

# Customers

This is an extract from our [2019 Corporate Responsibility Report](#)



# Serving customers faster and more efficiently

Focused on deploying advanced technologies and making it easier to do business with Bell, we continued to launch a range of customer service enhancements in 2019 that improve online service, sales and support tools, and the resources our service teams need to champion the customer experience.

**WHY IT MATTERS** GRI 103

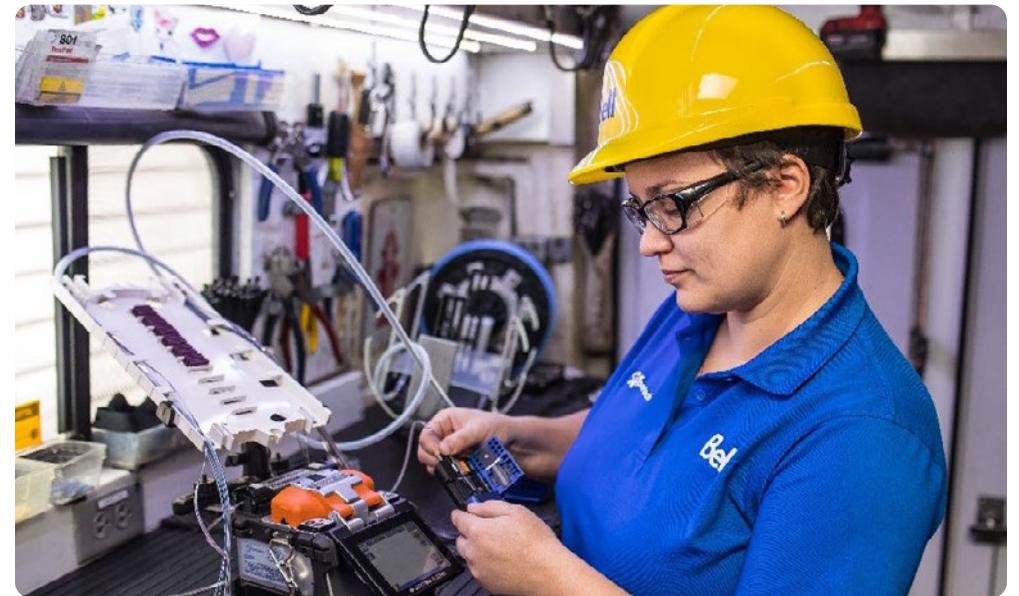
The customer experience is important because happy customers create a strong base upon which we can build our business. Happy customers recommend us to their friends and families, and they come back to buy a wider selection of our products and services over time. That is why championing customer experience is a Strategic Imperative for Bell. Delivering top customer experiences reduces the cost of doing business – another of our Strategic Imperatives: Operate with agility and cost efficiency – and enables us to retain and grow the number of customers we serve. Delivering the best possible customer experiences not only helps our bottom line, it also boosts morale for the Bell team and aligns with our focus on engagement and investment in our people (our 6th Strategic Imperative).

**WHAT WE ARE DOING**

Bell is focused on bringing the best digital connections and next-generation services to Canadians, and the customer experience is at the centre of everything we do. Bell seeks to make it easier for customers to do business with us at every level, from sales to installation to ongoing support. We have improved online service, sales and support tools, and the resources our service teams employ, to deliver faster and more efficient customer experience. GRI 102-2, 203-1

By introducing new customer service tools and continuing to invest in our leading broadband connections and the latest wireline, wireless, TV, content and business services innovations, Bell continues to attract a growing number of customers. At the end of 2019, Bell had more than 22 million total consumer, business, and wholesale customer connections across our full range of services, including approximately 10 million wireless subscribers, 3.6 million retail high-speed Internet subscribers, and 2.8 million retail TV subscribers. SASB

For information on the environmental benefits of using Bell’s technologies, see Environmental benefits of Bell’s products and services in this report.



