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Rogers Ombudsman
Office of the Ombudsman
350 Bloor Street East
Toronto, Ontario M4W 0A1

Dear Sir or Madam:

My experience with Rogers over the past six months has been disappointing in every possible way. The company claims to “take ownership” of issues to help solve them “quickly and fairly.” Yet I have made every attempt to resolve issues as they have arisen, and my concerns have been recklessly neglected or categorically ignored. I have not escalated past grievances—which have required many phone calls about billing errors and internet connectivity issues—and I do not think it would be fair to request your attention for past events, but I mention them to emphasize a recurrent failure in service and to request your attention to this issue with that history in mind.

Having had Rogers Hi-Speed Extreme internet service for six months, my partner and I decided to order a Digital Plus cable package as well. Our first contact with Rogers for the cable plan was Mike Campanelli, Local Area Advisor, who had a Rogers information booth set up in the lobby of our apartment on 15 June 2012. We spoke to Mr. Campanelli for about an hour, and after many requests for simple information, he was ultimately unable to tell us: how much our package would cost, how long the contract term would be, and what channels we would get. However, that did not stop him from trying to place the order for us anyway. I had to ask what he was doing on his iPad to figure out that he had given up trying to answer our questions and had skipped directly to billing us for an order we had no intention of placing with him. I stopped him from making the order and we walked away.

Unfortunately, a subsequent visit to a Rogers store led me to realize that local area advisors can provide better package deals than customers would otherwise receive. Therefore, I had to call Mr. Campanelli again on 17 June 2012. It was another frustrating and tedious conversation, but I was able to coach him through it, and about forty-five minutes later we had a deal—I had to research the package myself, and I did all the math with the numbers he provided, but I finally had an understanding of the basic package information. All that was left to do was contact Rogers to book an installation time, and he was supposed to take care of that.

About half an hour after I had spoken to Mr. Campanelli, I received a phone call from the Rogers Sales Department, and Mr. Campanelli was conferenced in on the call. The sales representative quoted how much the package would be, and the costs were completely different and substantially higher than what Mr. Campanelli had offered minutes earlier. I requested clarification several times, citing the clear discrepancy, but the representative only repeated the various discounts that would be applied to the account. I finally demanded an itemized list of the actual charges before tax and discounts so that I could run the calculations myself; I was about to be charged about \$25.00 per month more than what I had just agreed to with Mr. Campanelli. My disagreement with the Sales Department led to a protracted argument between Mr. Campanelli and the sales representative. Finally, the discrepancy between the two quotes was reduced to approximately \$2.00, which was negligible enough, and Mr. Campanelli agreed to credit my account with the difference. That whole process struck me as unprofessional and illegitimate, but I agreed to proceed with it. [Please refer to interaction numbers: I123456789, I987654321, I567891012 for these conversations.]

After finally coming to an agreement with the Sales Department and Mr. Campanelli, we booked an installation time for 19 June 2012 between 18:30 and 20:00. I finished work at 17:00, and I was told that I would receive a phone call at 18:30 to confirm the appointment. I had changed my plans to come home directly after work to meet the technician, so I was surprised when I had missed his call at 14:50 when he was apparently waiting for me. I called back as soon as I could and I was informed that because I had missed the call, my appointment had been cancelled. Since I was already on my home at that point, I was intent on having a technician come that day, as planned—especially since the dispatch centre had made the mistake in trying to send someone hours before he was supposed to arrive. I spoke to Customer Service, a manager in the Sales Department, and once again to Mr. Campanelli. Time after time, I was fed a careless, lifeless reply: “We’re very sorry for the inconvenience, and there is nothing more we can do.” I was eager at that point to cancel all of my Rogers services, but—as I am sure you are aware—there are no other cable and internet providers in my area. Reluctantly, I rebooked the appointment, and I had the cable installed on 20 June 2012 at 17:15, after having wasted two afternoons waiting for technicians to arrive. [Please refer to interaction number I654321123 for these conversations.] Adding insult to injury, I realized after the technicians had left that the HD PVR they installed had been severely scratched all along the front side—not a welcome addition to our décor.

I would also like to mention that in order to get the interaction numbers cited in this letter, I had to contact Customer Service by Live Chat on 20 June 2012. First, I spoke to Shawna [interaction number 123852654]. At 14:33, I wrote: “I would like to have the Interaction ID numbers of calls I have placed to managers in the sales department over the past week.” At 15:04, she finally wrote “I apologize we have not been able to come to a resolution today.” All I wanted was to have a few interaction numbers, and she was somehow unable to fulfil that request. I opened another chat session with Rita from the Rogers Management office [also interaction number 123852654], and she was finally able to provide the information I requested. I encouraged her to review the previous conversation I had with Shawna, and of course she simply replied: “Thank you for choosing Rogers Management Office Live Chat. It was a pleasure assisting you today and enjoy the rest of your day.”

From my interactions with Rogers employees to date, I can only come to the conclusion that the company does not care about its customers. Service is slow, mindless, and scripted—tedious propriety with no action or resolution. I understand that the issues I have described are probably less severe than what is normally received by your office; however, they have been sufficient to convince me never to buy products from Rogers again, and I will likely switch all of our services to Bell when that company’s Fibe service soon becomes available in our area.

In closing, therefore, I would urge you to revisit your customer service strategies, ensure that your employees are well-informed about the products and services that Rogers provides, implement solution-oriented customer service policies, and compel all Rogers representatives to provide those solutions without undue delay. Customers who call with questions and requests should feel like they are speaking to humans with a vested interest in helping them; yet the tedious automatons who currently answer your phones seem more concerned with protocols, excuses, and scripted politeness than they are about the customers they purport to serve.

I do look forward to hearing about solutions you might propose.

Regards,



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