

Harnessing the Potential of Direct Video Calling

Unlocking the \$133 Billion Deaf and Hard of Hearing Customer Market



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INTRODUCTION

Unlocking Inclusivity with Direct Video Calling

In a world increasingly interconnected by technology, communication is the cornerstone of human interaction. It is the lifeblood of relationships, the conduit for ideas, and the driver of progress. Yet, for millions within the Deaf and hard of hearing community who use American Sign Language (ASL), this essential aspect of communication technology has often been frustratingly incomplete, due to lack of direct access via ASL.

For too long, traditional communication methods have imposed limitations on Deaf individuals, creating barriers that hinder their ability to interact fully with the world around them. Traditional phone calls, for instance, often present challenges for those who primarily use ASL as their mode of communication.

These challenges extend beyond inconvenience, as phone calls aren't fully accessible for Deaf people due to reliance on a third party (interpreter) for access, delays in securing an interpreter, or missing crucial visual cues. Imagine the challenges of reaching out to customer service or conducting essential business transactions when your preferred mode of communication is visual, expressive, and rooted in the beauty of ASL.



The Transformative Power of Direct Video Calling (DVC)

A paradigm shift is taking place, transcending mere technological advancement. Direct Video Calling (DVC) has emerged as a groundbreaking solution for the Deaf and hard of hearing community and the brands that desire to connect with them. This innovation revolutionizes the communication landscape, erasing the divides that once separated individuals by disability.

What is Direct Video Calling? Simply put, DVC is the technology that enables people who use American Sign Language (ASL) to have direct video chats with ASL-fluent individuals, eliminating the need for interpreters and making communication straightforward and accessible.¹ In the following sections, you'll delve deeper into DVC and discover its benefits to businesses and customers.

Get ready to revolutionize your business, tap into the \$133 billion Deaf and hard of hearing customer market, and embark on a path of inclusive growth.²



Navigating the Communication Landscape

In today's digital age, we have a multitude of communication channels at our disposal. The options seem limitless, from traditional phone calls and e-mails to instant messaging and social media. In this chapter, we will explore the vast digital communication landscape and identify areas where the Deaf and hard of hearing community may experience a lack of communication access.

Traditional Telecommunication Modalities

Let's start by examining some of the conventional communication methods that have long been the backbone of customer-facing interactions:

Phone Calls

Phone calls have been a cornerstone of business communication for decades. They offer real-time conversations and rapid responses, whether on landlines, mobile devices, or through Voice over Internet Protocol (VoIP) services like Skype or Zoom.

Phone calls persist as a vital communication channel, with 65% of people choosing this method over the 22% who opt for social media, as per an Invoca survey.³ Even post-purchase, phone calls remain the preferred way to connect with customers and drive sales, underscoring their pivotal role.

E-mails

With over half of the world's population actively using e-mail, it's a channel that businesses can't afford to ignore. E-mail allows organizations to share updates, long-form content, and sales directly with interested customers.

E-mail marketing revenue is projected to reach nearly \$18 billion by the end of 2027.⁴ This channel's influence on customer engagement and brand communication is undeniable.



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Instant Messaging and Chat

Instant messaging has become an integral part of daily life, with over 41 million messages sent from messaging apps every minute.⁵ Live chat and instant messaging offer customers the immediacy they crave and reduce the time customer service representatives spend on each request.

These channels have proven their worth with a 20% increase in conversion rates for businesses and a significant 63% of customers who use live chat becoming repeat consumers.⁶

Social Media

More than 4.74 billion people globally use social media, and many follow brands and businesses.⁷ It is no longer a nice-to-have but a must-have for companies looking to curate positive customer experiences and relationships.

A remarkable 90% of customers have made purchases from brands they follow on social media.⁸ It's a tool for analyzing your target audience and building connections like no other.



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The Deaf Customer Landscape

Now, as we venture into the landscape of Deaf customers, let's consider that there are more than 70 million Deaf or hard of hearing individuals worldwide, with around 10 million hard of hearing and 1 million Deaf individuals in the United States alone.⁹

American Sign Language

Communication is diverse, especially concerning hearing disabilities. Deaf and hard of hearing individuals employ various methods, from hearing aids and cochlear implants to lipreading and sign language, to connect with their communities. Sign language is a preferred communication mode for many who do not rely on sound amplification or live in communities that prioritize sign language.

