



**SPECIAL NEEDS**  
**COMPUTERS**   
**1-877-724-4922**

# *SimpliciTTY*®

TTY Call Management Software for Call Centers

Efficiently enhancing the Call Center experience  
for the Deaf and Hard of Hearing



# Company Overview

- Founded in 2008 with a core focus on:
  - TTY Communication Software
  - Remote Interpreting Software
- Founding employees were from NXi Communications:
  - Developed hardware and software solutions for improving communication for the deaf and hard of hearing
  - Hardware - NexCom modems
  - Software - NexTalk Windows | NexTalk VM
  - Pioneered products for TTY, TRS and VRS services
- NexTalk bought the NXi software platform and improved it:
  - 2008 - Video Remote Interpreting (VRI)
  - 2009 - Omni Software
  - 2013 - Audio Remote Interpreting (ARI)

# Markets Served

Current *SimpliciTTY* Software clients include:

- IRS
- Social Security Administration
- Microsoft
- AT&T
- Bank of America
- Fidelity Investments



- \* As a Remote Interpreting Provider, NexTalk also provides Video Remote Interpreting solutions to over 250 hospitals and medical centers through out the United States.

# Evolution of TTY Communication



## Dedicated TTY machines on-site.

- Inefficient
- Poor customer service
- Does not integrate into networked equipment
- Labor intensive

## Relay Service Providers

- Less secure
- No reporting
- Higher chance of error, due to multiple points of entry
- No control over resources
- Third party company having access to your customers information can be a liability/security risk.

## SimpliciTTY Software

- Routes TTY calls just like a voice call
- Increased efficiency and effectiveness of agents
- Supports all major call center functions:
  - ACD
  - IVR
  - Recording
  - Call Management
  - Reporting
  - Messaging

# SimpliciTTY Software Solutions

## SimpliciTTY

SimpliciTTY  
Call Center®

## Applications

Dedicated Call Centers

Integrates with call center controller to route incoming TTY calls like a voice call

Compatible with all call center features such as ACD, recording, messaging, call management and reporting

## Hosted Option

Server software resides on NexTalk Server

Agent software resides on agent/employees computers

Lower implementation cost

Annual hosting fee

NexTalk provides maintenance

## Purchased Option

Server software resides on Clients Server

Agent software resides on the agent/employees computers

One-time purchase (no annual hosting fee)

Annual Software Maintenance fee for tech support, patches and updates

# 1. Easy, On-Demand Availability

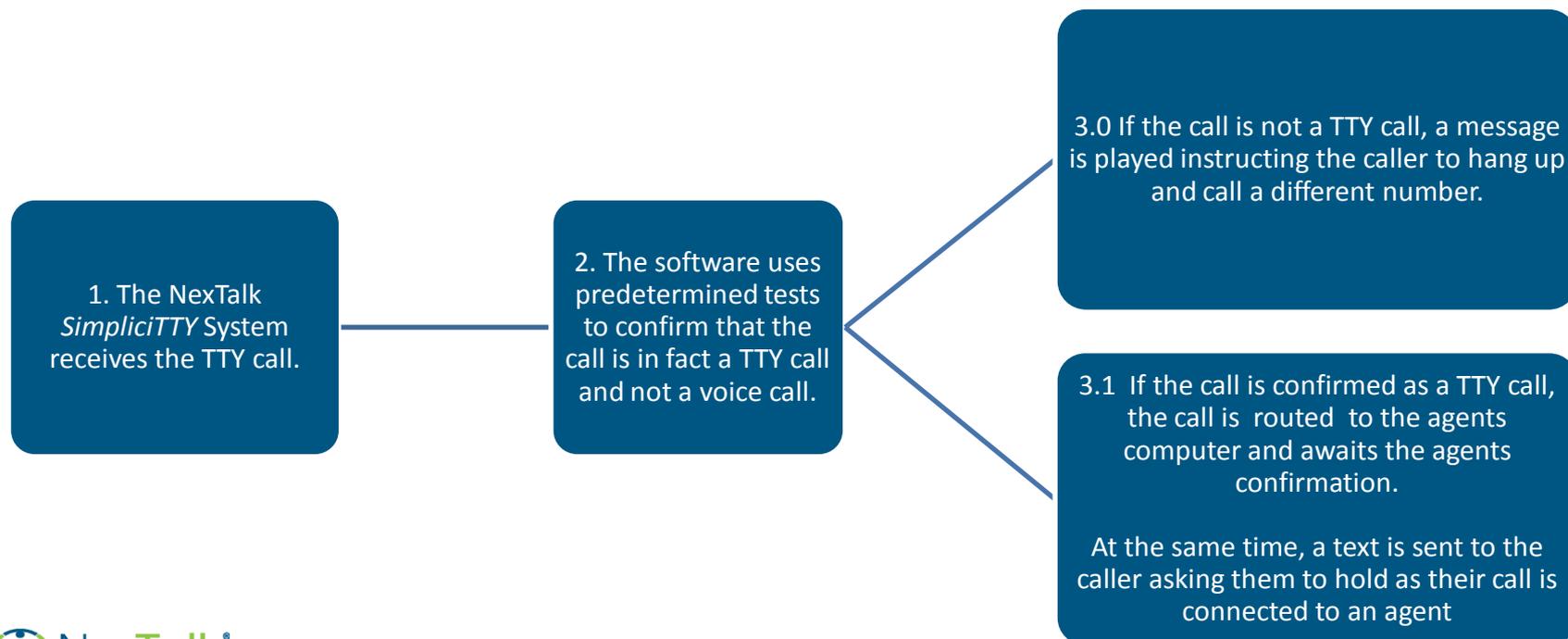
- Software automatically launches on agent screen when the computer is turned on
- No monitoring needed by the agent – it's ready when needed



