

PARTICIPATION AGREEMENT

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PARTICIPATION AGREEMENT

PARTICIPANT INFORMATION

Company:

Company registration number (NE):

Head Office address:

.....

Postal code: City: Head Office telephone:

REVENUE IN THE MILLIONS OF DOLLARS (CAD):

- to 20 20 to 50 50 to 100 100 to 500 500 +

HEADCOUNT :

- to 100 100 to 500 500 to 1,000 1,000 to 5,000 5,000 +

REPRESENTED BY :

Madam/Mrs Mr. First name : Last Name:

Acting in the capacity of:

Telephone: Mobile phone:

Email:

RESPONSABLE FOR PARTICIPANT FILE

Madam/Mrs Mr. First Name: Last Name:

Function/Postition:

Address:

Posta code: City :

Telephone: Mobile phone:

Email:

OTHER MANAGERS OF THE PARTICIPANT FILE

President:

General Manager:

Marketing Manager:

Sales Manager:

Communication Manager:

Client Services Manager:

Quality Manager:

Media Contact:

Paraphe

PARTICIPANT COMMITMENT

The **Participant** hereby submits its application for the following customer service:

Brand:

Category (see Appendix 1 of the Rules):

and undertakes to pay the registration fee in the amount of CAD 14,590 \$ (fourteen thousand five hundred and ninety Canadian dollars), excluding GST/HST.

Once full payment of the registration fee has been received, a paid invoice will be issued and provided to the **Participant**.

Banking Informations		
Transit Number	Institution Number	Account Number
04896	003	100-983-6

The **Participant** attaches to this Participation Agreement the information referred to in Article 2.7.b of the Regulations the VOTED CUSTOMER SERVICE OF THE YEAR 2027 award (by means of the Excel file "Annexes_ESCDA_EN_CANADA_2027.xlsx", downloadable by clicking on this link or at the address, namely: www.escda.ca/en/downloads):

- The list of contact points through which customers and/or prospects may contact the Participant and submit their requests, including: telephone numbers (toll-free or charged), email addresses and/or form URLs, website URL(s) (in the format <http://www.>), mobile applications downloadable from the iOS and/or Android app stores, Facebook page URL(s), and website URL(s) (in the format <http://www.>) providing access to chat services;
- The summary table showing the monthly, weekly, daily, and hourly distribution of the telephone and email and/or form and chat channels;
- The call flow(s) of the IVR (Interactive Voice Response) system(s) for the telephone numbers ;
- The specifications document of the contact center(s), defining their scope of expertise and areas of responsibility;
- The list of issues most frequently handled by customer service advisors;
- The user guide(s) for the Participant's flagship products and/or services.

Where necessary and to reflect real-life conditions as closely as possible, the Organizer may request that the Participant provide one or more products distributed, marketed, or manufactured by the Participant.

The **Participant** declares that they have read and accept the Rules of the Voted Customer Service of the Year 2027 award. The said Rules may be downloaded online at www.escda.ca/en/downloads.

The **Participant** certifies that the information contained in this Participation Agreement is accurate and truthful.

The **Participant** wishes to receive all news and updates relating to the Voted Customer Service of the Year award, as well as those of its partners, and agrees that their personal data may be collected.

Signed at:

On:/2026

Company stamp

Signature

**PARTICIPATION AGREEMENT
&
REGULATION**

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Signed at:

On:/2026

Company stamp

Signature

REGULATIONS FOR THE VOTED CUSTOMER SERVICE OF THE YEAR

IT IS PREPICUOUSLY STATED THAT:

These regulations (the "**Regulations**") aim to define and organize the event called "VOTED CUSTOMER SERVICE OF THE YEAR" (the "**Event**").

The Event is organized by CA2D Inc., NE#811652965, headquartered at 630 boul. René-Levesque Ouest, Montréal, Québec, H3B 1S6 (the "**Organizer**").

The purpose of the Event is to distinguish, based on real-life tests, companies that provide their customers with high-quality customer service under the conditions described below.

The Winners (as defined in Article 2 below) of the Event are granted the right to use the "Voted Customer Service of the Year 2027" logo (the "**Logo**"), along with the Category (as defined in Article 1 below) of the Winner's Customer Service, under the conditions outlined in these Regulations.



Article 1 - Participants

All companies selling goods and services in Canada, may enter the contest, provided they offer at least 2 communication channels such as telephone and internet.

The Event concerns the departments responsible for customer and prospect relations through any remote communication means, covering services such as product or service information, order processing, order tracking, delivery, after-sales service (the "**Customer Service**").

Customer Services are divided into Categories based on their respective consumer sectors. The provisional and non-exhaustive list of Categories is detailed in Annex 1 (the "**Categories**").

A company may submit multiple Participation Agreements (as defined in Article 6) for different Categories. A "**Participant**" is defined as any Customer Service registered by a company in a Category in compliance with these Regulations, particularly Article 5 regarding registration fee

payments before the registration deadline specified in Annex 2.

Each Category must include a minimum of three companies operating within the respective consumer sector.

In the event, that a Category has fewer than three Participants by the registration deadline, the Organizer may either merge Categories or extend the Tests (as defined in Article 2) to one or two additional companies within the relevant industry whose Customer Service is not registered as a Participant (the "**Reference Actors**"). Reference Actors will be the market leaders in the corresponding consumer sector, determined based on a publicly recognized index.

To ensure the objectivity of the Event, the Organizer will notify Reference Actors by registered mail about the conduction of Tests according to Article 2.4. A Reference Actor may register for the Event as a Participant by submitting a Participation Agreement within fifteen (15) working days following the first presentation of the registered mail notification.

