



ClearCaptions™ in the Workplace



What we'll cover:

- ✓ Workplace hearing loss
- ✓ Legal considerations
- ✓ Eligibility and process overview
- ✓ Ensuring success



Workplace Hearing Loss

Demographic
CHANGES



Exploding
GROWTH



The number of people with hearing loss is growing 60% faster than the general population.

2009 MarkeTRAK VIII Research

People with hearing loss.

60%
Faster Growth

General population

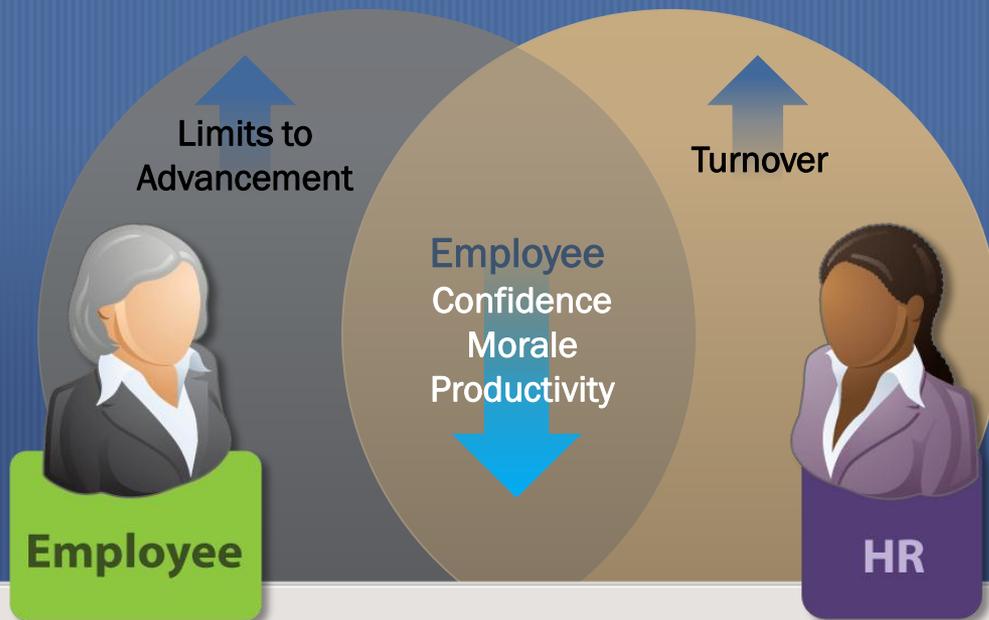
Workplace
IMPACT



#1 complaint of workers with hearing loss

Workplace Hearing Loss

Impacts the Organization



Legal Considerations

1990 ADA law mandates telephone access



- ✓ Requires reasonable accommodation
- ✓ Providers must be certified
- ✓ Free for qualified users





Anyone with hearing loss qualifies

- ✓ Individual self-certification
- ✓ No medical examination required



Provide ClearCaptions for your employees



ClearCaptions provides HR/IT with Terms of Service¹, and appropriate person executes and returns it to ClearCaptions.

- Pre-Installation meeting between ClearCaptions Engineers and IT.
- Installation date and plan established and executed.

HR assists in enrolling and training qualified employees.

Process Overview

After Terms of Use is agreed to by organization

Adding ClearCaptions Users (Paper)



Employee requests ClearCaptions through HR department.



HR provides End-User License Agreement (EULA) to the employee, who completes and returns to HR.



HR files the EULA and notifies IT.



IT activates ClearCaptions and notifies employee and HR.



HR presents employee with training options.

After Terms of Use is agreed to by organization

Adding ClearCaptions Users through Electronic Form and Signature



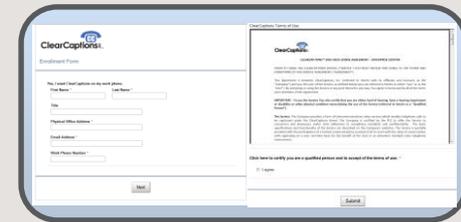
1

Electronic Form (EULA) created with company logo.



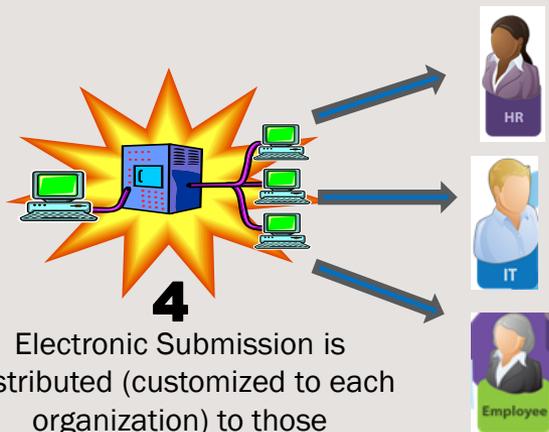
2

Intranet or Email with link to Electronic Form & Signature.



3

Employee Electronically submits the End-User License Agreement (EULA).



4

Electronic Submission is Distributed (customized to each organization) to those Controlling Access.

Typical Distribution:

- HR or Similar Department for record keeping and follow-up Training
- IT Department for Enabling Phone
- Employee to Acknowledge Request and provide online training
- ClearCaptions for FCC Auditing & Analysis



5

Organization, typically HR, presents employee with training options.



Accommodation announcement

- ✓ Reinforce the commitment to accommodation
- ✓ Educate employees about hearing loss symptoms
- ✓ Ensures employees are aware of ClearCaptions

Timing: at or shortly after commitment



Proper Messaging

Initial All Staff Email Example

Subject Line: IMPORTANT: New Employee Benefit

Employees:

We take communication very seriously at [Company Name]. We now offer a new benefit for anyone experiencing difficulties hearing on the phone. It's secure, discreet and confidential.