The program remains active in the background until needed, as an icon residing in the system task tray or as a toolbar on the desktop.

## 2. Receive and Verify TTY Calls

The NexTalk Server automatically screens and verifies TTY calls, eliminating the need for manual call management.



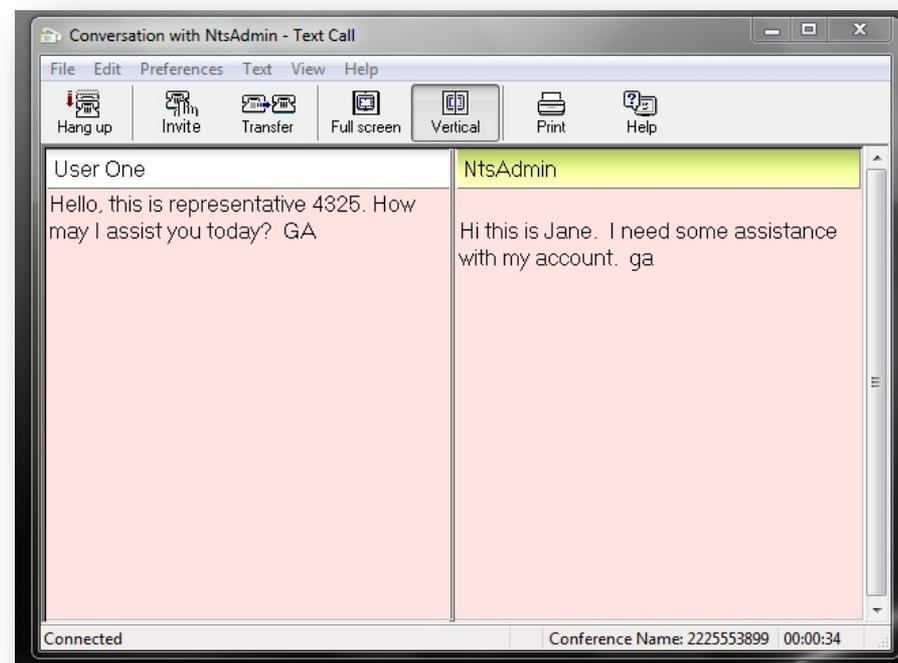
# 3. Is a TTY Agent Available? (Call Center)

1. After verifying the incoming TTY call, *SimpliTTY* interfaces with the Call Centers Automatic Call Distributor (ACD), which in-turn identifies which agent is available to take a TTY call.
2. The ACD calls the agents extension. When the agent answers the phone, he/she hears a pre-recorded message informing them that they have a TTY call waiting and instructs them to enter their agent ID (can also be done automatically).
3. When the agent enters their ID, NexTalk remotely launches the text conversation window on the agents desktop, connecting the agent to the TTY caller.