ASL is a distinct language rooted in the United States with its own intricate grammar and vocabulary. It facilitates expressive communication through handshapes, facial expressions, and body movements. In contrast to spoken languages like English, ASL is a visual and dynamic language, capturing emotional nuances through non-verbal cues.



Challenges of Traditional Communication Channels for ASL Users

When considering Deaf and hard of hearing people as valuable members of your customer market, it's vital to recognize:

- **ASL users may not be fluent in English:** ASL and English are separate languages, and not all ASL users are proficient in English. This language gap can create significant communication barriers.
- **Unique communication needs:** Each person within the D/HH community has unique communication preferences, making a one-size-fits-all approach ineffective.
- **Traditional offerings often overlook ASL:** Many traditional communication channels, such as phone calls and written text, are not well-suited for ASL users. This oversight hampers customer support and engagement for this community.



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Medical Approach



When choosing an accessible customer service solution, it's crucial to consider the context of the solution's development. Understanding the background, connection to Deaf individuals, and stance on deafness of the solution's creators is essential. Here are two prevalent approaches:

- **Medical Approach:** This perspective views deafness as a condition to be addressed and structures solutions with the aim of remediation or correction.
- **Cultural Approach:** This approach regards deafness as a valued identity to be celebrated and protected, encompassing a shared recognition of the linguistic depth of sign language.

Cultural Approach



In the diverse landscape of Deaf and hard of hearing individuals, a non-deficit perspective can pave the way for genuine inclusion and accessibility. It's not just about accommodating differences; it's about celebrating them and nurturing an environment where every voice can truly be heard.

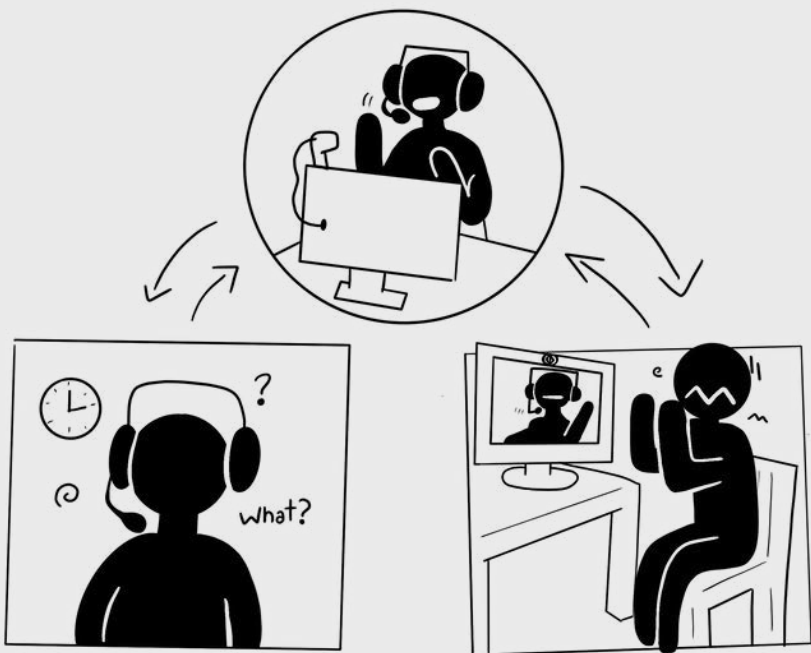
The recommended approach is to work closely with Deaf individuals when collecting and analyzing data for decisions about programs and practices tailored to them.

