CloudCall Inc Accessibility Plan 2024 to 2027

General

Our Commitment to Accessibility

CloudCall Inc ("**CloudCall**") is dedicated to providing our employees with an equitable workplace and enhancing the accessibility of our products and services. This Accessibility Plan, which has been prepared in accordance with the requirements of the Accessible Canada Act and its regulations ("**ACA**"), explains CloudCall's efforts to collect feedback from its employees, partners, and customers and to enhance its accessibility programs. CloudCall is committed to ensuring equal access and participation for people with disabilities and treating all people in a way that allows them to maintain their dignity and independence. We believe in integration and equal opportunities for all. We are committed to meeting the needs of people with disabilities in a timely manner.

We know we have much work ahead to become a barrier-free company. We will approach this responsibility by listening, learning and taking action.

We are working within the key principle of "nothing without us." As we work to implement this Accessibility Plan, we will continue to count on feedback from our customers, employees, business partners, consumer disability rights advocacy organizations, and other stakeholders.

We are working hard to put this Accessibility Plan in place in a way that respects the principles of the Accessible Canada Act:

- dignity;
- equal opportunities;
- barrier-free access
- meaningful options;
- involving people with disabilities in the development and design of our policies, programs, services and facilities;
- recognizing that people can be excluded and discriminated against for more than one reason at the same time (intersectionality); and
- achieving the highest level of accessibility.

Together, employees from all levels of the company are working to implement this Accessibility Plan. We have designated Ted Ruscitti to receive feedback on barriers discussed in our Accessibility Plan:

- **Ted Ruscitti**, CloudCall, Chief Customer Success Officer
- 268 Summer Street, Boston, MA 02210, USA
- Telephone:
- Email: ted.ruscitti@cloudcall.com
- General queries: accessibility@cloudcall.com

Our plan will help us oversee that the work we undertake to improve the accessibility of our products and services is sustainable and transparent. We recognize that with proper tools, training, and opportunities, everyone can participate on equal terms in every aspect of life, regardless of ability or disability. We also understand that roughly 20% of the global population has a disability. We want people with disabilities to buy and use our products and services. Therefore, we will strive to develop innovative products and services that everyone can use.

This Accessibility Plan is our formal pledge to everyone we employ and everyone we serve that we are committed to creating environments, services, and experiences where everyone can belong, and where everyone feels valued and respected.

Executive Summary

CloudCall has already fostered a culture and environment that embraces diversity and inclusivity from the way we write our job adverts, conduct job interviews and support our employees. We are continuously looking for improvements and innovative ways to enhance our product to make it accessible for all our customers including those with disabilities.

As part of developing this Accessibility Plan we have identified potential barriers in our procurement process and have identified steps that we can take to address some of these.

Where we are already adopting good practices, we recognize that we cannot be complacent, and we will search and monitor for any future developments either in technology, or societal practices that may present new barriers and shall modify our processes accordingly to prevent any new barriers from developing.

Consultations

Consultation History

CloudCall has engaged with employees to gather feedback on all aspects of accessibility, diversity and inclusion as part of regular anonymous surveys, as well as exit interviews and an 'open door' policy between managers and their team members. Our annual surveys have been run since 2020 and specifically asks employees and managers 5 questions focused on diversity and inclusion and 4 questions specifically based on enablement. Our 'diversity and inclusion questions' examine whether, how and to what extent employees feel they are respected, valued and able to ask for help or submit feedback for any issues they are encountering. The 'enablement' section of our survey focuses on asking employees whether and to what extent they have the tools, systems and processes at CloudCall to do their job well, and what feedback or improvements they think could be made to better support them to do their job better, including what information and training they may need or benefit from. The completion of our survey was voluntary, with 80% of employees completing the survey anonymously.

Our plan includes continuous and an expanded consultation to include suppliers, vendors and customers on the specific issue of accessibility of our products and services.

Key Areas

CloudCall have set up a form on our webpage, available at this address: www.cloudcall.com/edi where prospective customers and/or employee candidates can submit feedback relating to any barriers they have encountered. This feedback can be provided anonymously.