Article 2 - Determination of Winners

The award Voted Customer Service of the Year is based on the principle of a mystery shopper, meaning a consumer who anonymously contacts the Participants (the "**Mystery Shopper**"). Their mission is to assess how a Participant handles various issues presented to them and, consequently, to evaluate the quality of the service provided by this Participant to consumers (the "**Tests**").

The results of the Tests for a Customer Service offered by the Participant, in a given Category, leads to the creation of a study report (the "**Study Report**") and the designation of the Winner (the "Winner") by the Mystery Shoppers and the Organizer (the "**Jury**").

The process of selecting the Winners is based on factual measurements detailed in Article 2.4 and the Annexes below.

The Mystery Shopper assesses the accuracy of the information provided through three (3) ratings, reflecting how well the Participants handle both common and specific issues:

- Good (2 point): the expected information is provided and matches the source data.
- Partial (1 point): Only part of the expected information is provided, or too much information is given.
- Incorrect and/or missing (0 point): All provided information does not match the expected details, or no information is provided when it was expected.

The "Response Quality" criterion, defined in the Annexes below, will have a multiplier coefficient of two.

Its scoring will therefore be:

- Good (4 points): The expected information is provided and matches the source data.
- Partial (2 points): Only part of the expected information is provided, or too much information is given.
- Incorrect and/or missing (0 point): All provided information does not match the expected details, or no information is provided when it was expected.

If a criterion defined in Article 2.4 and the Annexes below receives two different ratings (e.g., Partial and Incorrect), the lower rating will be retained (thus, Incorrect).

To ensure credibility in carrying out their mission, Mystery Shoppers may (i) use the Participant's Customer Service under a fictitious issue requiring normal or usual processing, and (ii) use the Participant's Customer Service under a fictitious issue requiring specific processing.

Once the specific processing reaches the stage of a physical or material intervention, and the necessary response for resolving the fictitious issue has been given, the Mystery Shopper may then clarify their conditions of intervention to terminate the specific processing.

2.1. Characteristics of Mystery Shoppers

The Tests are conducted by consumers who may or may not have specific qualifications related to the Category in which they act as Mystery Shoppers.

Mystery Shoppers are selected and recruited by the Organizer and its technical service providers, who may call upon users and employees registered in their respective panels, as well as consumers who may be listed in the databases made available for the Event.

2.2. Script Creation

The execution of the Tests by the Mystery Shoppers follows the instructions contained in the scripts prepared by the Organizer (the "**Scripts**") and provided to the Mystery Shoppers prior to conducting the Tests.

The Scripts will be developed by the Organizer based on the contractual documents provided to consumers and/or prospects by the Participants, current advertisements, commonly observed simple malfunctions, and typical pre-sales, sales, and post-sales issues (for example, but not limited to, product availability, technical

specifications, and distribution network).

Each Participant will be tested by Mystery Shoppers using between thirteen and twenty different Scripts.

2.3. Protocol

Each Participant undergoes 175 Tests, structured as follows:

- 100 phone calls.
- 40 emails or online forms.
- 15 website navigations, including 7 on a smartphone (4 of these smartphone navigations will be conducted via the Participant's mobile application).
- 10 interactions via social media.
- 10 chat conversations.

The order of the Tests and the Participants tested is randomized for each Category.

The usage details of a Participant's Customer Service, including phone numbers, email addresses, website addresses, dedicated social media pages or sections, and web pages allowing chat interactions, as well as business hours and days of operation, will be those that are clearly listed and easily identifiable in the Participant's communication and sales materials (such as advertisements, brochures, leaflets, sales contracts, purchase orders, packaging, and websites).

If a Participant uses only two, three, or four of the five communication channels, including phone and website navigation, only the managed communication channels will be evaluated.

If a Participant dedicates a communication channel to a specific type of interaction, such as pre-sales or after-sales, only the communication channels offered for pre-sales and after-sales will be evaluated.

In such cases, the Tests will focus on the two, three, or four communication channels used, while the number of Tests per channel will remain unchanged.

2.4. Test Execution

All Tests will be conducted during the third quarter of 2025, specifically between July and September.

2.4.a. Phone Calls

The Tests conducted through phone calls will be carried out based on the distribution of peak call times generally observed in the Participant's registration Category and will necessarily take place during the operating days and hours of each Participant's Customer Service. Tests

conducted during exceptional closures for service-related reasons will still be taken into account.

Each Participant is evaluated based on 15 criteria described in Annex 3.

Each call is assessed on 10 to 15 criteria, depending on how it is handled, and is assigned a score on a scale of 0 to 32, based on the number of criteria evaluated. This score is then converted to a scale of 0 to 20, with rounding applied to the nearest hundredth (where 5 rounds up to the next hundredth).

The final score for the phone call Tests of the tested Participant's Customer Service is calculated as follows:

- Sum of the 100 obtained scores / 100 (with rounding to the nearest hundredth, where 5 rounds up to the next hundredth).

All calls made as part of the Tests are taken into account.

2.4.b. Emails or Forms

Tests conducted through the sending of emails and/or forms will adhere to the distribution of received emails or forms generally observed within the Participant's Registration Category.

Each Participant is evaluated based on 14 criteria described in Annex 4.

Each email is assessed according to 13 to 14 criteria, depending on how it is processed, and is assigned a score on a scale of 0 to 30 based on the number of criteria evaluated. This score is then converted to a scale of 0 to 20 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

The final score for the Customer Service Tests conducted via email or form for the tested Participant is calculated as follows:

- Sum of the 40 final scores obtained / 40 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

All emails sent and forms submitted as part of the Tests are taken into account.

2.4.c. Internet Navigation

Tests conducted through Internet navigation will be carried out exclusively on the Participant's dedicated web pages and mobile applications.

Each Participant is evaluated on the navigation of their website based on 13 criteria described in Annex 5.