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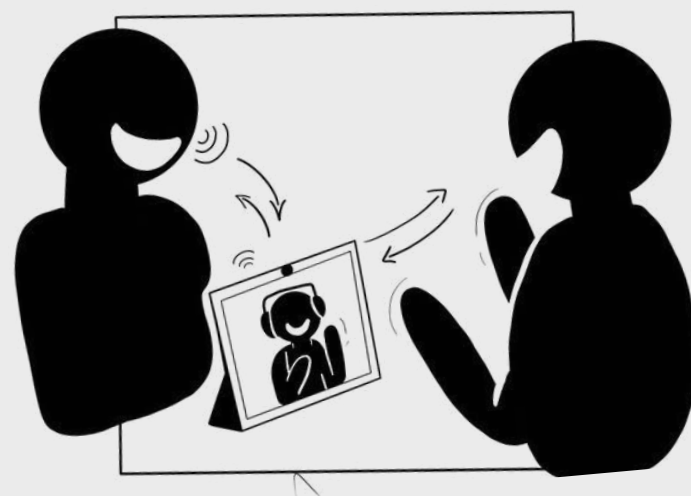
Unique Communication Channels for ASL Users

Now, let's shed light on two common solutions that have been used to facilitate communication for the Deaf and hard of hearing community: Video Relay Service (VRS) and Video Remote Interpreting (VRI).



Video Relay Service (VRS) is a lifeline for many Deaf individuals. Imagine a scenario where a Deaf individual wants to make a phone call; they will use VRS. Here's how VRS works: a Deaf caller connects with an interpreter through a video call. The interpreter, fluent in ASL and spoken language, acts as the intermediary. They voice the caller's signed message to the hearing person on the other end of the call and sign back the response to the Deaf caller. This exchange aims to ensure that both parties can communicate effectively.

VRS is funded by the Federal Communications Commission and is free and accessible to Deaf and hard of hearing individuals as long as the callers (both Deaf and hearing) are in different rooms. If both parties are in the same environment, then Video Remote Interpreting (VRI) would be most appropriate.



Video Remote Interpreting (VRI), on the other hand, is designed for on-demand video communication with interpreters in between parties within the same environment. In other words, the hearing and Deaf or hard of hearing person is in the same room while an interpreter facilitates conversation via a digital monitor. VRI is not funded by the FCC. Therefore, either the Deaf individual or the hearing client are left with the cost to support VRI.

Both VRS and VRI play crucial roles in bridging communication gaps for the Deaf and hard of hearing. However, it's important to acknowledge their limitations when compared to the innovation offered by **Direct Video Calling (DVC)**.



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Challenges with VRS and VRI

Despite their significant role in connecting the Deaf and hard of hearing communities, VRS and VRI have inherent challenges. These technologies, while valuable, bring complexities that affect both users and service providers. Recognizing these issues is crucial for creating communication strategies that genuinely emphasize accessibility and inclusivity.

Intermediary Dependency & Mid-

Session Transfers: An interpreter plays the intermediary role between the Deaf recipient and the hearing recipient. While interpreters are skilled, this process may result in misinterpretations, delays, and interruptions in the flow of conversation. In VRS, there's a brief delay as interpreters process the Deaf caller's introduction before interpreting this message for the hearing party. This delay, termed "lag time," has, regrettably, led to instances where hearing callers hang up, unaware that this initial pause is a natural part of the interpretation process.

Furthermore, once the ASL user connects with an interpreter, there's the potential for mid-session transfers. These transitions occasionally result in moments where the ASL user lacks an interpreter, or in cases of transfer, a brief interruption in context can lead to misinterpretation. In comparison, DVC's instantaneous connections bypass these waiting times and potential hiccups, facilitating fluid and seamless conversations without the need for prior scheduling.



Lack of Technical Knowledge: Your customer service representatives go through rigorous training to understand your organization's jargon, the complex technical features of your products, or your overall brand messaging. Third-party interpreters are not privy to that information, yet, when using VRS, you are relying on them to accurately convey all these things to a customer who needs help and may be frustrated.

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Privacy Concerns: A significant aspect of these solutions is the presence of a third party, the interpreter, in intimate conversations. This introduces potential privacy concerns, including the risk of unscrupulous interpreters who might inadvertently or deliberately compromise sensitive customer information. This situation places the business, relay service provider, and the Deaf customer at risk.

