

Direct Video Calling Data

The Business Case for Equitable Customer Service

Direct Video Calling (DVC) enables organizations to have direct and equitable communication with their Deaf and Hard of Hearing consumers by hiring trained ASL-proficient representatives to provide support. While many organizations still lean on outdated, third-party methods such as the Video Relay Service, Teletypewriter (TTY), or other relay services there is strong market data to push the case forward for equitable customer service:

- 11 million Deaf and Hard of Hearing people live in America
- \$9 billion in discretionary spending potential
- \$159 million are spent by the FCC on all relay service calls per month
- 156 million minutes of Video Relay Service calls are made per year
- 120 million minutes of all relay service calls are made per year

The Progress of Equitable Customer Service in ASL

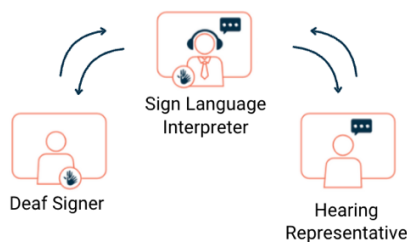
- 1974 – TTY relay service becomes widespread
- 1990 – ADA is signed into law
- 2003 – VRS becomes a standard offering
- 2011 – VRI becomes widespread
- 2014 – DVC is introduced to the public
- 2023 – FCC endorses DVC as a new standard in ADA
- 2024 – DVC is confirmed to be more cost effective than VRS and VRI today

Why Using Relay Services is No Longer ADA Compliant

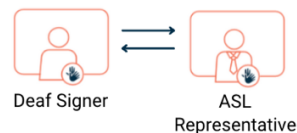
The ADA (1990) requires that covered entities provide, to the greatest extent possible, the most efficient means of communication for people with disabilities. When the relay service model was first established in 1975, it relied on a communication assistant to facilitate communication between two parties. This model has not changed despite advancements in video technology, including point-to-point calls. Today, the traditional relay service experience means:

- Added risk to customer Personal Identifiable Information (PII) and HIPAA noncompliance
- Dependency on a communication assistant who lacks brand, product, and the technical knowledge needed to accurately represent the organization
- Having significantly longer calls due to the relay process
- Confusion from the organization leading to hang-ups and forced redials

Third-Party Communication (VRS Example)



Direct Video Calling





Make Customer Experience Equitable

Offering DVC will go a long way with your current and potential Deaf customers:

- 93% of Deaf customers prefer to communicate with organizations in their primary language, ASL
- 72% of consumers say support in their native language increased their brand satisfaction
- 58% of consumers say support in their native language increased their brand loyalty
- Peace of mind from using DVC as it meets HIPAA regulations of Privacy and Security rules, including data confidentiality and PII.

The impact goes further than just customer satisfaction and a positive brand image. Customers who benefited from organizations using DVC have seen a lasting impact on their bottom line. Some have reported up to:

- 300% increase in Deaf customers
- 1,197% increase in call volume
- 33% decrease in call times
- 25% decrease in cost per resolved call

Want to Learn More? [Connect With Us: csd@csd.org]

Direct Video Calling is backed by Communication Service for the Deaf (CSD). Established in 1975, a company with nearly 50 years of history leading the advancement and adoption of equitable and accessible technology, and regulations for Deaf communities.