

Sole Source Procurement Justification for CSD's ASL Now Direct Video Calling Services

ASL Now's direct video calling services are the preferred solution to address the communication needs of deaf communities within organizations like yours. ASL Now, a service provided by Communication Service for the Deaf, Inc., is an accessible and inclusive solution to providing equitable customer support.

Overview of ASL Now Direct Video Calling

ASL Now's direct video calling service enables businesses and government entities to connect with Deaf and hard of hearing customers through American Sign Language (ASL), the preferred language of over 93% of the Deaf community. We provide a high-tech communication channel that eliminates the challenges and inefficiencies associated with traditional Video Relay Services, ensuring a more effective and inclusive customer support experience.

Why ASL Now?

- **Comprehensive Solution:** ASL Now offers tailored packages that include specialized Customer Support Representatives fluent in ASL, IT software customization, ASL specialist training, and the option for dedicated server access.
- **Accessibility:** Your organization can demonstrate a commitment to inclusivity and accessibility by addressing the communication needs of deaf communities.
- **Industry Recognition:** ASL Now is recognized as a qualified Direct Video Calling entity by the Federal Communications Commission and are an authorized vendor on the General Services Administration Federal Supply Schedule Price List.
- **Customized Approach:** Our team will collaborate closely with your organization to tailor the service to your specific customer service, sales, marketing, and technical support requirements.

Organizational Impact

By implementing ASL Now's direct video calling services your organization can:

- Provide equitable and effective customer support in ASL, directly addressing the needs of deaf communities.
- Enhance communication and interactions, reducing frustrations and inefficiencies associated with traditional relay services.
- Demonstrate your organization's commitment to accessibility and inclusivity.
- Tap into deaf communities' discretionary spending which is valued at over \$175 billion annually.

Sole Source Justification

ASL Now's direct video calling services qualify as a sole source procurement for the following reasons:

- ASL Now is the only qualified Direct Video Calling entity recognized by the FCC.
- ASL Now's specialized expertise and comprehensive solution are unique in addressing the communication needs of the Deaf and hard of hearing community.
- ASL Now is the only authorized Direct Video Calling vendor on the GSA Federal Supply Schedule Price List.

Internal Data and Approach

ASL Now's commitment to seamless communication is evident in our approach. We offer the ability for customers to reach us through web calls, videophone and text chat. Internal data demonstrates that 96% of calls are made over videophones. Furthermore, our innovative approach avoids the need for dedicated videophone numbers. Instead, we utilize existing contact numbers, ensuring a convenient and instant connection between videophone callers and ASL-fluent customer service representatives.

ASL Now demonstrates exceptional strength in compliance with Section 508 accessibility standards and safeguarding Personally Identifiable Information (PII). Our commitment to these vital regulations is further bolstered by the option to offer dedicated server access, ensuring heightened data security and quality assurance. We prioritize the fusion of accessibility and security to guarantee that deaf communities receive the utmost protection and equal access, making ASL Now a trusted and dependable choice for businesses and government entities alike.

By selecting ASL Now's direct video calling services, your organization will benefit from an unparalleled solution that fosters inclusivity, improves customer interactions, and aligns with industry standards and regulations.

Contact Our Team

Should you require any additional information or clarification, please do not hesitate to contact our team at **aslnow@csd.org**. We look forward to collaborating with your organization to create a more accessible and inclusive customer service experience.

Thank you for considering adding ASL Now direct video calling to your array of communication access points.