

Seniors' Champion 2023 Annual Report

Banking services for seniors

UNI has adopted the Canadian Bankers Association's *Code of Conduct for Banking Services to Seniors* (the Code). It sets out the principles that banks should follow when offering banking products and services to seniors in Canada.

UNI is committed to respecting the needs of its senior citizen members and clients, and to serving them with respect and dignity. Advancing in age also means being able to use the various tools at their disposal. UNI supports and assists them in this process, enabling them to remain independent and financially aware.

Adherence to the Code's principles

UNI supports the implementation of the Code, which is based on seven principles to govern the banking services offered to its members and clients aged 60 and over.

Principle	Description	Actions
1	Implement appropriate policies, procedures and processes to support the Code	<p>UNI has appointed a member of its management team to promote the interests of its senior members and clients. This person is known as the Seniors' Champion.</p> <p>Internal procedures and orientation documents have been made available to employees and stakeholders to guide them in supporting and accompanying the interests of senior members and clients, as follows:</p> <ul style="list-style-type: none">• Annual employee training• Section of the information portal dedicated to the provision of banking services to seniors, including reference documents, such as:<ul style="list-style-type: none">– <i>Recognizing financial exploitation</i>– <i>Financial abuse of the elderly</i>– <i>Elder abuse decision tree</i>– <i>Powers of attorney and joint accounts</i>
2	Communicating effectively with seniors	<p>UNI has assigned a Seniors' Champion to be responsible for implementing the Code. His role is to take charge of issues relating to senior members and clients, and to ensure that their needs are well taken care of in the provision of banking services.</p> <p>This includes offering personalized support to help us understand their needs and concerns.</p> <p>For example, UNI:</p>

Principle	Description	Actions
		<ul style="list-style-type: none"> • offers a variety of ways to communicate: in person, by telephone, through branch displays, mailings, traditional media and social networks. • offers monthly account statements in paper or virtual format. • offers a support guide to powers of attorney and joint accounts, which provides a framework for the provision of banking services. • makes available private areas at its branches so that senior members and clients can carry out their banking transactions in complete confidentiality. • offers additional support in using electronic services. • publishes articles on fraud on its social networks to inform them. • publishes relevant information on its website for this clientele. • is committed to creating an inclusive culture by integrating accessibility into its behaviors. It encourages education and awareness of the importance of accessibility in all spheres of the organization: its built environment, technologies and communications.
3	Provide appropriate training for employees who interact with seniors.	<p>Listening is a key element of the business relationship with senior members and clients. UNI takes the time to understand their needs and concerns, and delivers services that meet their expectations.</p> <p>Employees have been trained to develop their skills and are well equipped to understand and serve this clientele.</p> <p>By way of example:</p> <ul style="list-style-type: none"> • <i>Financial exploitation of the elderly: recognizing, analyzing and responding to it</i> • <i>Self-training on government pensions</i> <p>In addition, a section of the information portal is dedicated to the provision of banking services to members and clients aged 60 years and over, and contains procedures and reference documents.</p> <p>For example:</p> <ul style="list-style-type: none"> • <i>Fraud warning signs</i> • <i>How seniors can avoid the grandparent scam</i> • <i>Reference documents listed in Principle 1</i> <p>The Seniors' Champion has made available a message box to employees and representatives on issues relating to the provision of banking services to seniors, and is used in the escalation process.</p>