Below are examples of privacy concerns:

- **Confidential Information:** Users may need to discuss sensitive or confidential information during VRS calls, such as medical details, financial matters, or personal issues. There is always a risk that information could be inadvertently disclosed or shared.
- **Recording and Storage:** Some VRS calls may be recorded for quality assurance or training purposes. While these recordings are typically meant to be confidential, there's always a risk of data breaches or unauthorized access to these recordings.
- **Interpretation Accuracy:** Privacy can be compromised if the interpreter misunderstands or misinterprets the conversation. Inaccurate interpretations can lead to unintended disclosure of information.
- **Interpreter Ethics:** While interpreters are trained to maintain confidentiality, there is still the possibility of interpreter misconduct, such as sharing information outside of the call.
- **Unintentional Eavesdropping:** In a shared living space, family members, friends, or roommates might inadvertently overhear VRS conversations, potentially leading to unintentional breaches of privacy.
- **Screen Capture and Recording:** Users may have concerns about the other party taking screenshots or recording the video during a VRS call without their consent, which could lead to the unauthorized sharing of the conversation. Furthermore, the use of interpreters working from home in many VRS companies introduces uncertainty regarding the confidentiality of the conversation.
- **Identity Theft:** VRS calls often involve personal identification information (PII) for authentication purposes. If this information is mishandled or accessed by unauthorized individuals, it could lead to identity theft or fraud.

While VRS & VRI play important roles in facilitating communication for the Deaf and hard of hearing community, it's essential to recognize that these gaps in communication could potentially harm your brand's image and customer relationships. These concerns highlight the need for a more effective and personal communication solution such as Direct Video Calling (DVC).

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Direct Video Calling (DVC) as a Solution

Direct access through DVC mitigates the shortcomings of traditional communication offerings and allows the D/HH community to remain connected to their favorite brands. Our team conducted a comprehensive survey among members of the Deaf and hard of hearing community to discern their communication preferences. An astounding 93% of respondents expressed a clear preference for direct communication in their native language, ASL.¹⁰ This underscores the need for unmediated interaction, eliminating the need for interpretation.

Breaking Down Direct Video Calling (DVC)

DVC functions as a modern marvel, harnessing the capabilities of video technology to create a bridge between Deaf individuals and the world. It offers the freedom to communicate directly, visually, and in real time, mirroring face-to-face conversations. In this digital realm, Deaf customers converse seamlessly with brand representatives fluent in ASL, gaining unprecedented access to their favorite brands and businesses.

What makes DVC truly remarkable is that it bridges gaps not only in language but in understanding, empathy, and trust. DVC paves the way for direct, one-on-one interactions, creating personalized and empathetic connections that resonate deeply.

Imagine a customer service encounter where your representatives, fluent in American Sign Language (ASL), establish genuine and value-rich connections with Deaf and hard of hearing customers. DVC opens a gateway for ASL users to swiftly address a myriad of matters, be it purchases, financial concerns, benefits, technical queries, health-related issues, and more. By conversing directly with customer representatives fluent in ASL, this dynamic ensures that calls are not only more expedient but also notably effective and confidential.

The experience is elevated further as customer service representatives, adorned with your business logo, seamlessly blend into an environment that mirrors your branding ethos. This comprehensive alignment not only bolsters the ASL user's sense of excitement but also ushers in a heightened sense of positivity and trust. In a remarkable twist, DVC emerges as a distinct advantage even in comparison to traditional phone calls with hearing customers—a realm where merely a voice resonates through the line.

With DVC, the interaction transcends transactional exchanges, becoming a symphony of connection and comprehension.



How DVC Works

COMPANIES HIRE AND TRAIN DEAF CUSTOMER SERVICE REPRESENTATIVES

CUSTOMERS INITIATE THE CALL

ASL users can either:

Dial a company's number using their video phone.

Click a button on a company's website.

CUSTOMERS ENGAGE WITH AN ASL-FLUENT REPRESENTATIVE

Customers engage with an IVR to make sure their call is routed to the appropriate department.

The customer engages with the customer service representative to resolve their questions.

It really is that straightforward.

Benefits of incorporating Direct Video Calling into your communication strategy

Direct Video Calling (DVC) is a strategic advantage for your business, offering access to the 2+ million ASL user market and tripling your reach.

