

Case Studies on DVC Implementation

Case Study 2 – Federal Communications Commission (FCC) ASL Customer Service Line

Recently, the Federal Communications Commission adopted the direct services model. More than half of the issues raised by consumers who used their ASL video line were resolved on the spot with one call. Since the FCC’s ASL Consumer Support Line was established, the amount of time their staff has spent supporting relay calls to the FCC’s main toll-free number has been nearly eliminated. The FCC is able to get to the heart of the problem swiftly and effectively. Isn’t that the essence of providing great customer service?

Thousands of people who are deaf, hard of hearing, deaf-blind or have speech disabilities use Video Relay Services (VRS) to place video calls in ASL every day. To communicate, they rely on interpreters to voice their words to hearing callers.

To improve interactions with these callers, the FCC’s Disability Rights Office implemented a Direct Video Calling solution: The “ASL Consumer Support Line” launched in June 2014—the first of its kind in the federal government. Communicating directly now makes each call faster and has nearly eliminated incoming relay calls to the FCC’s main toll-free number.



Average call speed improved



Number of deaf callers increased

Our experience is a testament to DVC’s benefits. Since implementing DVC, the FCC has seen a three-fold increase in the number of calls from ASL-fluent callers, while incoming relay calls to our customer contact center have all but disappeared. The increase in call volume is quite telling, and consumers are now reaching out to us on critical matters that they may not have brought to our attention before we began offering DVC.

Moreover, since its introduction at the FCC, DVC has been deployed by a variety of other government agencies and private corporations, and the number of entities with customer support centers that have expressed an interest in this method of communicating continues to grow.