

Direct Video Calling

The Need for Direct Communication

In today's interconnected world, communication is fundamental to daily life. However, for those who are Deaf or Hard of Hearing, the use of traditional methods of consumer service support such as Video Relay Services (VRS), TTY, and other relay services, can pose significant challenges.

What is Direct Video Calling?

Direct Video Calling (DVC) is the only communications solution that enables businesses and agencies to connect directly with their Deaf and Hard of Hearing consumers. Specifically, DVC uses modern technology to allow American Sign Language (ASL) consumers to connect with ASL-fluent representatives in customer call centers. DVC paves the way for authentic face-to-face interactions, creating personalized, empathetic, and cultural connections.

The Communication Landscape

Most businesses and government agencies rely on relay services to communicate with their Deaf and Hard of Hearing consumers. This dependence on a third party often results in miscommunications, omissions, prolonged call durations, increased privacy concerns, and more. TTY and VRS are no longer the most functionally equivalent solutions; Direct Video Calling is.

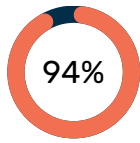
When businesses and agencies rely on outdated communication channels, it can hinder necessary support and engagement for these individuals.

DVC Benefits

- **Confidentiality:** DVC allows Deaf and Hard of Hearing consumers to share sensitive information directly with customer service representatives, affording greater privacy and providing a truly equitable communications experience.
- **Cultural Understanding:** DVC representatives who are native ASL users can better understand regional variations and Deaf culture compared to hearing interpreters, ensuring more effective communication.
- **Efficiency:** DVC calls are up to 83% faster than VRS calls. Issues are often resolved in a single call.
- **Enhanced Accuracy and Consistent Quality:** DVC reduces the risk of conversational errors by enabling consumers to communicate in their native language. This allows ASL users to have full ownership and control of their conversation, eliminating concerns about misinterpretation by a communications assistant, which is especially crucial for complex or technical discussions.

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NAD 2024 Survey Results



of DHH individuals listed the TTY as their **least preferred** form of communication.



of DHH individuals listed VRS as their **preferred** form of communication.



of DHH individuals **agree** that 'chat support' is a suitable accommodation for direct customer support.

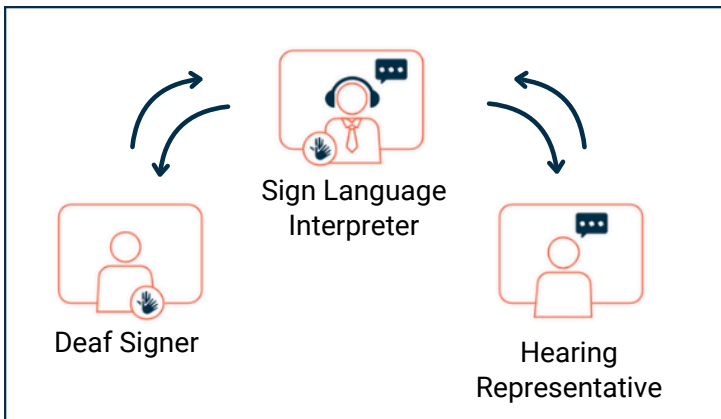


of DHH individuals **disagreed** that chat support is a suitable replacement/accommodation for direct customer support.



of DHH individuals stated they would be **more likely** to consider switching to another provider if Direct Video Calling was incorporated into the customer experience.

Third-Party Communication (VRS Example)



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