Integrating DVC into your communication strategy addresses the preference of over 94% of Deaf or hard of hearing customers for calls in their native language, promoting accessibility across your brand.¹⁰ Moreover, DVC has proven to decrease call wait times by 33-42%, as reported by industry leaders like Google, Xfinity, and the American Red Cross. For instance, Google boasts an outstanding 92.86% customer satisfaction (CSAT) rating for DVC, surpassing the national call center average CSAT score of 75-84%.¹⁰

Here's why DVC should be an integral part of your communication strategy:



Instant Connection, Anywhere:

DVC provides instant access to an ASL-fluent customer service representative. Customers can connect from anywhere without intermediaries, eliminating wait times allowing for spontaneous and efficient conversations.



Personalized, Real-Time Engagement:

ASL users can directly engage with business representatives, discussing products, services, or inquiries in their preferred language. Real-time, face-to-face interactions surpass the limitations of text or phone calls.



ASL-Fluent Representatives:

ASL-fluent customer service representatives are the heart of DVC. These professionals understand both your products and services and the intricacies of Deaf culture and ASL.



Efficient Issue Resolution:

Complex issues can be tackled promptly through DVC. Representatives can visually guide users through troubleshooting, simplifying problem-solving processes.



Confidentiality:

DVC ensures that conversations remain confidential, creating a secure environment for users to share their concerns, inquiries, and personal information.



Positive Brand Recognition:

By embracing DVC, businesses demonstrate a commitment to accessibility and inclusivity. Not only does DVC provide accessibility, but can improve your bottom line.

Testimonials from Satisfied Users

"After I called [company] for the first time last Friday, I was especially delighted when I was answered by a DEAF customer support. I was speechless! That is simply WONDERFUL to have a deaf customer support. Thank you!"

"Wow it's amazing we have access to deaf representatives now, you solved my problem in the time it would have taken for me to wait for an interpreter, connect to a live hearing representative, and explain my problem"

"Each year more than 2,500 Americans lose their lives and 11,000 more are seriously injured as a result of home fires. The deaf and hard of hearing community is especially vulnerable due to notification challenges on recalls or other vital information. Without your support, some of our clients may never have had the opportunity to ask for help. We're grateful to you and your team for everything that you've done to help us better serve our clients!"

CHAPTER 2

The role of personal connections in client relationships is vital to an organization's longevity and success.¹¹ When brand representatives are willing to spark connections and build rapport, clients are more forgiving if the brand makes a mistake—and additionally, are more willing to refer that brand to a friend or family member.

In today's digital age, where online reviews can significantly impact a brand's reputation, sales representatives must be mindful of customers' experiences. Technological advancements have made it easier to share positive and negative reviews, and consumers rely on these reviews to make informed decisions. Online product reviews are relied upon by 74% of shoppers to shape their opinions, while 60% turn to reviews when considering a purchase, and an additional 65% indicate a desire to make a purchase after encountering a positive review.¹²

DVC not only enhances communication but also strengthens customer relationships by providing a more personal and accessible way for Deaf and hard of hearing individuals to engage with businesses. This inclusivity fosters trust, loyalty, and positive reviews, ultimately benefiting both customers and brand.

DVC is more than just a communication tool; it's a step toward a more inclusive, accessible, and customer-centric future. By embracing DVC, businesses can break down communication barriers, foster deeper connections with the Deaf and hard of hearing community, and ultimately, enhance their brand's reputation and success.



CHAPTER 2

Why DVC is the Future of Inclusive Customer Communication

Direct Video Calling represents a paradigm shift in customer communication. It not only meets the needs of the Deaf and hard of hearing community but also offers significant advantages for businesses. Here's why DVC is the future of inclusive customer communication:



Inclusivity: DVC recognizes the importance of accessibility and inclusivity. By offering direct communication in ASL, it ensures that the D/HH community can engage with your business without barriers.



Personalization: DVC fosters a personal connection between your brand and customers. ASL-fluent representatives provide a tailored experience, making customers feel valued and heard.