CloudCall maintains policies that outline the importance of accessibility, diversity and inclusion, most relevant are our policies on: hybrid working, promotion, anti-harassment and bullying, equal opportunities, trans inclusion and transition at work.

As a company that has already embraced and fostered a culture of diversity and inclusion for our work force, our immediate goal is to improve and enhance our product, so that the identified barriers can be addressed, making our product accessible by all.

Employment

CloudCall is committed to promoting diversity and inclusion in the workplace, including actively recruiting and hiring people with disabilities. As an inclusive employer, we are committed to creating a welcoming and respectful workplace where diversity is celebrated and everyone feels valued, heard, and supported. We believe that a diverse and inclusive workforce not only enriches

our organization, but also helps us to better serve our customers, partners, and communities. We welcome applications from all individuals and do not discriminate on the grounds of age, disability, sex, sexual orientation, gender identity or expression, trans status, marriage, civil partnership, pregnancy, maternity, race, religion, or belief.

We ensure that our recruitment processes are inclusive and accessible to individuals with disabilities, and conducting our interview processes via Microsoft Teams enables all candidates to interview for the position they've applied for from the comfort of their home. Our job adverts highlight our focus on diversity and inclusion and encourage candidates to reach out to the Talent Aquisition team if they need any adjustments throughout the recruitment process, due to any unique needs of job applicants with disabilities.

Once we move to the offer process, our HR team work with new employees to identify any specific adjustments that may be required, whether that's workspaces, equipment, or amended duties, to ensure that individuals with disabilities can perform their job effectively and are appropriately supported. Once hired, CloudCall works to make employees with disabilities feel included, valued, and respected. This may include providing ongoing support and accommodations as needed, promoting a culture of respect and understanding, and offering opportunities for career advancement and professional development. Our Diversity @ CloudCall employee network group has employees from across the company, who meet regularly to discuss diversity and inclusion and identify how we can make improvements and ensure all employees feel welcome, valued, respected and included whilst working at CloudCall. This includes everything from awareness activities and events to policy reviews and learning and development. Employees are encouraged to provide feedback on their experience to the HR or Diversity teams, via our annual employee opinion survey and exit interviews. Feedback via these processes can be given anonymously.

Identified Barriers:
- The HR team have not undergone specific accessibility training and may not be informed enough on how to better accommodate applications from individuals with accessibility issues.

Action Plan:
- Accessibility training shall be sourced for the HR team to enable them to understand how to better support applicants with accessibility issues.
- Specific accessibility questions will be added into our employee engagement surveys.

The Built Environment

CloudCall does not have any physical offices in Canada. No required actions at this time.

Information and Communication Technologies

CloudCall continues to interact closely with our customers, employees and partners to ensure we understand any areas with limitations and or obstacles that could prevent users from having a fully robust experience while interacting with our products and services.

As a result, CloudCall is preparing to align with the Accessible Canada Act by enhancing its products and services to ensure accessibility for all users. This plan involves:

Identification of Areas: Identified areas for improvement, include our website, customer-facing portals and Softphones. We plan to implement content enhancements such as adherence to WCAG 2.1 or higher, user-friendly design considerations such as color contrast, text size and keyboard navigation and also with features like captioning and transcripts for multimedia content to support users that are deaf or hard of hearing.

Action Items (Planned):
- Consultation: CloudCall will engage with persons with disabilities, including customers, employees, and partners, to gather insights and feedback.
- Functional Enhancements: We will develop key functionality improvements to meet accessibility requirements in the identified areas.
- Monitoring and Reporting: We will establish monitoring and reporting mechanisms to track progress and compliance with accessibility standards.
- Specific accessibility training will be sourced for employees working in customer support roles, so that employees have an increased knowledge on accessibility issues and how to better support customers with accessibility requirements.

Communication (other than information and communication technologies)

CloudCall aims to provide clear communication and support options to all customers and potential customers. We are dedicated to making our customer support services, marketing communications, and other interactions accessible to people of all abilities, ensuring that individuals with disabilities have meaningful access to information and support. To accomplish this, we are focused on enhancing the accessibility of our communications and continually improving the overall customer experience.