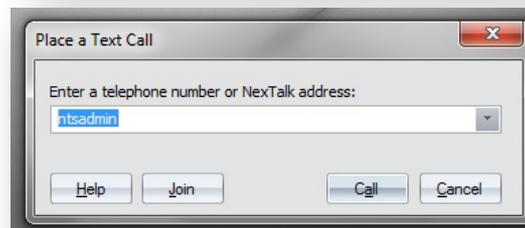
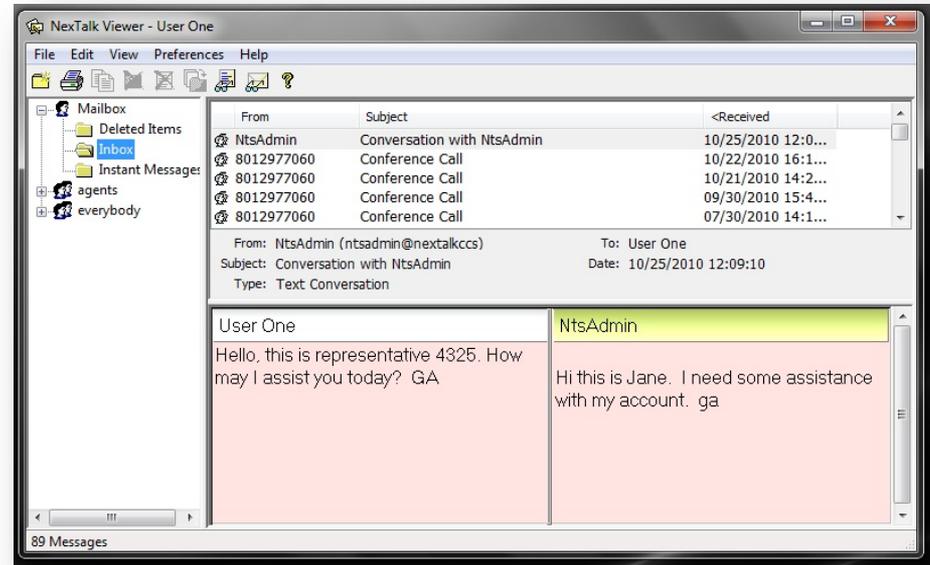
## 4. What Does the Agent See?

- Once the NexTalk Server connects the call to the agent's computer, a **patented**, full duplex text conversation window is opened. The agent can then communicate with the TTY caller in real time.
- Upon completing the call, the agent clicks on "hang up", which terminates the call.
- All conversation can be automatically archived for reporting and quality control purposes.



# 5. What if the Call Arrives After Hours?

- If a TTY call is received after hours, the caller has the option of leaving a text message.
- Using the set-up features of the *SimpliciTTY* software, the call center/office can determine how these messages are managed.
- Agents can call the TTY caller back using the “Place a Text Call” feature of the software



# Equal Access Requirements & Ratings

- Providing equal access to communication is required by:
  - Federal government
    - Americans With Disabilities Act (ADA)
    - The Joint Commission
  - State governments
    - Each state has their own laws regarding non discrimination & equal access
- Companies receiving federal funding must comply with equal access laws
- A rating system is used to determine a companies compliance to these rules and regulations

# Improving Your Rating = \$\$\$\$

- **The 5 Star Rating Program**

- If a call center services people covered by Medicare and Medicare Advantage programs, Medicare has instituted a QA program through which they now audit organizations participating in the **5-Star Rating Program**. The audit includes rating the organizations ability to provide services and their efficiency level in doing so.
- If a call center consistently is rated below “3-Stars”, they can lose their relationship with Medicare.
- However, the incentives behind improvements are enormous – if an organization jumps from a 3-star rating to a 4-star rating, they receive a **bonus of \$50/month per insured**. Handling of inquiries for deaf insured is audited, as well as for LEP customers.



Figure 1  
Quality Bonus Payment by Star Rating

YEAR	2.5	3.0	3.5	4.0	4.5	5.0
2012	0.0%	3.0%	3.5%	4.0%	4.0%	5.0%
2013	0.0%	3.0%	3.5%	4.0%	4.0%	5.0%
2014	0.0%	3.0%	3.5%	5.0%	5.0%	5.0%
2015+	0.0%	0.0%	0.0%	5.0%	5.0%	5.0%

# Summary

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## *SimpliciTTY* from NexTalk simplifies the TTY call handling process

- Automatically screens and confirms TTY calls
- Integrates with existing ACDs, PBX and key systems
- Automatically routes TTY calls to available agents
- Records call information
- Enhances the existing call handling workflow
  - Fully ADA-compliant
  - Time saving
  - \* More efficient
  - \* Better experience for the customer and the company
  - \* Higher customer satisfaction
  - \* These items can effect the organizations rating in the 5 Star rating Program, resulting in increased revenue from the Medicare Advantage Program