



# **Creating An Ecosystem That Better Utilizes Technology to Engage The Deaf Into The Community**

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**The Hashemite Kingdome of Jordan**

**IT-Solutions Supporting Persons Who Are Deaf**



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## **Zain Jordan's Partners In This Ecosystem**

- **The Higher Council For The Affairs of Persons With Disability (HCD) - Headed By HRH Prince Mired Raad Zeid Al-Hussein**
- **The Public Security Directorate.**
- **A Local Pharmacy Chain In Jordan.**
- **Mind Rockets Inc.  
A Start-Up Company Sponsored and Supported By Zain Jordan**
- **Telecommunication Regulatory Commission (TRC)**



## Zain Jordan.. Projects That Make Up An Ecosystem

**Zain Jordan, the pioneer operator in the Hashemite Kingdom of Jordan, part of Zain Group, the leading mobile telecom innovator in eight markets across the Middle East and Africa**

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### **GOAL:**

Zain's approach and solution is an ecosystem with six different projects that aim to better utilize the technology to enable the deaf to better express themselves with each other, better integrate into and engage with the community, better self educate themselves and to provide resources for their family and friends to learn how to communicate with them.



## Zain Jordan.. Projects That Make Up An Ecosystem

Al-Basmah Prepaid Line

- Connecting the deaf to the deaf

Dedicated Call Center for the Deaf at Zain HQ

- Connecting the deaf to the call center

Video-Enabled Emergency Hotline

- Connecting the deaf to the Public-Security-Directorate

Technological Solution with Local Pharmacy Chain

- Connecting the deaf to needed specialized health care services

Ramz Mobile Application

- Connecting the deaf to the community of family and friends around them.

The 3D Online Assistive Avatar

- Connecting the deaf to a self educating online tool to surf through the web

## 1. “Al-Basmah” Video-Enabled Prepaid Line

### ESSENCE:

- Al-Basmah prepaid line with features tailored for the Deaf for the first time in Jordan.
  - Features include an abundance of minutes for video calls and option for bundling with devices.
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### IMPACT:

- Improves ability to get access to proper communication with each other and with family and friends who know sign language.
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### NEXT STEPS:

- All enhancements on the network will be applied on this line
- Provide access to latest assistive devices and hearing-aid devices and accessories at subsidized rates.

## 2. Dedicated Call Center For The Deaf At Zain HQ

- ESSENCE:**
- A dedicated call center for the deaf (1414)
  - Deployed video-enabled tablets to cater to Al-Basmah line customers and to answer inquiries related to Zain services.
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- IMPACT:**
- Allows Al-Basmah line customers access to better information and customized treatment for the services provided by Zain.
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- NEXT STEPS:**
- Take advantage of the hired and trained special cadre and expand the services provided by this call center to serve as their interpreter and translator whenever needed.

### 3. Video-Enabled Emergency Hotline

#### ESSENCE:

- A video-enabled hotline connected to the Public-Security-Directorate in partnership with HCD.
  - Al-Basmah Line can dial 114 for free to visually report crisis situations. This short code 114 was reserved from the TRC.
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#### IMPACT:

- Allows for direct and quick access to get in touch with the concerned directorate via video in emergencies.
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#### NEXT STEPS:

- Connection was developed fully
- All further enhancements will be taken care of by the Directorate in coordination with HCD.

## 4. Technological Solution In Partnership With Local Pharmacy Chain

- Partnered with the biggest pharmacy chain in Jordan to deploy special video-conference solution in all branches
- Firstly, a call center dedicated to cater for the deaf was established and technically setup by Zain in the pharmacy HQ.

### ESSENCE:

- The next step was to install video-conference terminals in all pharmacy branches and connect them to the call center via high-speed free connectivity solution provided by Zain.
- These terminals allow the pharmacists in the call center that know sign language to mediate between the pharmacist in the pharmacy and the walk-in deaf patient.



## 4. Technological Solution In Partnership With Local Pharmacy Chain

- IMPACT:**
- Encourages the deaf people's independence in the community.
  - Grants access to accurate health care information.
  - Enables the pharmacy to keep a record for the deaf patients.
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- NEXT STEPS:**
- Partnering with other pharmacies and health care providers such as clinics, doctors and hospitals to spread this mediation across the Kingdom.
  - Working on giving Al-Basmah Line customers access to the dedicated pharmacy call center for all their medicinal inquiries.

## 5. Ramz Mobile Application

- Partnered with Mind Rockets to launch Ramz Application
- ESSENCE:**
- Translates text and speech to Jordan based Arabic Sign Language instantly using friendly animated avatars.
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- IMPACT:**
- Avatars act as mediators –translate typing by family and friends to sign language to communicate with the deaf.
  - Avatars act as educators – the deaf persons’ family and friends can learn sign language in an easy way.
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- NEXT STEPS:**
- Zain’s partnership with Mind Rockets gave birth to the 3D Online Assistive Avatar which is explained in the 6<sup>th</sup> project of the ecosystem.

## 6. The 3D Online Assistive Avatar

**ESSENCE:** • A virtual interpreter that translates web content into sign language.

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**IMPACT:** • Allows access to a vast variety of content that was otherwise unreachable.  
• Enables self education by granting the independence of surfing the web on their own and going through content that interests them freely.

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**NEXT STEPS:** • Integrate this avatar on as many websites from all sectors to allow the deaf to surf the web as they please. The bigger the network, the more they have access to all sorts of webpages and information.

## Sustaining The Ecosystem

- The hired sign language professionals reached 25 employees.
- Training happens on a quarterly basis and involves Zain and pharmacy call center employees.
- Opportunity to hire employees from the deaf community to work in back-end customer support and to resolve walk-in cases for the Deaf in Zain Shop's.
- With the proper awareness of this whole ecosystem, this practice is self-sustaining where the Al-Basmah Line monthly subscription of 6 JDs (USD\$8.5) fully covers the costs entailed in the call center project.
- All other projects are fully funded by Zain and are being maintained on a regular basis for no extra cost.

## A Global Award Winning Initiative – GTB Innovation Awards

### Awards 2016

London, United Kingdom

Zain Jordan received the '2016 Global Telecom Business Innovation Awards' for its efforts to not only push the boundaries of mobile communications, but also reshape the future of innovation in Jordan and the Middle East.



**gtb** GLOBAL TELECOMS BUSINESS AWARDS 2016

**gtb** GLOBAL TELECOMS BUSINESS AWARDS 2016



Winners: Zain Jordan and Higher Council for Affairs of Persons with Disabilities



Zain Jordan



**A Short Film –**

**Adding Value to the Ecosystem by Engaging The Deaf  
Community in Jordan on Our Social Media Channels**

**Steps in achieving Zain's brand promise:  
A WONDERFUL WORLD**