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## Building the best networks GRI 203-1

With capital expenditures of approximately \$4 billion in 2019, Bell invests more than any competitor in Canada's communications infrastructure and new network builds, delivering unmatched broadband speeds to more consumers and businesses in more communities than ever. We increased our all-fibre footprint by 530,000 homes and businesses in 2019, and by the end of the year, our all-fibre network build was approximately 53% complete, offering direct fibre connectivity – and Canada's fastest Internet speeds – to more than 5.1 million homes and businesses in Atlantic Canada, Québec, Ontario, and Manitoba. We continued to focus on expanding our all-fibre footprint in Montréal and the Greater Toronto Area/905 geographic areas and throughout Manitoba. Major new investments, fully funded by Bell, were announced in early 2020 to provide direct fibre connections to 200,000 homes and businesses in the City of Hamilton and approximately 275,000 homes and businesses in the City of Winnipeg. SDG 9.5

Bell continues to invest in expanding the reach of our wireless networks. Our LTE network reached 99% of Canadians in 2018 and by the end of

2019, our LTE *Advanced* network reached 94% of all Canadians. Focusing on investments that strengthen our overall infrastructure, we continued to connect the majority of our cell towers to the fibre backhaul network and deploy small cell technology, improving network quality and reliability, increasing spectrum efficiency and preparing for deployments of 5th generation (5G) mobile technology.

Bell also continued deployments of our innovative WHI fixed-wireless service, deploying the service to approximately 250,000 customer locations in 226 Ontario and Québec rural communities by the end of 2019 (we expect the service to ultimately reach 1 million rural households throughout Ontario, Québec, Atlantic Canada, and Manitoba).

In addition to fully-funding new network builds in major urban centres, Bell also continues to work with all levels of government and other partners to deploy better broadband to smaller towns and rural locations. In 2019, we completed a challenging network build that benefits all 25 communities across the northern territory of Nunavut.

## Customer service keeps getting better

At Bell we are continuing to focus on making it easier than ever for customers to do business with us by improving online services, and sales and support tools, as well as enhancing the resources our teams need. In addition, by investing in top-end self-serve tools, we are making it easier for customers to serve themselves and gain more control over their own experiences.

In 2019, we continued to make significant investments to enhance [MyBell.ca](#) and our award-winning MyBell app, enabling customers to better manage their services, add or switch features, and efficiently resolve issues. In 2019, customers completed 19.5 million transactions through our self-serve channels, up 9% over the previous year.

Our popular Manage Your Appointment web service for visits by our Field Services technicians also continued to improve. Launched in 2016 to provide customers with information about upcoming service visits, such as the expected arrival time for a technician, we continued to introduce upgrades to the service so that customers can better manage appointments online and

provide feedback by rating their experience. In 2019, customers sent approximately 240,000 messages to our technicians, rescheduled 15,000 appointments themselves and provided feedback 195,000 times, and overall satisfaction with our field technicians was an impressive 96%. Cited for outstanding service – including store, phone, and online support options – Virgin Mobile Canada ranked #1 in overall customer care satisfaction in the J.D. Power 2019 Canada Wireless Customer Care Study, the 4th time in 5 years that Virgin Mobile Canada has taken top honours.

**From the start, Bell operators did so much more than connect subscribers. They were often the best sources for news or even the latest sports scores. Before the advent of innovations like 9-1-1 services and public safety radios, they also played important roles in tracking down local doctors or nurses and volunteer firefighters. They were even providing the earliest form of “tech support,” advising customers on how to maintain their phones.**

## Improving industry standards

As we seek to champion the customer experience, Bell views all interactions with customers as key building blocks that make it easier to do business with us at every level, from sales to installation to ongoing support. This focus also aligns with new industry standards adopted by the Canadian Radio-television and Telecommunications Commission (CRTC), including codes of conduct that promote stronger relationships between industry players and Canadian consumers.