Efficiency: Unlike VRS or VRI, DVC eliminates the need for intermediaries and mid-session transfers. This streamlines the communication process, reducing wait times and potential misinterpretations.



Technical Knowledge: DVC representatives are trained in your organization's specific products and services. This ensures that technical queries are addressed accurately and comprehensively.



Privacy: DVC offers a more private communication experience compared to VRS, where third-party interpreters are involved. Customers can discuss sensitive information with confidence.



Cost-Effective: While VRS and VRI can incur costs for either the Deaf individual or the business, DVC provides a cost-effective solution for both parties.

Deaf individuals who utilize sign language tend to engage in higher levels of interaction when they have direct access to sign language, so by providing DVC your brand can receive more in-depth and accurate feedback from your D/HH customers.¹⁰ DVC also offers a more intimate and personable experience which allows for a stronger connection between the client and the brand.



The Business Case for Direct Video Calling

Now that you see DVC has the power to bolster your brand's reputation among the Deaf and hard of hearing community, let's explore how to integrate DVC into your business.

There are best practices for successfully implementing Direct Video Calling (DVC) solutions in the context of Deaf culture and American Sign Language (ASL) users. Whether your organization is considering in-house development or outsourcing DVC services, understanding these best practices is crucial to ensure effective and inclusive communication for ASL users.

CHAPTER 3

In the realm of Deaf culture and American Sign Language (ASL) users, organizations confront a pivotal choice: to embark on an in-house development journey or to outsource their Direct Video Calling (DVC) solutions. Let’s explore the considerations for both paths.

Aspect	In-House	Outsourcing
Tailored to Specific Needs	Organizations have full control, allowing for customization that aligns precisely with the unique demands of Deaf culture and ASL users.	Relinquishing some control to external vendors may limit customization but can streamline implementation.
Control and Security	Complete control over technology, data, and security protocols.	External vendors manage aspects, potentially raising concerns about data security and control.
Ongoing Adaptation	Organizations can continuously adapt based on user feedback and evolving Deaf community needs.	Service providers have experience and can adapt but may not align perfectly with unique community requirements.
Cost Control	Higher initial development costs, but no ongoing service fees or licensing costs.	Potential cost savings in the long run, but ongoing service fees apply.
Speed and Expertise	Development timelines may be longer, as the organization may lack specialized expertise.	Outsourcing can expedite development due to vendor expertise and experience.
Reduced Burden	Requires an in-house technical team, adding operational complexity.	Vendor handles development, maintenance, and updates, allowing the organization to focus on core activities.
Scalability	Limited scalability as it depends on in-house resources and expertise.	Outsourcing offers scalability, quickly adapting to changing demands and technological advancements.
Cost Predictability	Predictable development costs, but maintenance and upgrades are the organization's responsibility.	Predictable service fees, simplifying budgeting, but may include additional costs for customization.

CHAPTER 3

The decision between in-house implementation and outsourcing DVC solutions in Deaf culture and ASL user contexts hinges on various factors, including an organization's resources, priorities, and objectives. Here are guiding principles to assist in making the right choice:

- **User-Centric Approach:** Prioritize the needs and preferences of ASL users and Deaf culture. Ensure the chosen solution aligns with their communication requirements and cultural sensitivities.
- **Technical Expertise:** Evaluate your organization's technical capabilities and resources. If expertise is lacking, outsourcing may be the more practical option.
- **Budget and Sustainability:** Consider long-term budget constraints and solution sustainability. While in-house development can control costs, outsourcing offers predictable costs and scalability.
- **Privacy and Security:** Assess the importance of data security and privacy; if these aspects are crucial, maintaining control through in-house development may be preferable.
- **Speed to Market:** Gauge the urgency of DVC solution implementation. If time is critical or a trial is needed, outsourcing may offer a faster path to deployment.

In the context of Deaf culture and ASL users, Direct Video Calling (DVC) solutions, whether implemented in-house or outsourced, must prioritize the needs and preferences of the Deaf community. Informed decisions and adaptability enable organizations to bridge communication gaps effectively, enhancing the lives of ASL users while respecting and celebrating their unique culture.