Each Internet navigation session is assessed according to 10 to 13 criteria, depending on how it is processed, and is assigned a score on a scale of 0 to 28 based on the number of criteria

evaluated. This score is then converted to a scale of 0 to 20 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

The final score for the Customer Service Tests conducted via Internet navigation for the tested Participant is calculated as follows:

- Sum of the 15 final scores obtained / 15 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

Toutes les navigations Internet dans le cadre des Tests sont prises en compte.

2.4.d. Social Media

Tests conducted through the posting of messages on social media will be carried out exclusively on the Participant's dedicated Facebook pages.

Each Participant is evaluated based on 15 criteria described in Annex 6.

Each social media post is assessed according to 11 to 15 criteria, depending on how it is processed, and is assigned a score on a scale of 0 to 32 based on the number of criteria evaluated. This score is then converted to a scale of 0 to 20 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

The final score for the Customer Service Tests conducted via social media for the tested Participant is calculated as follows:

- Sum of the 10 final scores obtained / 10 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

All messages posted on social media as part of the Tests are taken into account.

2.4.e. Chat

Tests conducted through chat conversations will be carried out exclusively on the Participant's web pages that provide access to this service.

Each Participant is evaluated based on 14 criteria described in Annex 7.

Each chat conversation is assessed according to 12 to 14 criteria, depending on how it is processed, and is assigned a score on a scale of 0 to 30 based on the number of criteria evaluated. This score is then converted to a scale of 0 to 20 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

The final score for the Customer Service Tests conducted via chat for

the tested Participant is calculated as follows:

- Sum of the 10 final scores obtained / 10 (rounded to the nearest hundredth, with 5 rounding up to the next hundredth).

All chat conversations conducted as part of the Tests are taken into account.

2.5. Designation of Winners

The Winners are designated by Category.

The consolidated final score, used to differentiate Participants, is calculated as follows:

Score from Telephone Call Tests × weighting coefficient (0.57)
Score from Email or Form Tests × weighting coefficient (0.23)
Score from Internet Navigation Tests × weighting coefficient (0.08)
Score from Social Media Post Tests × weighting coefficient (0.06)
Score from Chat Tests × weighting coefficient (0.06).

If the tested communication channels are telephone, email or form, Internet navigation, and social media, the consolidated final score, used to differentiate Participants, is calculated as follows:

(Score from Telephone Call Tests × weighting coefficient (0.6)
Score from Email or Form Tests × weighting coefficient (0.24)
Score from Internet Navigation Tests × weighting coefficient (0.09)
Score from Social Media Post Tests × weighting coefficient (0.07)) × 0.98.

If the tested communication channels are telephone, email or form, Internet navigation, and chat, the consolidated final score, used to differentiate Participants, is calculated as follows:

(Score from Telephone Call Tests × weighting coefficient (0.6)
Score from Email or Form Tests × weighting coefficient (0.24)
Score from Internet Navigation Tests × weighting coefficient (0.09)
Score from Chat Tests × weighting coefficient (0.07)) × 0.98.

If the tested communication channels are telephone, email or form, and Internet navigation, the consolidated final score, used to differentiate Participants, is calculated as follows:

(Score from Telephone Call Tests × weighting coefficient (0.63)
Score from Email or Contact Form Tests × weighting coefficient (0.27)
Score from Internet Navigation Tests × weighting coefficient (0.1)) × 0.95.

If the tested communication channels are telephone, Internet navigation, social media, and chat, the consolidated final score, used to differentiate Participants, is calculated as follows:

(Score from Telephone Call Tests × weighting coefficient (0.70)
Score from Internet Navigation Tests × weighting coefficient (0.14)
Score from Social Media Post Tests × weighting coefficient (0.08)
Score from Chat Tests × weighting coefficient (0.08)) × 0.90.

If the tested communication channels are telephone, Internet navigation, and chat, the consolidated final score, used to differentiate Participants, is calculated as follows:

(Score from Telephone Call Tests × weighting coefficient (0.75)
Score from Internet Navigation Tests × weighting coefficient (0.15)
Score from Chat Tests × weighting coefficient (0.1)) × 0.85.

If the tested communication channels are telephone, Internet navigation, and social media, the consolidated final score, used to differentiate Participants, is calculated as follows:

(Score from Telephone Call Tests × weighting coefficient (0.75)
Score from Internet Navigation Tests × weighting coefficient (0.15)
Score from Social Media Post Tests × weighting coefficient (0.1)) × 0.85.

If the tested communication channels are telephone and Internet navigation, the consolidated final score, used to differentiate Participants, is calculated as follows:

(Score from Telephone Call Tests × weighting coefficient (0.8)
Score from Internet Navigation Tests × weighting coefficient (0.2)) × 0.80.

The Winner of each Category is the Participant within their Category who obtains the highest consolidated final score, provided that this score is greater than or equal to 11.5 out of 20.

2.6. Study Report

Each Participant will receive:

- The detailed results of their Customer Service performance, broken down by communication channel and criterion.
- A comparative analysis of the results within their Category or Categories.

Upon simple request, the Organizer will provide an example of a Study Report.

The results are presented anonymously, except for the name of the concerned Participant.

Given the sample selected for the Tests and the Test methodology, the Organizer does not perform any sorting or additional analyses beyond those included in the Study Report.

The Study Report is presented in French and English, during a single debriefing session, either face-to-face or remotely, depending on the availability of the Participant and the Organizer.

This debriefing session will take place between Monday, October 4th, and Friday, November 6th, 2026. Any additional debriefing sessions will require a quotation, which must be approved by the Participant beforehand.

2.7. Various 2.7.a. Selection of Service Providers

The Organizer reserves the right to entrust the execution of the Tests, including the selection of Mystery Shoppers, to service providers of its choice.