Prioritizing investment in customer service and advanced online tools is improving results as measured by the federal Commission for Complaints for Telecom-television Services (CCTS). In fact, the latest CCTS mid-year report, covering the August 1, 2019 to January 31, 2020 period, shows the number of complaints from Bell customers to the CCTS dropped by 26.3% compared to the year before, the best performance among national carriers. This follows results included in the CCTS annual report showing that despite having the most customers of all service providers Bell's proportion of overall complaints declined for the 4th year in a row and more than any other service provider. GRI 417-2

In July 2019, the CRTC announced a new Internet Code for Canada's leading Internet service providers. The new Code sets out a number of best practices with respect to the clarity of information provided to customers. The Internet Code came into effect on January 31, 2020 and is in addition to CRTC codes of conduct already in place for mobile wireless, TV, and home phone services. GRI 417-2



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## We bring next-generation products and services to market

Bell is at the forefront of innovation, investing more in research and development than any other Canadian communications company and working with multiple technology partners on the introduction of new and advanced products and services.

### IoT and mobile innovation

SDG 17.7, 17.8, 17.17

In addition to ongoing development of new capabilities for the MyBell app, Bell continued to focus on the development of innovative firsts in 2019, and is leading the way in the fast-growing Internet of Things (IoT) sector, supporting large-scale innovations in home automation, remote monitoring, asset tracking, fleet management, and Smart City applications. SDG 9.5

Bell was the first Canadian carrier to launch a 5G-ready LTE-M network in Canada, providing enhanced coverage, longer battery life and lower costs for IoT devices connecting to our national network. In 2019, we extended the reach of innovative IoT connections for Canadian businesses, entering into a partnership with AT&T to provide access to AT&T's LTE-M network throughout the U.S.

We also partnered with the City of Markham to launch the Smart City Accelerator Research Program, using our [Smart City platform](#) – itself supported by Bell's high-capacity wireless and fibre networks – to improve the efficiency of municipal operations and enhance services for residents.



### Connected homes and businesses



In 2019, Bell continued to make broadband even better for many of our residential and small business customers as we expanded the availability of Canada's fastest, all-fibre connections and continued deployments of our WHI service in smaller towns and rural communities.

We also launched the next generation of our [Whole Home Wi-Fi](#) pods in 2019, doubling the speeds available from the previous model, enabling more devices to run simultaneously and providing a larger indoor and outdoor radius. Bell's Whole Home Wi-Fi solution also automatically adjusts to household usage patterns to ensure all devices being used at a given time receive the strongest signal and fastest speed available. We also continued development and deployment of home security, monitoring, and automation services from Bell Smart Home. In 2019, our Bell Smart Home brand launched in Manitoba, bringing all of Bell's connected home and security services previously offered under the AAA Security, Bell Aliant NextGen and AlarmForce banners under our national Bell Smart Home brand.

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## Leading-edge TV

Canada's leading provider of innovative TV Services, Bell further enhanced our award-winning Fibe TV app, adding live pause and rewind to the exclusive list of Fibe features that includes Download & Go, Restart, and Wireless TV.

Fibe TV and Bell's innovative live TV streaming service Alt TV continue enabling customers to watch TV on the screen of their choice with Google Chromecast joining other Android devices, Amazon Fire TV and Apple TV as Fibe TV and Alt TV platforms.

## Retail services and new mobile devices

Over and above ongoing investments that increase access to our advanced broadband and wireless networks and services and strengthen our online customer service capabilities, Bell provides Canadians with access to leading products and services across Canada. Bell's services are available at retail locations across the country, including Bell and The Source stores, Wireless Wave, Tbooth, Wireless etc. locations and other retail partners, as well as through online sales across our brands.

Increasing the availability of our low-cost wireless services, in 2019, we partnered with Dollarama to make Lucky Mobile and Virgin Mobile pre-paid services available at the value retailer's 1,200 locations across Canada. SDG 5.8

Bell also continued to offer the most in-demand smartphones, tablets and industrial mobile devices across the Canadian communications industry's largest national distribution network, expanding Canada's leading device lineup with the addition of 43 new LTE and LTE-A devices in 2019.

