.
- We allow support person, if requested by the client, to attend meetings
- We may request permission from the client to discuss confidential account information in front of support person.
- As necessary, we ensure the client and support person understands that the support person is there to accompany the client and therefore cannot direct or act for the client.

Service Animals

We allow service animals on our premises in areas a client would usually require access.

- We treat a service animal as a working animal.
- We do not distract a service animal from its job by petting, feeding, or playing with it, unless given permission by the person with the service animal to do so.
- The client with a service animal is responsible for the care and control of the service animal.

Notice of Service Disruptions

We let the public know when and why an accessibility feature is temporarily unavailable, how long it will be unavailable, and other ways to access our goods and services.

- If requested, we work with the client to find other ways to provide goods and services.
- We let the public know about disruptions in the following ways:
 - Posted at our building entrance, service reception desk and/or in high traffic areas.
 - Through employees.
 - Posted on the website, if appropriate.

Feedback

We welcome and respond promptly to feedback we receive on the accessibility of our goods and services.

- We invite feedback in the following ways:
 - Visit our reception desk
 - Contact us by phone: 780-423-8888 between 8 a.m. and 5 p.m, MST, Monday to Friday excluding statutory holidays
 - By email: accessibility@cwbank.com
 - By the [Accessibility feedback](#) form on our website
 - By mail: The Accessibility Office, Suite 3000, 10303 Jasper Avenue
Edmonton, Alberta T5J 3X6
- If the feedback requires us to follow-up, the client is notified that the request is being reviewed and when they can expect a response.
- We let the client know what action we will take to address their feedback, if any.
- We respond to feedback in a way that meets the communication needs of the individual.

Training

We provide the required training on accessible customer service to employees, and as appropriate contract workers throughout CWBFG. Training includes:

- How to interact and communicate with people who face barriers to accessing goods and services, use assistive devices, are assisted by a support person and/or are assisted by a service animal.
- Advice on how to interact and communicate with persons with various types of disabilities.
- How to interact and communicate with persons with disabilities who use an assistive device or require the assistance of a service animal or a support person.
- What to do if a person with a disability is having difficulty in accessing our goods and services.
- Our organizational policies, practices, and measures, including updates or changes.

We train new employees, and as appropriate contractor workers once they are hired.

We provide annual refresher training, including updates to policies, practices, and measures when necessary.

This document is available in alternate formats upon request.