2.7.b. Documents et Products to be provided by Participants

Participants must provide the following documents and/or products:

- A list of contact points through which customers and/or prospects can reach the Participant and submit their inquiries: phone numbers (whether toll-free or not), email addresses and/or form URLs, website URLs (in the format <http://www.>), mobile applications available for download from iOS and/or Android app stores, Facebook page URLs, and website URLs (in the format <http://www.>) providing access to the chat service;
- A summary table detailing the distribution of communication channels (phone, email and/or form, and chat) by month, week, day, and hour.
- The call flow of the Interactive Voice Response (IVR) system for the phone numbers.
- The specifications of the contact center(s), outlining their areas of expertise and scope of intervention.
- A list of the most frequently handled customer service issues.
- The user manual(s) for the Participant's key products and/or services.

If necessary, and to closely replicate real-life conditions, the Organizer may request the Participant to provide one or more products that they distribute, sell, or manufacture.

Participants must strictly adhere to the deadlines for delivering and submitting the required materials. Failure to do so

may result in the Organizer disqualifying the Participant.

Article 3 – Control

The information provided in the Participation Agreement (as defined in Article 6 below) is the responsibility of each Participant and may be subject to verification by the Organizer.

If any information appears to be inaccurate or misleading, the Organizer reserves the right to replace the submitted details with those that are easily accessible to the Participant's prospects or customers.

Article 4 - Composition and work of the Jury

The Test Jury is composed of a panel of consumers under the supervision of the Organizer.

4.1. Consumer Jury

It is composed of Mystery Shoppers, with or without specific experience in the field of Testing.

4.2. Organizer

The Organizer ensures the proper conduct of the Event.

If, during the Tests, it becomes apparent that a Participant does not meet the definition of the Category in which they are registered, the Participant, after being duly informed by the Organizer, may be transferred to the appropriate Category.

The Organizer's role is limited to ensuring the smooth operation of the Test Jury's work without participating in or influencing it in any way.

Article 5 – Registration Fees

Participants agree to pay, upon submission of their Participation Agreement (as defined in Article 6 below), the final amount of 14,590\$ CA (fourteen thousand five hundred ninety Canadian dollars) excluding taxes, and applying GST/HST taxes, per Customer Service registered in a given Category. This payment covers participation in the organizational costs of the Event, the execution of the Tests, and the delivery of the Test results.

Each candidate is liable for the registration fees upon sending the Participation Agreement as specified in Article 6.

The registration fees are definitively retained by the Organizer.

No refunds of the registration fees will be granted by the Organizer, regardless

of the reason, including in the event of the Participant's cancellation of their participation in the Event.

Only candidates whose registration could not be validated by the Organizer will be reimbursed for the registration fees paid at the time of application submission.

Article 6 – Registration Requests

To participate in the Event, Participants must complete a Participation Agreement (the "Participation Agreement") included in the application file and proceed with the payment of the registration fees.

Participants can obtain the application file from the Organizer through the following means:

- By mail: VOTED CUSTOMER SERVICE OF THE YEAR (ESCDA CANADA) 105-1203, avenue Bernard, Montreal, Quebec, H2V 1V7.
- By phone: (514) 690-3652
- By email: info@escda.ca
- Via the website: escda.ca/en, under the « CONTACT » section.

Article 7 – Registration Procedures

All duly completed Participation Agreements must be sent along with the payment of the registration fees, as specified in Article 5, by Wednesday, June 17, 2026 (inclusive), via registered mail with acknowledgment of receipt to: VOTED CUSTOMER SERVICE OF THE YEAR (ESCDA CANADA) 105-1203, avenue Bernard, Montreal, Quebec, H2V 1V7.

Only registrations that include a Participation Agreement received within the prescribed deadline, along with the full payment of the registration fees as outlined in Article 5, will be considered.

The Organizer cannot be held responsible for the non-receipt of Participation Agreements within the prescribed deadline.

The Organizer is not liable for any inaccuracies in the information provided by the Participant in the Participation Agreement and/or its accompanying annexes.

Participants may register multiple Customer Services, in which case each Customer Service must be registered in a different Category and will require a separate Participation Agreement.

The submission of the Participation Agreement constitutes a firm and final commitment to the Participant's registration, making them liable for the registration fees.

Participants admitted to the competition will receive an admission letter confirming their participation in the Event, along with the corresponding invoice. The registration fees collected upon enrollment remain the property of the Organizer.

Failure to pay the registration fees before the Organizer sends the admission letter and corresponding invoice does not entitle the Participant to withdraw their application, as the registration fees become due upon submission of the Participation Agreement.

Article 8 - Confidentiality

The number of Participants as well as their identities are strictly confidential. All information, data, and documents provided by the Participants are also considered confidential and may not be disclosed or published without the express authorization of the Participant(s) concerned.

However, the Winners authorize the Organizer to publish their results, name, logo, address, and Categories of participation.

The Winners also agree to provide the Organizer with the requested materials outlined in the winner's guide, including but not limited to web and press specifications.

The Organizer commits not to disclose recordings of the tests conducted.

In accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and the Protection of Personal Information (Law 25), the Organizer is responsible for processing any personal data that may be collected and handled as part of the Event. As such, the Organizer undertakes to comply with all obligations set forth by the PIPEDA and the Law 25, should it be required to collect and process personal data for the execution of the Participation Agreement.

Participation Agreements will be retained by the Organizer and, unless expressly requested otherwise by the Participant, will be destroyed after a period of five years from the date of receipt by the Organizer.

Article 9 – Amendment of the Regulations

The Organizer reserves the right to make one or more amendments to the Regulations as follows:

- Adding, modifying, removing, or merging one or more Categories listed in Annex 1 of these Regulations,

depending on the number and nature of the Participation Agreements.