## Delivering compelling content

Bell is at the forefront of engaging and informing Canadian audiences. In 2019, [CTV](#) remained Canada's most-watched conventional TV network for the 18th consecutive year and continued to lead with top-rated national and local newscasts, popular programming like The Amazing Race Canada, and the #1 new Canadian comedy program, [Jann](#).

[TSN](#) remained Canada's sports leader and most-watched specialty channel and [RDS](#) remained the top French language sports network. Both TSN and RDS extended their long-term broadcasting partnerships with major Canadian sports organizations in 2019, including the CFL, Hockey Canada, and Curling Canada.

Our [Crave](#) streaming service also continued to deliver premium entertainment content across Canada, growing to 2.6 million subscribers in 2019 (up 14% over 2018). We also made content from [STARZ](#) available across Canada in 2019 and reached a long-term agreement with Warner Bros. International Distribution to bring original programming from HBO Max to Canadians beginning in 2020.

Leveraging the strength of the CTV name, in 2019 Bell Media successfully rebranded specialty channels The Comedy Network, Space, Bravo, and Gusto as CTV Comedy Channel, CTV Sci-Fi Channel, CTV Drama Channel, and CTV Life Channel, respectively.

Working with approximately 60 production companies across Canada during the 2019-20 broadcast year, Bell Media continues to create hundreds of hours of original content in both English and French.

Further building on our strengths in both content and wireless innovation, in early 2020 Bell Media became the exclusive Canadian news and sports content provider for new mobile-first video platform [Quibi](#). GRI 102-10

With 109 radio stations across Canada and the [iHeartRadio Canada](#) brand, Bell Media remained Canada's top radio broadcaster in 2019, reaching on average 16.8 million listeners per week across the country. For more information on Canadian content investment, see Supporting a made-in-Canada media industry in this report.

## Canadian businesses run on Bell

Bell is a top choice for Canadian businesses, governments, and public institutions seeking superior broadband technology, world-class data products, and leading-edge service solutions.

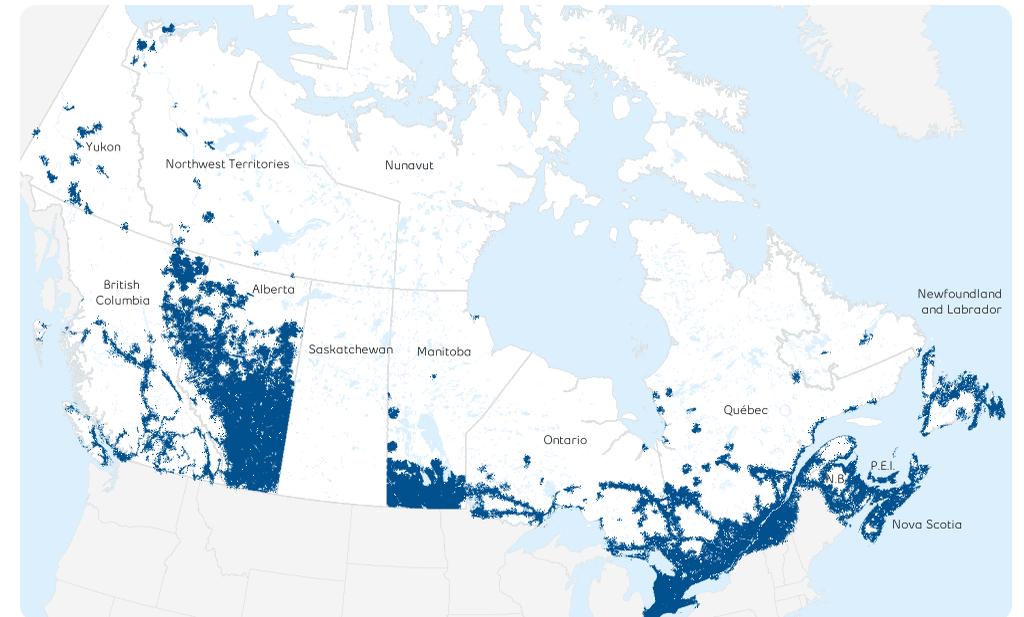
With our leading broadband networks, more Canadian businesses than ever have access to services that offer better reliability, faster speeds, and secure connections. SASB

