



**CANADIAN GIFT  
ASSOCIATION™**

**INSPIRE  
CONNECT  
SUCCEED**

# Customer Service Standards

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*Empowering your business through membership*



### ***A Message From the CanGift Board of Directors***

Organizations flourish when they understand and appeal to those things their customers' value. While CanGift offers services that are strategically important to you as a member, we wish to go a step further by designing and aligning the association's processes, technologies, communications formats and staff activities in support of your needs and expectations. This ongoing process of assessing our continuing relevance to members is critical to our remaining a valued strategic ally for your business.

Timely, responsive service is an important dimension of the value members seek from CanGift. Consistency in the way policies are administered is key. Inconsistencies potentially lead to the belief that some members are favoured over others, even if that is not the case.

Member focus cannot be a "onetime only" program. It requires a permanent commitment of all the association's resources. The best member-centered strategy in the world is only as good as the capabilities and desire of our staff to implement it.

This document represents an expression of the desire by your Board of Directors, your association, and its employees to interact with members in a meaningful, consistent and responsive manner. Based on our many years of collective experience with the association, we are confident that we will deliver on this customer service imperative.

### ***Your CanGift Board of Directors***

#### ***President's Message***

It is management's role to align all aspects of the association with member interests. We don't see customer service as simply a frontline department that dispenses information or handles complaints. Rather, customer service is everyone's responsibility.

This document reflects our years of experience interacting with members. The commitments presented provide a focus to our ongoing activities and to our efforts for continuous improvements in service delivery.

An unwavering focus on members is our path to success. The members' view brings a focus and coherence to our activities that are most appropriate. After all, members are the lifeblood of the association. You, our members, will determine the true measure of our success. We look forward to working with you.

***Anita Schachter, President & CEO***



## ***A Message From the CanGift Board of Directors***

### ***President's Message***

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### **Introduction**

The Canadian Gift Association's mission is to grow our industry by:

- Connecting new products, services and people; and,
- Building brands and professional reputations; and,
- Showcasing wares in new and exciting ways; and,
- Publishing inspiring ideas and best practices; and,
- Sharing expertise that boosts competitiveness; and,
- Providing discounts and offers that save money.

Members dealing with the association have the right to expect that:

- Information relevant to the association's services (within the confines of member confidentiality) is readily available;
- they can find out what kind of interaction and service they can expect to receive;
- they will be treated fairly, courteously and promptly; and,
- they can respond if their dealing with the association is not satisfactory.

Employees of CanGift are committed to delivering on these needs while upholding the principles of dignity, independence, integration, and equal opportunity. This document summarizes in a concise manner what all industry stakeholders can expect from CanGift, how services will be delivered and what members can do when the services they receive from the association or interactions they experience are not acceptable.

## Information, Openness and Convenience

CanGift will do its utmost to provide members with the information they need to make best use of the services available. Information on our services, covering the issues of most importance to members in a form easily understood and accessible, is available on our web site: [cangift.org](http://cangift.org). The following pamphlets, brochures and information kits are also available in hard copy and/or online:

- CanGift Customer Service Standards
- CanGift Gift + Home Markets Exhibitor Kit
- CanGift Gift + Home Markets Renewal Package
- CanGift Customer Service Comment Form
- Disruption in Service Notice

Pamphlets, brochures and information kits can be requested by contacting the association via any manner you wish.

**Canadian Gift Association**  
**42 Voyager Court South**  
**Toronto, ON M9W 5M7**

**Telephone:** 416.679.0170  
or 800.611.6100

**Facsimile:** 416.679.0175  
or 800.496.2966

**E-mail:** [info@cangift.org](mailto:info@cangift.org)

**Website:** [www.cangift.org](http://www.cangift.org)

Our office is open from 8:30 a.m. to 5:00 p.m. EST, Monday to Thursday, and from 8:30 a.m. to 4:00 p.m. EST, on Friday.