- Adjusting the provisional schedule as provided in Annex 2 of these Regulations.
- More generally, any modification necessary for the smooth execution of the Event.

Any amendments to these Regulations will be published on the Organizer's website and communicated to Participants via email to the Event's designated contact person within the company, as indicated in the Participant's Participation Agreement.

Article 10 – Liability

The Organizer cannot be held liable for any modifications to the Event's terms and conditions made in accordance with Article 9 above.

The Organizer also reserves the right to refuse a registration without incurring any liability in this regard.

Article 11 – Awards

The announcement of the winners will take place during the official awards ceremony, which will be held at an event according to the provisional schedule provided in Annex 2.

Each Winner will receive fifteen (15) seats for the awards ceremony. They may allocate these seats at their discretion to their employees or customer relations partners.

If a Winner wishes to obtain additional seats, they may request them from the Organizer, who will allocate them based on availability.

Each additional seat will be subject to a fixed supplementary charge of 400\$ CA (four hundred Canadian dollar) excluding taxes and applying GST/HST taxes.

Article 12 – Complaints and unforeseen issues

Any disputed interpretation of these Regulations, any complaint regarding the ranking or designation of the Winners, as well as any other dispute, must be submitted in writing no later than six business days following the announcement of the results. The Organizer commits to reviewing and addressing such complaints immediately.

The Organizer also commits to responding to any questions related to the execution of the Event. In the case of a persistent disagreement, disputes will be settled as a last resort by the competent courts.

Article 13 – Intellectual Property

The logo reproduced below is legally protected under copyright law.



The logo is also legally protected under trademark rights, registered with the Canadian Intellectual Property Office (CIPO). (collectively referred to as the "Trademark").

The Organizer declares that it holds the rights to reproduce, represent, and use the Logo and the Trademark.

Article 14 - Use of the Logo and Trademark by the Winners

As the holder of copyright and trademark rights, the Organizer grants each Winner a temporary authorization to reproduce, represent, and use the Logo and the Trademark under the conditions defined below.

The Winners are the sole authorized users of the Logo and the Trademark. Participants may not use the Logo, the Trademark, or any similar sign without the prior written authorization of the Organizer.

This authorization is granted to each Winner intuitu personae and may not, under any circumstances, be transferred, assigned, or sublicensed to a third party in any manner.

14.1. Duration of Use of the Logo and Trademark

The Winners may use the Logo and the Trademark under these Regulations for a period from the date of the announcement of the results until October 31, 2027 (inclusive), as established in these Regulations.

14.2. Terms of Use of the Logo and Trademark

Subject to the payment of the fee specified in Article 14.4 of the Regulations and the continued availability of at least the telephone and Internet navigation channels, the Winners are authorized to use the Logo and the Trademark exclusively to designate and promote the Customer Services within the Winner's Category on any written, radio, television, digital, or multimedia communication materials.

The Winners are authorized to use the Logo and the Trademark as reproduced below:



The title of the Winner's Customer Service Category must always be displayed on the Logo, followed by the mandatory mention as per defined in the Winner's file.

When the logo is used at a height of 32 millimeters or less, it must be followed by the mandatory mention: *"[Category] [Category Title]" as per defined in the Winner's file.

The Event Organizer will provide the Winners with the Logo, the mention of the Winner's Customer Service Category, and the mandatory statement (collectively referred to as the "Graphic Charter") in a usable electronic format.

Winners must obtain the Organizer's prior authorization for any planned use of the Logo and the Trademark before publication. They must submit a proof copy at least 48 hours before production to the following email address: info@escda.ca. Winners expressly commit to complying with the Graphic Charter, particularly the requirement to display the mandatory mention.

Winners agree to use the Logo and the Trademark strictly in accordance with the Graphic Charter. They undertake not to modify or add to the Logo, Trademark, or Graphic Charter unless they receive explicit prior written authorization from the Organizer. The use of terms such as "best," "No.1," or "label" is strictly prohibited.

Without the prior written consent of the Organizer, Winners are not authorized to use any term or sign other than the Logo, the Trademark, or the Graphic Charter to identify or promote, in any way, within the Territory, the Event or the awarded Customer Service(s) in connection with the Event.

The Organizer reserves the right to take all necessary measures, including legal action, to stop any violation or potential violation of the provisions of this Article 14.2 by a Winner.

14.3. Territory

Winners may use the Logo and the Trademark in Canada.

14.4. Financial Terms

By registering for the Event, each Winner agrees to pay the Organizer a fixed main fee of 18,790\$ CA (eighteen thousand seven hundred ninety Canadian dollar) excluding taxes and applying GST/HST taxes, per awarded Customer Service in a Category. This fee covers participation in the organizational and promotional costs of the Logo and the Trademark, as well as the right to use the Logo and the Trademark under the conditions specified in this Article 14, across all communication media mentioned in Article 14.2, except for television media.

The main fee must be paid by the Winner no later than 30 days after receiving the invoice issued by the Organizer.

Each Winner may also obtain the right to use the Logo and the Trademark on television media, under the conditions specified in this Article 14, by paying the Organizer an additional fixed fee of 11,900 \$ CA (eleven thousand nine hundred Canadian dollar) excluding taxes, applying GST\HST taxes per awarded Customer Service.

Any use of the Logo or the Trademark on television media, regardless of its nature, scope, extent, or frequency, creates an obligation for the Winner to pay the additional fee to the benefit of the Organizer.

The additional fee must be paid by the Winner no later than 30 days after the first use of the Logo or Trademark on a television medium, or at the latest, 30 days after receiving the invoice issued by the Organizer.