We also continue to enhance our cloud solutions. In addition to offering secure and reliable access to solutions from Amazon, Google, and IBM, we added managed database, application monitoring, and security scanning to our portfolio of Bell Cloud Managed Services for Microsoft Azure in 2019.

We also introduced Bell Total Connect with Cisco Webex in 2019, providing businesses with a new unified platform for meetings and to support more collaborative approaches. Our advanced fibre and wireless networks are also critical to the emergence of innovative IoT technologies, including our managed IoT security service and ongoing initiatives to expand the range of business IoT solutions for Canadian businesses, including asset tracking, fleet management, and pilot Smart City programs.

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Bell LTE-M Coverage map – Canada



**LTE-M:** a subset of LTE network that supports network-connected smart devices

Coverage area as of March 31, 2020. Coverage shown is approximate and actual coverage may vary. To see all coverage types, see [bell.ca/coverage](http://bell.ca/coverage)

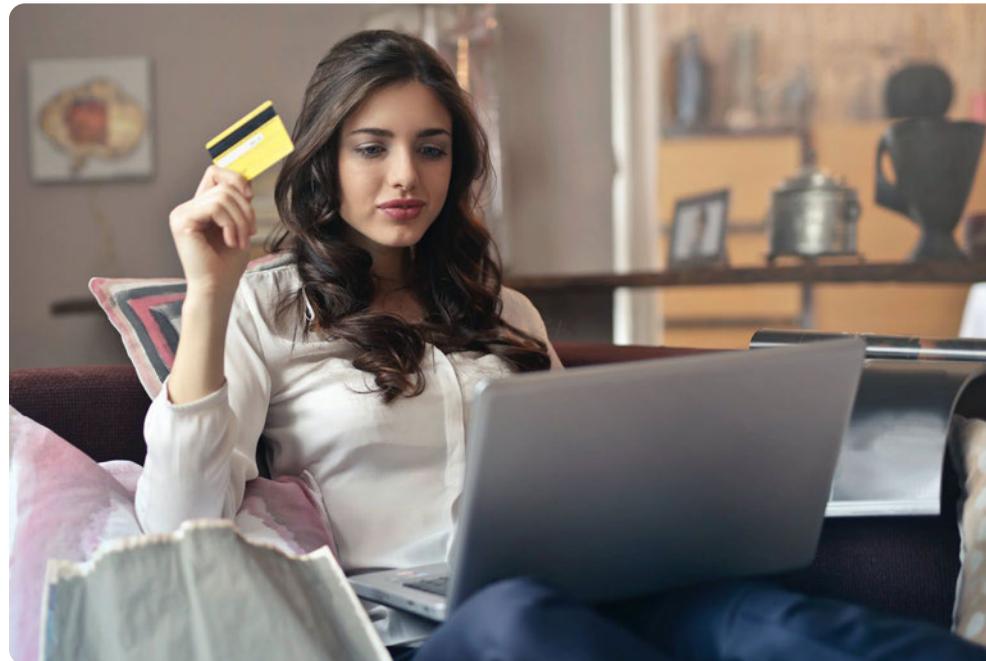
## Customer privacy

Our privacy policy clearly explains how and when we collect as well as use and disclose personal information, including how we share information within the Bell group of companies. We also explain what is and what is not considered as personal information. SASB

Every year, all Bell team members must individually review and sign the [Bell Code of Business Conduct](#) to reinforce the importance of safeguarding customer information and using it only in step with our privacy policy.