Principle	Description	Actions
4	Make appropriate resources available to employees and customer-facing representatives to help them better understand seniors' banking needs.	<p>The Seniors' Champion guides employees in providing banking services to senior members and clients.</p> <p>UNI has created a centralized information library for its employees, and they have access to a range of resources to support and accompany the targeted clientele.</p> <p>UNI informs its employees when new resources become available.</p> <p>Employees are obliged to undergo annual training to develop their skills in supporting and accompanying the target clientele.</p>
5	Ensure mitigation of potential financial loss to seniors.	<p>Procedures for employees, front-line representatives and specialized units are made available so that seniors can contact the Seniors' Champion to obtain guidance in potential cases of financial abuse.</p> <p>For example:</p> <ul style="list-style-type: none"> • <i>Process for supporting a victim of financial abuse</i> • <i>Recognizing financial exploitation</i> • <i>Financial abuse of the elderly: recognize, review and react</i> • <i>Elder abuse decision tree</i> • <i>Powers of attorney and joint accounts</i> <p>Blogs contributing to financial literacy and fraud prevention are published on its website:</p> <ul style="list-style-type: none"> • Phishing • The impact of inflation on your investments: How to protect you assets • A comfortable retirement thanks to government benefits and bonuses • COVID-19 and cybersecurity: How to protect yourself • Snowbirds: Plan ahead and enjoy your winter down south! • 5 tips for buying a condo or second home abroad <p>Additional references:</p> <p>Seeking help for financial abuse Am I vulnerable to fraud and scams?</p> <p>UNI stays abreast of industry activities related to the provision of banking services, and enhances its resources to prevent financial harm to this clientele.</p>
6	Consider market demographics and seniors' needs when UNI closes a business location.	<p>To make information easier to access and understand, UNI has published a page on its website dedicated to seniors, with contact details for the Seniors' Champion as a means of communication for this clientele.</p> <p>To help this clientele who do not use online financial services, and to support them in the event of a branch closure, UNI informs them using</p>

Principle	Description	Actions
		<p>other means of communication, such as traditional media, branch signage and mailings.</p> <p>UNI organizes face-to-face public information sessions to enable them to discuss their concerns about the permanent closure of a branch.</p>
7	Publicize the measures taken to support the principles set out in the Code.	UNI publishes the <i>Seniors' Champion Annual Report</i> on its website.

Canadians are living longer. As a result, changes in cognition, health or mobility may occur, affecting their ability to bank. The Code recognizes that, while not all seniors will be affected by the same problems, some of these issues may affect a higher proportion of seniors than people in other age groups.

Actions taken in 2023

Three-year plan | Accessibility

UNI has adopted an [Accessibility Plan 2023-2026](#), which includes various elements to help improve banking services to seniors.

It includes, among others, the following items:

- Promoting the registration of any Canadian citizen who is deaf, hard of hearing or has a speech impediment with the [Canadian Video Relay Service \(VRS Canada\)](#); a free service for making telephone calls. Callers are connected to a sign language interpreter who provides real-time interpretation for the call.
- Creating an inclusive environment for all of this clientele.
- Working with people with disabilities to understand accessibility barriers in our business locations and find solutions.
- Offer an e-mail address, a toll-free number and a mailing address to express their comments on accessibility, to which the organization undertakes to respond.
- The development of the plan's priority areas of accessibility, such as the built environment, technologies and communications, to name but a few.

In preparing its three-year plan, UNI assessed the current state of its accessibility and held external consultations with community members and clients, including people living with disabilities: blindness, deafness or other hearing impairment, and various physical disabilities. Participants in the external consultations indicated that UNI needs to keep certain elements in mind in order to offer accessible built environments at its business locations.

These elements refer to different types of seating in the waiting room, adapted counters and ATMs, effective lighting in buildings, automatic doors and other accommodations for sensory and mobility needs.

UNI is committed to continuing to improve the accessibility of its business locations, including accommodation processes throughout its operations in the provision of banking services.

Support and personal assistance | Technological transition

UNI has also put in place various means to support and personally assist its senior members and clients through the July 2023 technological transition at its branches:

- The delivery of training to employees and the hiring of additional staff to assist those who needed the most assistance.
- The development of new procedures and tools better adapted to the new environment, enabling employees to support them more effectively.
- Deployment of head office employees to lend a helping hand.
- Coaching and mentoring all employees on the importance of better serving them.
- The hiring of students and the return of retired employees to support permanent employees.
- Setting up orientation zones to ensure that they are well looked after from the moment they arrive.