14.5. Usage Monitoring

Each Winner agrees to cease using and displaying the Logo or the Trademark in their communication activities (packaging, audiovisual advertising, etc.) starting from November 1, 2027.

The Organizer reserves the right to conduct any inspections it deems necessary, particularly to verify compliance with the usage of the Logo

and the Trademark as outlined in these Regulations.

Winners commit to promptly providing the Organizer with any information required for the exercise of its monitoring rights.

14.6. Sanctions

The Organizer is free to take any appropriate measures to ensure compliance with the provisions of these Regulations.

In particular, the Organizer may enforce any corrective actions necessary to restore compliance with these Regulations and has the right to initiate any legal action it deems necessary.

Any unauthorized use of the Logo or the Trademark by a Participant or a Winner constitutes an act of infringement, for which the responsible party will be held liable.

The Organizer, the Participant, and the Winner agree in advance that any individual who uses the Logo or the Trademark in violation of these Regulations, or commits any act that does not comply with Article 14, will be required to pay the Organizer a fixed penalty of 5,000\$ CA (five thousand Canadian dollar) excluding taxes, applying GST\HST taxes, per unauthorized act. If the violation continues over multiple days, the penalty will apply per day of non-compliance, as recorded by the Organizer.

The application of this penalty does not prevent the Organizer from seeking further compensation for damages suffered due to the infringement of its rights to the Logo and the Trademark resulting from the Participant's or Winner's unauthorized actions.

14.7. Loss of Usage Rights

The Organizer may revoke a Winner's right to use the Logo and the Trademark in the event of non-compliance with the provisions of these Regulations.

The Organizer shall notify the Winner in writing of the violation, instructing

them to rectify it within a specified timeframe.

If the Winner fails to remedy the violation within the given timeframe, the Organizer will send a registered letter with acknowledgment of receipt, informing the Winner that they will no longer be allowed to use the Logo or the Trademark on any medium 15 business days from the date of notification. From that date, the Winner loses all rights to use the Logo and the Trademark.

14.8. Defense of the Logo and Trademark

Winners agree to inform the Organizer of any infringements on the rights of the Logo or the Trademark that they become aware of, particularly any counterfeiting of the Logo or the Trademark.

Winners also commit to notifying the Organizer of any infringement lawsuits filed against them or any violations affecting them.

The Organizer assumes, at its own expense, the defense of the Logo or the Trademark against any infringer and has sole discretion over whether to pursue legal action. The Organizer alone is entitled to receive any damages awarded.

Winners may join legal proceedings initiated by the Organizer to seek compensation for their own damages.

Article 15 - Filing of the Regulations with a Bailiff

Participation in the Event implies full and unconditional acceptance of these Regulations.

Each Participant must approve these Regulations, a copy of which is included in every application file, by having the legal representative or a duly authorized proxy sign the Participation Agreement

accompanying the Regulations, along with the Participant's official stamp.

Contact

ÉLECTION DU SERVICE À LA CLIENTÈLE DE L'ANNÉE
ESCD A CANADA
105-1203, avenue Bernard,
Montréal, QC, H2V 1V7
+1(514) 690-3652
info@escda.ca

escda.ca/en



ANNEX 1 - LIST OF CATEGORIES (Categories proposed, non-exhaustive)

The title of a category refers to a consumer universe that may be adapted and modified according to the Participant's activity or communication strategy, following consultation with and approval by the Event Jury.

1. Airport
2. Alarm and remote monitoring
3. Food / grocery
4. Property insurance
5. Personal insurance
6. Branched based bank for individuals
7. Online Banking for business
8. Online Banking for individuals
9. Online brokage
10. DIY, renovation, and home remodeling
11. Sports and fitness center
12. Gift cards and boxes
13. Car manufacturer
14. Major appliance manufacturer
15. Smartphone and tablet manufacturer
16. Motorcycle manufacturer
17. TV, audio & video manufacturer
18. Cosmetics
19. Multi-brand auto dealer
20. Sport and outdoor retail distribution
21. Water distribution
22. Toy retail distribution
23. Telecom equipment distribution
24. Mail and parcel delivery
25. Bedding retail distribution
26. Appliance retail distribution
27. Financial product distribution
28. Technical goods retail distribution
29. Specialty retail
30. Software publisher
31. Press publishing & subscriptions
32. Consumer electronics
33. Energy provider for business
34. Energy provider for consumers
35. Business supplies & equipment
36. Mass retail / Superstores
37. Hosting and domain name services
38. Hotel industry
39. IT / Computing
40. Games
41. Senior living and services
42. Vacation rentals
43. Vehicle rental
44. Tire manufacturer
45. Furniture and home decor
46. Fashion and accessories
47. Optician
48. Credit institution
49. Distance learning organization
50. Pharmacy
51. Amusement and leisure park
52. Booking platform
53. Luxury goods
54. Customizable products
55. Weight loss program
56. Real estate development
57. Auto repair
58. Ticketing for shows and cinema
59. Restaurant / Food service
60. Food delivery services
61. Home services
62. Motorist services
63. TV, streaming and VOD services
64. Funeral services
65. Public services / utilities
66. Dating site
67. Driving assistance solution
68. Hearing solutions
69. Connected solutions for business
70. Connected solutions for consumers
71. Payment solutions
72. Mobility and accessibility solutions
73. Self-storage solutions
74. Parking services
75. Tourism
76. Public passenger transport
77. Individual passenger transport
78. Distance selling / consumer electronics brand
79. Distance selling / auto parts & accessories
80. Distance selling / food
81. Distance selling /fashion & accessories
82. Distance selling / cultural products

ANNEX 2 – PROVISIONAL CALENDAR

- ✓ **Monday, January 5, 2026:** Applications are now open
- ✓ **Friday, June 26, 2026:** Closing date for applications
- ✓ **From Monday July 6 to Friday, September 11, 2026:** Mystery testing
- ✓ **Thursday, November 12, 2026:** Award ceremony and official announcement of the winners

ANNEX 3 - EVALUATION CRITERIA TELEPHONE

The following types of calls will give rise to an overall rating of "Poor" or "Non-Existent":

- Calls not picked up following a ringing time of more than 60 seconds.
- Calls that last (as defined below) for four or more minutes from the start of the conversation without the request being expressed.
- Calls that give rise to a saturation or deterrence message.