Bell will not disclose a customer’s confidential information to government agencies unless specifically compelled to do so by a legal authority or in the case of an emergency where the life, health, or security of an individual is threatened.

More information on our privacy policy, including answers to frequently asked questions, is available on our website at [Privacy at Bell](#).



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### WHY IT MATTERS

As electronic devices related to telecommunication services use customer location, browsing, and demographic data to improve their services, customers are paying increased attention to privacy issues surrounding cell phone, Internet, and email services. In addition, there has been increased regulatory scrutiny over the use, collection, and sale of consumer data in Canada. Maintaining top performance in this area aligns with our Strategic Imperatives to champion customer experience as well as operate with agility and cost efficiency.

### WHAT WE ARE DOING

We are committed to maintaining the privacy of the personal information entrusted to us by our customers, an approach that we explicitly lay out in the [Bell privacy policy](#). We are transparent about providing customer data when the government requests customer information. Our privacy policy clearly explains how and when we collect as well as use and disclose personal information, including how we share information within the Bell group of companies. We also explain what is and what is not considered as personal information.

## Customer security

In 2019, International Data Corporation (IDC) recognized Bell as a leader in security services for the 4th consecutive year<sup>1</sup> due to our range of advanced threat detection, mitigation, and prevention services, as well as our cloud security capabilities, broad range of professional services, and large Canadian footprint. GRI 418-1, SASB

Consistent with Bell's position as a longstanding leader in providing security services for Canadian businesses and organizations, our Managed IoT Security service provides an advanced layer of comprehensive security services that help keep our customers' IT infrastructure and systems safe and secure as they adopt IoT technologies.

Our full suite of security services is monitored by Bell's Security Operations Centre, a team of more than 400 accredited security professionals providing incident management, policy management, and reporting on all security-related incidents 24/7.

Bell is also dedicated to protecting its networks, systems, applications, data centres, records, and the personal information they contain against all threats, including cyber attacks, unauthorized access or entry, damage from fire, natural, and other events. Given that the vast majority of Canada's top 100 largest companies use Bell services, we understand and make every effort to protect the competitiveness of Canadian businesses by seeking to maintain network security and stability. That entails continuous investment to upgrade performance so that the network can be available 99.99% of the time. We also deploy defensive layers and controls complimented by rigorous monitoring and regular security testing.

As a representative for Canada in the not-for-profit, member-driven Information Security Forum, Bell helps lead the establishment and evolution of security and risk management practices. We also adhere to a number of international security standards and frameworks, including the Information Security Forum Standard of Good Practice. Bell is also a founding member of the Canadian Cyber Threat Exchange ([CCTX.ca](http://CCTX.ca)), which aims to help public and private organizations collaborate and share cyber threat information across different industries and sectors in Canada.

Bell continues to work together with government, law enforcement agencies, and the technology industry to combat the growth of hacking and other cyber crimes.

To learn more about how to protect your personal information, visit Bell's security and fraud prevention resources on [Bell.ca](http://Bell.ca).

### WHY IT MATTERS GRI 103

**Our industry is particularly vulnerable to cybersecurity threats, giving rise to new and emerging standards and regulations. We need to be able to identify and address data security risks in a timely manner to be in a better position to protect our market share and reputation, and these efforts align with our Strategic Imperative to champion customer experience, while at the same time reducing exposure to cyber attacks. Avoiding data breaches can also limit increased expenses associated with remediation efforts and legal exposures, aligning with our Strategic Imperative to operate with agility and cost efficiency.**

### WHAT WE ARE DOING

**We are focused on maintaining the security of our customers' data. To do this, we implement prevention, detection, and remediation programs related to security threats. In addition, we are helping to define industry security and risk management practices, and we train our team members on data protection.**

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1. IDC MarketScope: Canadian Security Services 2019 Vendor Assessment.