Like closed captions for television, ClearCaptions™ provides streaming captions for your phone calls. When you make or receive a phone call, captions of what the other party says display on the screen of your Cisco phone.

For more information, please contact [name] at [phone number] or [email]. To immediately enroll, please [click here to ENROLL NOW](#). Your information will be kept confidential.

For a live demonstration of ClearCaptions, please be sure to attend this open enrollment seminar:

[Location]

[Date]

[Time]

Sincerely,

[company representative]

[title]

[company name]



Proper Messaging

On-going All Staff Email Example

Subject Line: IMPORTANT: Employee Benefit Reminder

This year, [company name] began offering a benefit for anyone experiencing difficulties hearing on the phone. We want to remind you that this benefit is available to all eligible employees. It's secure, discreet and confidential.



ClearCaptions™ is a captioning service that provides streaming captions on for all phone calls. Like closed captions for television, when you make or receive a phone call, your office phone displays the captions of the caller on the screen. This service is just like a traditional call, allowing you to talk and hear on the phone, as well as read the conversation simultaneously.

It's easy to immediately enroll, simply here [click here to ENROLL NOW](#). Your information will be kept confidential.

Sincerely,

[company representative]

[title]

[company name]



Proper Messaging

Distribution List Email from Online Enrollment

Subject Line: [Organization Name] ClearCaptions Form Submission

PAGE 1 QUESTIONS:

1-a. First Name
Gordon

1-a. Last Name
Ellis

1-a. Title
SVP

1-a. Physical Office Address
Building C room 1005

1-a. Email Address
gordon.ellis@purple.us

1-a. Work Phone Number
916-435-3336

2. Company Token
JRWIB4

3. Company Name
[Organization Name]

PAGE 2 QUESTIONS:

4. Click here to certify you are a qualified person and to accept of the terms of use.

By clicking "Submit" I agree to ClearCaptions Terms and Conditions.

Enrollment Form

Response ID: Data

1. Page One

1. Yes, I want ClearCaptions on my work phone.

First Name
Gordon

Last Name
Ellis

Title
SVP

Physical Office Address
Building C room 1005

Email Address
gordon.ellis@purple.us

Work Phone Number
916-435-3336

2. Company Token
JRWIB4

3. Company Name
Department of Energy-Lockheed Martin IS&GS CivilEnergy Technology Solutions - Richland Field Office

2. New Page

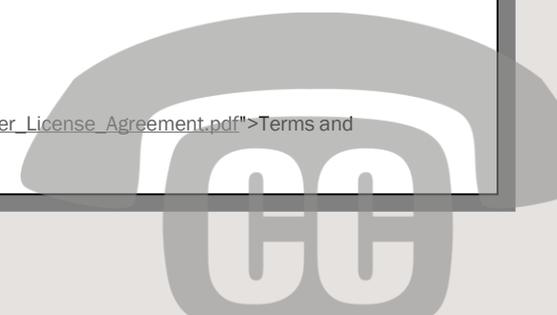
2. Click here to certify you are a qualified person and to accept of the terms of use.
I agree

3. Thank You!

Email ClearCaptions

Employee Email

Email Alex





Proper Messaging

Email to Employee from Online Enrollment

Subject Line: Your ClearCaptions Request

Dear xx,

Thank you for enrolling in ClearCaptions™ for Cisco®!

We will contact you shortly to confirm your request, activate your phone and schedule a time for training.

In the meantime, please [click here to go to Learn how ClearCaptions works](#) for interactive training and helpful information regarding ClearCaptions.

Thank you,
Company Human Resources





Employees who need ClearCaptions aren't always easy to find

- ✓ Hearing loss can appear suddenly, grow rapidly
- ✓ Hearing loss frequently denied for 7+ years
- ✓ Phone problems are among the first symptoms
- ✓ Stigma leads to a reluctance to self-identify



Proper Messaging

Brochure with Call to Action



Telephone Captioning

ClearCaptions.

Your phone is your business.

Workplace hearing loss is common

One in five employees has some form of hearing loss, a challenge if your job requires you to use the phone. Missing just one word or a phrase can lead to misunderstandings and frustration for everyone. When it happens frequently, it can impact your confidence, job satisfaction, and worse, your performance.

Like TV captions for your phone calls

ClearCaptions™ takes the frustration out of phone calls, displaying streaming captions of your phone calls right on your Cisco® phone display. ClearCaptions lets you hear *and* read your calls, so you get the whole conversation.

With ClearCaptions:

✓ Greater confidence ✓ Secure, private, no fees ✓ Use the same phone

Workplace
HEARING LOSS

1 in 5 employees

Nearly
20%
of the
Workforce

has hearing loss

1 in 3 employees

36
Million
Americans

have hearing loss

70% of workers

**Phone
Frustration**

#1 complaint of workers
with hearing loss



Ensuring Success

Encourage Dialogue



Hearing loss workshops

- ✓ Provide a safe forum to discuss hearing loss issues
- ✓ Answer questions about the accommodation
- ✓ Identify those most in need

Timing: post-commitment, pre-availability



ClearCaptions end-user training

- ✓ Service overview and “how-to”
- ✓ Address service-related questions
- ✓ Demonstrations
- ✓ Process and document overview

Timing: at or shortly before first availability



Tip: Be a part of the training to better understand the service and the types of questions employees will have about ClearCaptions.

Ensuring Success

Reduce the Hearing Loss Stigma



Hearing loss education should be an ongoing priority

- ✓ Quarterly reminders and workshops
- ✓ Add to benefits info packages, the new hire process, transfers and promotions
- ✓ Awareness materials on-site and online



Thanks



Questions?





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