Management of availability

C8	Taking calls	The call is picked up in less than five rings or 20 seconds.
C10	Access to the desired service	Access to the desired service through an Interactive Voice Responder or an operator in less than one minute (criterion does not apply if the company does not have an IVR).
C9	Processing time	The mystery customer's inquiry is processed in less than one minute after he or she chooses to talk to an advisor.
C12	Waiting times	The advisor warns the mystery customer that he or she must wait, turns on some music or a voice message for a period of no more than one minute and resumes the call by using a polite phrase (criterion does not apply in the case of an immediate response).
C11	Differentiated response	Offer and promise to call back in less than 12 working hours (criterion does not apply in the case of an immediate response).

Relations

C2	Identification	The company name or business name of the participant is specified at the start by an Interactive Voice Responder (IVR) or a waiting message (criterion does not apply if the mystery customer is greeted immediately by an advisor).
C1	Greeting	The advisor greets the mystery customer at the beginning of the call using a polite phrase and identifies the name of the participant and the participant's advisor. The advisor speaks correctly and at an appropriate speed.
C3	Appropriate choice of words	The advisor uses words that are appropriate for the service required (vocabulary is easy to understand, no internal abbreviations or difficult technical terms).
C4	Reformulation	The advisor rephrases the mystery customer's request to ensure that he or she has understood the problem and/or uses the information shared by the mystery customer.
C5	Transfers	When the mystery customer is transferred to a new advisor, the mystery customer is put in contact with the right person and the problem as well as the information of the mystery customer has been forwarded in advance by the initial advisor (criterion does not apply if the entire call is managed by a single advisor).
C6	Listening skills	The advisor must not interrupt the mystery customer, but he or she can redirect the conversation to the specific problem at hand in a professional and positive manner.
C7	Courtesy	The advisor must use the name and/or title of the mystery customer when saying goodbye. He or she must ensure that he or she has responded properly to the request and must leave it to the customer's initiative to end the call.

Quality of the response and human quality

C13	Quality of the response	The mystery customer receives an appropriate response to his or her request. The response will depend on the script used for the request.
C14	General impression	The overall quality of the conversation will be judged in absolute terms. The mystery customer will analyze how empathetic and natural the interview is (he or she will refer to the services that he or she learned about during his or her different experiences).
C15	Quality of tone	The mystery customer will measure the quality and consistency of the tone used by the advisor during the conversation.

ANNEX 4 - EVALUATION CRITERIA E-MAILS AND FORMS

The following types of e-mails and forms will give rise to an overall rating of "Poor" or "Non-Existent":

- E-mails or forms that are sent and trigger and/or are returned with an error message (incorrect address, address unknown, form is impossible to confirm, etc.).
- E-mails or forms that go unanswered for more than two working days.
- E-mails or forms that remain unanswered.

Management of availability

C9	Response time	The e-mail is responded to within one working day.
C10	Interim e-mail	The e-mail confirming receipt must contain a specific date and specify the waiting time, which must not be more than one working day (criterion does not apply in the case of immediate responses or if there is no interim response).

Relations

C1	Sender	The e-mail address or name of the sender is clear and identifies the participant.
C2	Purpose	The purpose of the e-mail response is appropriate for the request and clearly indicates that the e-mail is being made in response to a request made by the mystery customer.
C3	Personalization	The response is personalized using at least the title and/or first name and/or last name or pseudonym of the mystery customer.
C5	Context	The situation of the initial request is summarized (reminder of the context).
C4	Drafting	The e-mail is written in correct French and does not contain any spelling or grammatical mistakes (no use of internal abbreviations or difficult technical terms).
C7	Identification	The person responding to the e-mail can be identified by his or her title and/or first name and/or last name.
C8	Continuing the relationship	The e-mail contains contact details so that the relationship can be continued through another channel (telephone numbers or e-mail addresses or a link to a contact form or chat session, etc.).
C6	Courtesy	The e-mail ends using a courteous phrase.

Quality of the response and human quality

C11	Quality of the response	The mystery customer receives an appropriate response to his or her request. The response will depend on the script used for the request.
C12	General impression	The overall quality of the e-mail will be judged in absolute terms (the mystery customer will refer to the services that he or she has learned about during his or her different experiences).
C13	Tone	The mystery customer will measure the quality and consistency of the tone used.
C14	Legibility	The e-mail is legible and does not contain any characters that are incompatible with the internet browser, software or provider being used.

ANNEX 5 - EVALUATION CRITERIA WEB NAVIGATION

The following types of web navigation will give rise to an overall rating of "Poor" or "Non-Existent":

- Web navigations to which the Participant's server does not respond.
- Web navigations giving rise to an error message that cannot be resolved by reversing the action.