## Accessibility for everyone

Bell believes the benefits of advanced communications technology should be easily accessible by everyone. An estimated 1 in 5 Canadians lives with a disability and through initiatives like our [Accessibility Services Centre](#), which offers adaptive products and services for customers with mobility, cognitive, hearing, vision, and speech disabilities, Bell is helping to break down barriers that limit access. SDG 8.5

Our Accessibility Services Centre website on [Bell.ca](#) meets the international benchmark [Web Content Accessibility Guidelines](#) AA rating, demonstrating our commitment to ensure customers with disabilities can access important information online. On the website we offer a Mobile Device Selector tool to help customers find devices with features such as screen magnification, TTY (teletypewriter) compatibility, external Braille support, and guided access mode. We also provide a dedicated team of agents, specially trained in the entire line of Bell products, services, and accessibility options. These agents are also trained to provide assistance for seniors, including those who may have dementia or require medical alert systems.

Bell offers numerous [accessible products and support services](#), including devices with screen readers and hearing aid compatibility, video conferencing, assisted messaging, and voice calling services, plus customized Mobility rate plans that reflect the particular needs of specific customers. Eligible customers can also qualify for 2 GB of additional wireless data at no extra charge.

The Mobile Accessibility app (available at no charge to Bell customers) integrates with the Android operating system to enable blind and low-vision customers to better navigate their devices. As of 2018, Bell offers accessibility phones that meet Wireless Public Alerting System requirements, enabling (for example) more widespread Amber alerts. We also offer T9-1-1 or Text with 9-1-1 service and support the [Alert Ready](#) system used to inform Canadians across the country of critical emergencies in their areas.



In October 2019, Bell achieved a key milestone in the development of Next Generation 9-1-1 (NG9-1-1), completing the first call over our Emergency Services IP Network (ESInet). The CRTC has mandated that all carriers must be able to support NG9-1-1, which is expected to be in service in 2021. NG9-1-1 will assist all 9-1-1 callers including those with accessibility needs by enabling Real-Time Text based NG9-1-1 (RTT-based NG9-1-1) starting in 2022, when RTT-based NG9-1-1 is expected to be launched. In the future, NG9-1-1 will eventually support videos, images, and other multimedia.

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Bell also actively supports the use of Video Relay Service (VRS) in Canada, one of the initiative that will replace traditional TTY telephone calling for sign-language users. VRS enables users to connect by video link to a sign-language interpreter who can provide real-time interpretation of telephone conversations. Working with the CRTC and the [Canadian Association of the Deaf](#) (CAD), and as a member of a provisional Board of Directors of the Canadian Administrator of Video Relay Service established by the [CRTC](#), Bell is focused on VRS being made available in a timely and efficient manner.

Through a partnership with the [Canadian Hearing Services](#), Bell stores also offer complementary sign language interpretation when requested by the customer and where resources permit.

Bell Mobility and Virgin Mobile also offer GPS navigation applications for people who are blind or have low vision. In 2019, we added Blind Square Pomo, a GPS app supported by Apple iOS 9.1 or later devices that suggests detailed points of interest and intersections using voice commands for safe and reliable travel, as well as Nearby Explorer Online, a GPS app supported by Apple iOS 9.0 and Android 4.1 or later devices that audibly describes the user's location and provides information about surrounding stores.

Bell also sponsors numerous events that help focus attention on accessibility issues. In 2019, these included the White Cane Week Expo in Toronto to raise awareness of challenges faced by Canadians with vision loss as well as the AMI Canadian Vision Impaired Curling Championship in Ottawa. We also work with key organizations representing Canadians with accessibility needs, including the [Canadian National Institute for the Blind](#), the [Neil Squire Society](#), the [Canadian Hard of Hearing Association](#), and the [Canadian Paralympic Committee](#).

Bell supports a broader industry focus on accessibility issues within Canada. Through our membership in the [Canadian Wireless Telecommunications Association](#) (CWTA), Bell actively participates on the Wireless Accessibility Committee to further address issues impacting customers with accessibility challenges.

For more information on accessibility at Bell, visit our [Accessibility service centre](#).