Identified Barriers:

1. **Varying Levels of Awareness and Knowledge Among Support Team Members**: Our support team members possess differing degrees of understanding regarding the barriers faced by customers with disabilities. This includes inconsistencies in how they respond to inquiries

and handle requests for accommodations. This variation can impact the quality and effectiveness of support provided to customers with specific needs.

2. **Inconsistent Availability of Accessible Documentation**: Our support and marketing materials are not consistently available in accessible formats. This inconsistency can hinder customers with disabilities from accessing crucial information and support, affecting their overall experience with our services. Ensuring that all documentation is provided in formats accessible to everyone is essential for inclusivity.

First steps:

Ensuring our website can be used by everyone, with equitable designs that make the web a more accessible place for those with disabilities including visual impairments, auditory impairments, or motor disabilities is incredibly important to us. That's why we're working with experts in online accessibility, Atomic Smash, to launch a brand new version of our website with a focus on enhanced accessibility - due for launch in July 2024.

What's next:

1. **Enhance Accessibility of Online Support Documentation**: CloudCall is committed to making all online support documentation available in accessible formats. This includes converting materials to formats compatible with screen readers and other assistive technologies, ensuring that customers with disabilities can easily access and utilize the information they need.

2. **Provide Comprehensive Training for All Teams**: Working with the Diversity @ CloudCall team, we will implement additional training programs for our teams, focusing on how to effectively respond to customers with disabilities. This training will cover recognizing specific needs, appropriately addressing inquiries, and fulfilling requests for accommodations, thereby improving the overall support experience for all customers. This training will emphasize empathy, effective communication, and practical solutions to ensure our customers feel supported and valued

3. **Monitor and Act on Customer Feedback**: CloudCall will actively monitor customer surveys and feedback to identify areas where we can enhance our accessibility efforts. This ongoing process will help us stay informed about the challenges faced by our customers and guide our improvement strategies.

By implementing these action steps, CloudCall aims to create a more inclusive environment, ensuring that all customers, regardless of ability, have meaningful access to our support and services.

Procurement of Goods, Services, and Facilities

CloudCall prioritizes accommodating our employees with disabilities and providing them with the necessary tools so they can succeed at their jobs. We communicate our accessibility requirements to our vendors.

Identified Barriers:

Existing procurement practices may not consistently meet accessibility requirements

Actions Steps:

CloudCall will continue its efforts to launch a supplier diversity program and will continue to evaluate procurement policies to improve accessibility.

Design and Delivery of Programs and Services

CloudCall is committed to providing our products and services to all our customers including those with disabilities and providing them with the necessary tools so they can make the full and best use of our products and services.

Transportation

CloudCall does not provide transportation services to the public or its employees.

Accessibility-Related Conditions Imposed Under Sections 24 or 24.1 of the Telecommunications Act

Sections 24 and 24.1 of the Telecommunications Act give the Canadian Radio-Television and Telecommunications Commission (CRTC) broad powers to impose conditions of service aimed at ensuring that telecommunications equipment and services are accessible to Canadians with disabilities.

Accessibility Regulations Under the Telecommunications Act

To date, the CRTC has not made any accessibility regulations under the Telecommunications Act. If the CRTC makes accessibility regulations under the Telecommunications Act in the future, we will consider them in future accessibility plans.

Looking Ahead

As we implement the Plan, we will prepare regular progress reports as part of our obligations under the Accessible Canada Act, the Accessible Canada Regulations, and the CRTC Accessibility Reporting Regulations.

To do that we will:

- consider the feedback we receive through our feedback process;
- track our progress by recording how we have — or plan to — remove or prevent the barriers that are identified in this Plan, and any additional ones that might be discovered later; and
- report on this progress.

As we have done to develop this plan, we will consult people with disabilities to help us prepare our progress reports. The reports will reflect the information we receive through our feedback process and how we considered it.