

# **Food Banks Canada Customer Experience Hotline**

## **Overview**

Food Banks Canada and our network is committed to providing excellent service. We recognize that from time to time there may be inquiries, concerns or complaints and we believe that those that want to share their experiences or feedback have the right to tell us.

To streamline this process, Food Banks Canada is proud to be launching a new centralized Customer Experience Hotline, that will allow inquiries, concerns or complaints from across the country to be routed to a centralized location that will be managed by a neutral third-party vendor (On Call.) This new system will create an easier way for people to communicate, while allowing for collaborative problem solving and greater transparency across the network.

## **Process Summary**

When a complaint is received through the Customer Experience Hotline it will be rated as a high, medium, or low risk potential. A high-risk complaint would involve safety concerns, food handling practices, a breach in the food banking code of ethics, suggestions of legal or financial wrongdoing or reputational risks. A medium risk complaint could include quality of service or food provided, issues related to communications (i.e., advertising or programs) and/or issues related to how donated funds are invested. Low-risk complaints could include general comments or complaints about food banks, food bank use, fundraising and/or communications.

Regardless of the risk level, all complaints will be handled seriously and professionally. Once a complaint is received Food Banks Canada will be notified immediately and will follow the internal process on handling the complaint. The assessment of the complaint and course of action will be based on the risk level and impact, with a commitment to follow-up directly with the individual making the complaint within eleven days of receiving the initial outreach.

## **Step-by-step Process Overview**

1. A complaint is received through the hotline or email inbox and flagged as high, medium or low risk potential, by On Call.
2. The On Call, Customer Care Operator, walks the complainant through a pre-approved script and gathers all pertinent information, including their contact information, if they are not making an anonymous complaint.
3. A report is created based on the information gathered and inputted into an online portal that Food Banks Canada has real time access to. Food Banks Canada is also notified that a new complaint has been logged.
4. Upon reviewing the complaint Food Banks Canada will follow-up directly with the Food Bank to share the concern and feedback received. Food Banks Canada will also ensure the Provincial Association is copied on the email communication to be kept informed.

5. If the complaint has not been made anonymously, the Food Bank will be responsible for following up directly with the complainant within ten days.
6. Eleven days following the day of the initial complaint, an On Call, Customer Care Operator, will follow-up with the complainant to determine if the issues were resolved or unresolved. All follow-up calls will be marked within the online portal as resolved or unresolved.
7. If the complaint has not been resolved, it will be marked as unresolved within the online portal and Food Banks Canada will continue to work with the Food Bank directly on a resolution.

### **The Commitment to Share**

As part of the updated agreements between the Provincial Associations and our National Standards, each food bank within the network must have a written policy outlining their complaints resolution process. To ensure consistency, all food banks must publicly post the complaint process including the centralized Customer Experience Hotline number (1.877.280.0329) and email address ([complaints@foodbankscanada.ca](mailto:complaints@foodbankscanada.ca))

### **Contact Information**

- Food Banks Canada Customer Experience Hotline 1.877.280.0329 or [complaints@foodbankscanada.ca](mailto:complaints@foodbankscanada.ca)
- Questions about the hotline, process and implementation can be directed to Chantal Senecal, Director of National Programs, at [chantal.senecal@foodbankscanada.ca](mailto:chantal.senecal@foodbankscanada.ca)
- Questions about specific complaints, tracking and follow-up can be directed to Jaclyn Beaulieu, Network Services Coordinator, at [jaclyn.beaulieu@foodbankscanada.ca](mailto:jaclyn.beaulieu@foodbankscanada.ca)