## Service Standards

CanGift employees will provide courteous and helpful service at all times. Services are available equally to all who are entitled to them, and in most cases in the manner requested by the stakeholder. Except during the extremely busy week prior to and during membership renewals and our gift markets, members can expect:

- Telephones to be answered within four (4) rings during core business hours.
- To always have the option of speaking to a staff person when calling during core business hours.
- Employees answering phones to state the name of the association or their department, and to identify themselves in a polite, professional manner.
- Not to have to interface with more than two (2) employees (excluding the receptionist) when making a specific telephone enquiry.
- Facsimile, email and voicemail messages to be acknowledged by the next business day. Most requests will be fulfilled at that time. If necessary, a time frame will be given for subsequent completion of requests.

- Letters to be acknowledged within five (5) working days of receipt. Most requests will be fulfilled at that time. A time frame will be given for subsequent completion of requests, if necessary.
- Notification of service disruptions will be posted on the CanGift website, at the CanGift office and at the location of the disruption.

***The CanGift office processes several types of applications and requests, each involving different procedures with different time frames for completion. Delivery targets, in working days, for aspects of services considered most important to members are as follows:***

### **Membership Renewal**

The CanGift membership year runs from November 1 to October 31. Members will receive a membership renewal package approximately one month prior to the renewal period. Members are required to remit payment for the annual membership fee using a business cheque properly imprinted with the name of the member company or by credit card, by October 31. Members who do not complete the annual renewal process by December 1, risk losing their position on the wait list for the Toronto Gift + Home Market, their booth space in the Toronto Gift + Home Market and all other member benefits.

### **Booth Space**

Gold Membership in CanGift has its benefits. One of these benefits is the ability to rent booth space at the Toronto Gift + Home Markets, subject to availability. Procedures exist to ensure that those Gold Members on the waiting list for new or additional booth space “move up the ladder” in a fair and equitable manner. Silver Members may be invited to apply for Gold Membership at the discretion of CanGift.

Written requests from current and previous exhibitors for additional booth space or moves must be received at least one hundred and twenty (120) days prior to the next gift market in order to be considered. These requests will be acknowledged in writing within five (5) working days.

### **Purchase / Sale of Member Organization**

Booth space is a privilege, not a right. The transfer of booth space from one company to another is permitted only when the member company has been sold and certain conditions are met. Members are encouraged to contact the Vice President of Membership Services prior to finalizing sales agreements in order to ensure that CanGift policies preserving membership for the purchasers are met. Documents required by the association will be acknowledged within five (5) working days of receipt. Unless otherwise notified, members can expect CanGift to inform them, in writing, as to whether transfers of booth space are approved (or reasons for refusal, if appropriate) within thirty (30) working days of receipt of all documents related to the member's request to approve such transfers.

### **Name Change**

Membership in the association is allocated to the company that applied for membership. Members are responsible for keeping CanGift informed of any changes to their corporate structure and trade names. Members are encouraged to contact the Membership Department to confirm the official documents required by CanGift. Receipt of the appropriate documents will be acknowledged within five (5) working days. Unless otherwise notified, members can expect to receive written confirmation of approval (or the reasons for refusal, if appropriate) within thirty (30) working days of CanGift's receipt of all required documents related to the name change request.

## **What We Ask of You, The Members**

To assist us in performing our duties as expeditiously as possible, there are certain things we ask of you, the member:

- Please ensure that your documents are fully and properly prepared and executed before submitting them to the association.
- Abide by the submission deadlines published by CanGift.
- Respect your fellow members by following the Member Code of Ethics, CanGift Gift + Home Market Rules and Regulations and the CanGift Exhibitor Code of Ethics.
- Provide payments on time via credit card or bank issued cheques, imprinted with the name of the member company. If you are paying by cheque, separate cheques for invoices rendered by each department are appreciated.

## **Complaints**

The association strives to achieve member satisfaction in every instance. However, if you are dissatisfied with a decision or service, you are encouraged to make your concerns known in a professional and courteous manner. Complaints will be investigated fully and fairly. Complainants will be treated with politeness and respect and be provided with a prompt response and appropriate redress.

If you prefer to comment in writing, feedback forms are available on the CanGift website, at the CanGift office, and at the various CanGift Gift + Home Market locations. CanGift will respond to your comments or concerns in the manner indicated on the form.

