



## Case study

# BT uses video technology to help customers get in touch using British Sign Language (BSL)

Being able to communicate is really important. It helps protect vulnerable people from isolation and keeps them part of the community. That's why BT goes the extra mile to make sure all their customers can contact them the way that helps and suits them best – whether by voice, text or even British Sign Language (BSL).

### Helping the deaf community stay in touch

BT work with **SignVideo** – an award-winning company led and run by deaf people – to help the deaf community contact them using BSL via a video relay.

### How it works

This free service is really easy to use and a great way for deaf people to communicate. They just need a broadband connection and a webcam. All they do is click the **BSL Live** link at [bt.com/bsl](https://bt.com/bsl) to connect to a BSL interpreter who'll then phone BT on their behalf, relaying the conversation live using video.

### Inclusion is a key part of BT's core values

"We believe all businesses must take responsibility for ensuring their services are accessible, particularly those who rely on call centres as their primary customer contact point," said Gav Barang, Vulnerability Manager at BT. "We view this access method as very much an extension to existing contact methods – whether it be by phone, email, SMS, live chat, the web or Next Generation Text [text relay type services]."

"Calls using the BSL Live service are, on average, shorter compared to similar calls using Text Relay. This shows that when people have the opportunity to communicate in a way that suits them, the calls can be more efficient and effective for everyone," he said.

### What customers think

"BT's service providing access in BSL was the prompt I needed to switch from a company who insisted on doing everything by phone. The switch was easy and I like knowing that I have a choice and can talk to BT online, via email or in BSL."

"SignVideo is fantastic and good service and quick when I contact them... I had a look at the BT website, it is fantastic and really useful for deaf people... Thumbs up :)"

"I would like to compliment BT for this service. I hope that other providers such as insurance companies, the NHS, GPs and others will follow this good example."



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