User experience and accessibility		
C1	Visibility	The self-service or search engine or virtual agent is visible and can be accessed from the homepage.
C2	Functionality	The hypertext link on the response page can be used to access the function described (this criterion does not apply if there is no hypertext link).
C3	Effectiveness	The pages visited are all useful (no tunnel page, sponsored page, pop-in or pop-up advert or satisfaction survey).
C4	Reversal of actions	The mystery customer can go back to the previous page while navigating without an error message being displayed.
C5	Attractiveness	The number of clicks made to access information is less than or equal to four.
C6	Identification	Regardless of the page, there is information that identifies the company who owns the page.
C7	Form of the response	The response is concise and does not exceed one page (computer screen with a resolution of 1366 x 768 pixels) or can be seen in two scrolls when viewed on a smartphone or tablet.
C8	Expertise	The search engine or virtual agent understands simple words (no technical words) (criterion does not apply if there is no search engine or virtual agent).

Quality of the response		
C9	Drafting	The response is written in correct French and does not contain any spelling or grammatical mistakes (no use of internal abbreviations and difficult technical terms).
C10	Continuing the relationship	If no response is available, another contact channel is clearly offered to obtain the desired response (criterion does not apply if a response has been made).
C11	Quality of the response	The mystery customer receives an appropriate response to his or her request. The response will depend on the script used for the request.

General impression of the service		
C12	General impression	The overall quality of the website will be judged in absolute terms (the mystery customer will refer to the services that he or she has learned about during his or her different experiences).

Technical quality		
C13	Legibility	The navigation occurs with no sign of incompatibility with the browser, the provider or the model of smartphone or tablet.

ANNEX 6 - EVALUATION CRITERIA SOCIAL NETWORKS (FACEBOOK)

The following types of messages on social networks will give rise to an overall rating of "Poor" or "Non-Existent":

- Articles or comments which cannot be posted in the space dedicated to the Participant nor sent as a private message.
- Articles or comments that go unanswered for more than 12 working hours.
- Unanswered articles or comments.

User experience and accessibility

C1	Identification of the Participant	Regardless of the page, there is information that identifies the company who owns the page (a logo, photo, etc.).
C2	Contact details of the Participant	The dedicated site of the participant in the social network clearly offers other contact channels (telephone numbers or e-mail addresses or a link to a contact form or chat session, etc.).

Relations

C3	Personalization	The response is personalized using at least the title and/or first name and/or last name or pseudonym of the mystery customer.
C4	Drafting	The message is written in a French which is appropriate for the channel and does not contain any spelling or grammatical mistakes (no use of internal abbreviations and difficult technical terms).
C5	Form of the response	The response is concise and does not exceed six lines for responses given directly in the dedicated site of the participant (the wall). In the case of private messages, the response does not exceed one page (for screens with a resolution of 1366 x 768 pixels).
C6	Courtesy	The response ends using a courteous phrase.
C7	Identification of the person	The person can be identified by his or her first name and/or last name.
C8	Continuing the relationship	The respondent includes his or her contact details in the response message (telephone numbers or e-mail addresses or a link to a contact form or chat session, etc.) (criterion does not apply if other contact channels are clearly proposed and visible in the participant's dedicated site).

Management of availability

C9	Response time	The message is answered within two working hours.
C10	Interim message	The participant can send a message indicating a waiting time is required. This message must include a specific date and specify the waiting time, which must not be more than 6 working hours (criterion does not apply in the case of immediate responses or if there is no interim response).

Quality of the response

C11	Quality of the response	The mystery customer receives an appropriate response to his or her request. The response will depend on the script used for the request.
C12	Functionality of the link	The hypertext link in the response message can be used to access the function described (this criterion does not apply if there is no hypertext link).

Human quality

C13	General impression	The overall quality of the interaction will be judged in absolute terms (the mystery customer will refer to the services that he or she has learned about during his or her different experiences).
C14	Tone	The mystery customer will measure the quality and consistency of the tone used.

ANNEX 7 - EVALUATION CRITERIA CHAT

The following chat conversations will give rise to an overall rating of "Poor" or "Non-Existent":

- Unavailable or non-existent chat windows after a navigation time of more than seven clicks or 90 seconds on the website.
- Conversations that last for three or more minutes from the start of the conversation during which the request is not expressed.
- Conversations that receive a response to the initial interaction after three or more minutes.
- Interactions that receive no response.

Accessibility and management of availability		
C1	Visibility	The number of clicks made to access the chat window is less than or equal to four.
C2	Processing time	The mystery customer's inquiry is processed by an advisor via a chat window in less than 30 seconds.
C3	Responsiveness	The advisor will respond to each question of the mystery customer in a responsive manner in less than 45 seconds.
Relations		
C4	Greeting	The advisor is identified by his or her first name and/or last name and starts the conversation with a polite phrase.
C5	Personalization	The response is personalized using at least the title and/or first name and/or last name of the mystery customer (criterion does not apply if a window is available immediately or when no personal information is requested).
C6	Drafting	The entire conversation must be drafted in correct French and must not include any spelling or grammatical mistakes (certain abbreviations or technical terms can be considered as vocabulary or suitable words if this is appropriate for the context and the business segment of the company).
C7	Courtesy	The advisor makes sure that he or she has responded to all the questions of the mystery customer and says goodbye using a polite phrase.
Quality of the response		
C8	Form of the response	The advisor sends his or her responses phrase by phrase and not block by block in order to facilitate the experience of the mystery customer.
C9	Functionality of the link	The hypertext link in the response message can be used to access the function described (this criterion does not apply if there is no hypertext link).
C10	Quality of the response	The mystery customer receives an appropriate response to his or her request. The response will depend on the script used for the request.
Technical quality		
C11	Legibility	The conversation takes place with no sign of incompatibility with the browser or the provider.
C12	Conversation history	A means of saving the conversation is clearly visible in the chat window or is offered by the advisor or is sent by e-mail when the address is provided.
Human quality		
C13	General impression	The overall quality of the interaction will be judged in absolute terms (the mystery customer will refer to the services that he or she has learned about during his or her different experiences).
C14	Tone	The mystery customer will measure the quality and consistency of the tone used.