Should you wish to speak with someone from the association you are encouraged to bring your concerns to the attention of front-line staff in the appropriate department. If you are not satisfied with the information given by front-line staff, you can seek further redress by first speaking with the manager responsible for the department involved. Front-line staff will be pleased to refer you to the appropriate party. Most matters can be settled right away by talking to front-line staff and managers.

If you are not satisfied with the resolution given by the manager responsible for the department involved, you can summarize your complaint in writing and email, fax or mail it to the President of the association. The President will:

- Respond promptly and fairly to any complaint you have.
- Acknowledge and reply to formal complaints within five (5) working days.
- Give you a committed alternative date if additional time is necessary to acquire all the information needed to respond fully to the complaint.

If, after receiving the President's response, you wish to seek further redress, you may ask the President to take your issue to the appropriate committee of the Board of Directors. The President will advise you in writing within five (5) working days of the committee's meeting and decision.

Policy-related issues may be taken to the Board of Directors for final resolution, provided the abovementioned complaint procedure has been exhausted. The chairperson will advise you in writing of the board's decision within five (5) working days of the board meeting at which the issue was addressed.

## Staff Listing

***We're here to help!*** Please do not hesitate to contact a CanGift staff person for more assistance. Below is a list of our team members and their respective departments/responsibilities. We look forward to assisting you.

**Anita Schachter**  
President & CEO  
Direct Tel: 416.642.1050  
Email: [aschachter@cangift.org](mailto:aschachter@cangift.org)

### **Finance**

**Colin Wood**  
VP – Finance  
Direct Tel: 416.642.1041  
Email: [cwood@cangift.org](mailto:cwood@cangift.org)

**Janet Pinheiro**  
Finance Coordinator  
Direct Tel: 416.642.1057  
Email: [jpinheiro@cangift.org](mailto:jpinheiro@cangift.org)

### **Membership Services**

**Carolyne Hoshoooley**  
VP- Membership Services  
Direct Tel: 416.642.1030  
Email: [choshoooley@cangift.org](mailto:choshoooley@cangift.org)

**Sarojini Baul**  
Membership Administrator  
Direct Tel: 416.642.1025  
Email: [sbaul@cangift.org](mailto:sbaul@cangift.org)

**Angela Voelkner**  
Member Services Associate  
Direct Tel: 416.642.1046  
Email: [avoelkner@cangift.org](mailto:avoelkner@cangift.org)

### **Communications**

**Nicole Hilton**  
Marketing & Communications Manager  
Direct Tel: 416.642.1032  
Email: [nhilton@cangift.org](mailto:nhilton@cangift.org)

## **CanGift Gift + Home Markets**

### **Karen Bassels**

VP CanGift Markets  
Direct Tel: 416.642.1024  
Email: kbassels@cangift.org

### **Brenda Harrison**

Show Manager – Alberta Gift + Home Market  
Direct Tel: 416.642.1049  
Email: bharrison@cangift.org

### **Haider Almudaweb**

Show Coordinator  
Direct Tel: 416.642.1029  
Email: halmudaweb@cangift.org

### **Yvonne Hircock**

Show Manager – Toronto Gift + Home Market  
Direct Tel: 416.642.1028  
Email: yhircock@cangift.org

### **Marja Mikkola**

Business Development  
Direct Tel: 416.642.1052  
Email: mmikkola@cangift.org

## **Hospitality**

### **Carrie Severn**

Hospitality Manager  
Direct Tel: 416.642.1036  
Email: csevern@cangift.org

## **Retail Engagement**

### **Marja Mikkola**

Business Development  
Direct Tel: 416.642.1052  
Email: mmikkola@cangift.org

### **Sebastian Abraham**

Retail Engagement Manager  
Direct Tel: 416.642.1038  
Email: sabraham@cangift.org

## **Operations | IT**

### **Harpal Singh**

IT Manager  
Direct Tel: 416.642.1051  
Email: hsingh@cangift.org

### **Anna Diano**

Receptionist  
Tel: 416.679.0170  
Email: adiano@cangift.org

### **Barb Prazmowski**

Website Administrator  
Direct Tel: 416.642.1039  
Email: bprazmowski@cangift.org

### **Solat Wasty**

IT Help Desk Analyst  
Direct Tel: 416.642.1037  
Email: swasty@cangift.org