

Boston Pizza - Hamilton

1563 Main Street
West
Hamilton, Ontario
L8S 1E6
(905) 777-1919



“Customer service is a driving force in our industry, so including accessibility in that approach is essential”

Tobin King
General Manager and Operating Partner
West Hamilton Boston Pizza

Our Side of The Story

Commitment to continuously improving the customer service experience is one of the pillars of service at Boston Pizza. Nowhere is this more apparent than at its West Hamilton franchise.

“Thinking like a customer is important”, says Tobin King, general manager and operating owner at the West Hamilton Boston Pizza franchise. “Accessibility for everyone and treating all of our customers fairly is one of the values we teach our staff to pay attention to daily.”

Located close to hospitals and long-term health care facilities, this franchise has embraced its community clientele. “We are very community oriented”, explains Tobin. “As a result, the staff has a lot of experience dealing with people with disabilities, both visible and invisible. We have been serving customers with disabilities since we opened

and have received a great deal of positive feedback from our patrons.”

To better serve guests with vision loss, the West Hamilton Boston Pizza has sought expertise from the Canadian National Institute for the Blind (CNIB). They have Braille menus and serving customers with a variety of disabilities, including low vision, is part of the customer service orientation each staff member receives upon hiring.

Surrounding themselves with great people and building a strong, diverse team is fundamental to the winning approach at Boston Pizza. “We have many staff that have disabilities themselves; we listen to their feedback”, says Tobin. “Customer service is a driving force in our industry, so including accessibility in that approach is essential.”



Our Quick Tips

- Let Your Staff Work for YOU
- Empathize And Listen to Your Customers



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