CHAPTER 3

Making DVC Work For You

Selecting the right service provider for DVC solutions is a critical decision that can significantly impact your organization's success. A successful outsourcing partnership is built on trust, clear communication, and mutual understanding of goals and expectations.

1

DEFINE OBJECTIVES
AND NEEDS

Define your organization's DVC objectives, pinpoint services to outsource (e.g., customer support), and envision desired outcomes like enhanced accessibility, cost savings, or scalability.

2

RESEARCH POTENTIAL
PROVIDERS

Research potential service providers thoroughly. Assess their reliability, competence, and expertise in working with Deaf and hard of hearing individuals. Consider on-site visits to ensure alignment with your organization's goals.

3

EVALUATE
TECHNOLOGICAL AND
OPERATIONAL
CAPABILITIES

Review the technological and operational capabilities of each provider. Confirm their technology and security measures for data protection and smooth communication. Evaluate scalability to meet evolving needs and ensure compliance with industry regulations.

4

ANALYZE COST
STRUCTURES

Examine pricing from potential providers, considering all costs and potential hidden fees. Negotiate clear service-level agreements (SLAs) for transparent performance metrics and responsibilities to avoid financial surprises.

CHAPTER 3

Ensuring Security and Privacy

When businesses contemplate outsourcing DVC solutions, security and data protection must be among their top concerns. Establishing a secure communication environment, addressing data security and privacy issues, and adhering to industry regulations like PCI or HIPAA are all critical components of a successful outsourcing partnership.

Outsourcing DVC solutions often involves the transmission of sensitive information, heightening the importance of data security and privacy. Here's how businesses can effectively address these concerns:

Vendor or Contractor Due Diligence:

Prior to selecting a service provider, conduct comprehensive background checks and assessments. Ensure that potential partners have a robust track record of data security and a firm commitment to safeguarding privacy.

Data Encryption: Confirm that the service provider employs strong encryption protocols to protect data during both transmission and storage. Encryption is fundamental in maintaining the confidentiality and security of sensitive information.

Data Access Control: Implement stringent access control measures to restrict access to sensitive data. Only authorized personnel who require the data to perform their duties should have access to it.

Regular Audits and Monitoring:

Enforce routine audits and monitoring procedures to promptly identify and address security vulnerabilities or breaches. Taking a proactive stance helps prevent data compromises and maintains the integrity of your data security practices.

A service provider should integrate with your privacy and data security standards, becoming an extension of your commitment to safeguarding sensitive information. This partnership should reflect a shared dedication to maintaining the confidentiality and privacy of user data, ensuring that all interactions within the DVC ecosystem are not only accessible but also secure.

CONCLUSION

Leverage The Power of DVC

Direct Video Calling goes beyond communication, fostering inclusivity, efficiency, and independence. Embracing DVC not only enhances organizational communication, but also positively impacts the lives of ASL users. Before DVC, contacting customer service was frustrating for Deaf and hard of hearing consumers, causing isolation. Now, DVC allows direct communication with trained representatives proficient in ASL.

DVC brings a host of advantages to the table:

- **Direct Communication:** ASL users can communicate directly, enhancing inclusivity and promoting independence.
- **Cultural Leadership:** DVC respects cultural nuances, allowing users to express themselves authentically.
- **Privacy and Efficiency:** Removing third-party interpreters ensures privacy, efficiency, and faster interactions.
- **Visual Engagement:** DVC offers a visual dimension, enriching communication and brand touch points with facial expressions and body language.

The result of a superior calling experience where spoken and signed languages are finally equal allows for natural and effortless communication.

We invite you to explore and implement DVC for your organization:

- **Assess Your Needs:** Determine how DVC can enhance your communication strategies and serve your ASL user customers better.
- **Choose the Right Provider:** Select a reputable DVC service provider that aligns with your goals and values, ensuring secure and efficient implementation.
- **Train and Educate:** Educate your team on the benefits and usage of DVC to maximize its potential within your organization.
- **Promote Accessibility:** Promote the availability of DVC services to ASL users, fostering goodwill and expanding your customer base.

Take the next step in your communication journey by exploring and implementing DVC, creating a brighter, more accessible future for all.

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