Call Center for
Blind & Visually Impaired Users of Digital Assistive Technology

Gabi Cohen
Migdal Or Rehabilitation Center
Israel
www.migdalor.org.il

Parallel Session: Services for the blind
Migdal Or (Lighthouse)

A multi-service center dedicated to advancing people with blindness or visual impairment towards independent functioning and inclusion in the workplace.

- Active in Israel for over 60 years, a national service provider
- Broad and comprehensive response, a continuum of services
- Serves 3,000 individual each year, of all ages and sectors
- Most services funded by the government

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Accessibility of Digital Media

Four Essentials

Support

Four Deployment Accessibility

Essentials

Technology

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Difficulties Encountered by Blind or Visually Impaired Individuals

Due to the complexity & uniqueness of usage of assistive tech:

• Cannot get assistance from technical support centers
  • Computers, assistive technology
  • WEB browsing, on-line services (e.g. shopping)
  • CELL phones & Mobile Applications
• IT support in the workplace and academy unable to provide appropriate support for employees

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Tech. Support Call Center

Innovative, unique service, which provides on-line support for people with blindness or visual impairment, in their use of computers, smartphones, tablets and other technological devices. At work, home or school.

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Operations

- Technology Support Specialists (TSS) provide on-line support
- All TSS are people with blindness or visual impairment
- The staff includes a manager and 5 TSS
- Support in Hebrew, Arabic & Russian
- Open from 9am to 5pm, five days a week
- Calls are managed using Sales Force CRM
- Support include phone help-line & remote access
- Operation began in February 2014

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Impact

• More than 1000 users receive support each year
• More than 3500 cases are handled each year
• More than 7000 incoming phone calls each year

Calls Types Distribution

Survey Results (2015)

84% claimed that the call center improves the life quality of blind & visually impaired people in Israel.

70% indicated a significant improvement of their performances at work.
Collaborations through service agreement include:

- Ministry of Education – support pupils, teachers & parents
- National Insurance Institute - WEB site browsing
- Israeli largest health org – CELL App, WEB site & on-line services
- Orcam “Glasses” for visually impaired people
- NVDA screen reader Hebrew project

Funding:

The National Social Security funds (partially) a 3-years pilot

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Upcoming Challenges

- Marketing the Service
- Finding investors
- Provide support to Arabic & Russian speaking countries (e.g. Palestine)
- Cloning the model overseas

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Contact Us!

Gabic@migdalor.org.il

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