

2016

ANNUAL Report

www.hamiltonrelay.com



MassRelay

Let's talk.

The information in this document is considered Proprietary and Confidential.

1006 12th Street • Aurora, NE 68818 • Voice/TTY 800.618.4781 • 402.694.5101

Report provided by:

That's what I'm talking about



TABLE of Contents

Executive Summary	1
Highlights	2
25 Years of Service	2
Innovations	3
Service Area Map	4
Culture Training	5
Industry Changes	6
Procedural Changes	6
CTS Operations	6
CapTel Updates	6
Third Party Quality Assurance TRS Testing	7
Third Party Quality Assurance Captioned Telephone Testing	8
Quality and Answer Performance	8
Relay Outreach	9
Awards	9
Marketing	10
Outreach Report	11
Outreach Activities	12
Statistical Reports	13
Customer Care Summary	13
TRS	13
CapTel	14
Statistical Reports	15
Massachusetts TRS	15
Massachusetts CapTel	17
Traffic Projections	19

EXECUTIVE Summary

The past year has been a year of celebration and growth for Hamilton Relay. We've added a new state contract, renewed long-standing contracts, expanded our centers, added a Captioned Telephone solution for people in the workplace and celebrated our 25th Anniversary.

Over the past year, we took every opportunity to celebrate our 25th Anniversary with as many of our staff and consumers as we could. We celebrated at each of our relay centers, and each outreach coordinator held community celebrations in each state we serve.

It is truly an honor to be a Hamilton Relay employee and to have the opportunity to serve customers across the nation. As I think about what 25 years means to me, this is a time to look back and celebrate 25 years of milestones - the advancement of technology, the relationships with people who use our service and embracing change while being consistent to our mission statement and our commitment of quality to the people we serve.



The account management team celebrating our 25th Anniversary.

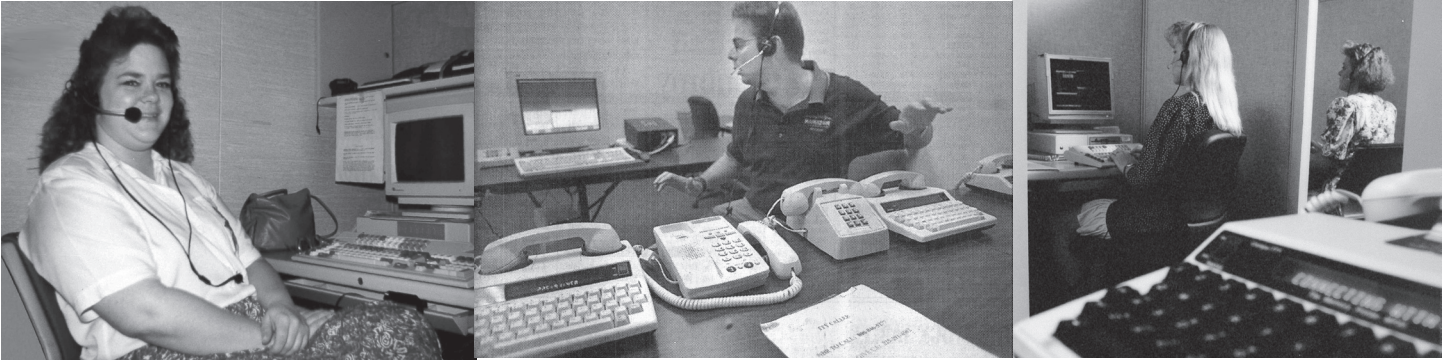
This year, every task, every investment and every function supported two main goals: regulatory compliance and consumer satisfaction. We hope as you read through our annual report that our commitment to those goals shines through.

I'm grateful to have a fantastic team supporting and working toward a consistently high quality of service. We look forward to another year of growth and success.

- Beth Slough, Director of Account Management and Compliance Manager



25TH Anniversary



Letter from John and Dixie

This year marks a milestone in the history of Hamilton Relay and our parent company, Hamilton Telecommunications. For 25 years, Hamilton Relay has provided high quality telecommunications relay services for individuals who are deaf, hard of hearing, deaf-blind or have difficulty speaking.

From our beginning in 1991, Hamilton Relay, a division of Hamilton Telecommunications, was founded to provide Traditional Relay Services on a contract basis. Over the years, we have expanded our services and today we provide Traditional Relay and Captioned Telephone Services through more than 24 contracts to 18 states, the District of Columbia and the Island of Saipan. Hamilton also provides Internet-based Captioned Telephone solutions nationwide.

We are proud to continue a tradition of top quality, reliable service and unmatched customer care support while striving toward innovative communication solutions.

We are grateful to all of the people that have made the last 25 years a success. Thank you for being a part of our journey. We couldn't be more excited for what is to come!

- John Nelson, President of Hamilton Relay

- Dixie Ziegler, Vice President of Hamilton Relay



INNOVATIONS

CapTel For Business

Hamilton Relay and Tenacity, Inc. introduced a captioned telephone solution for business professionals who have difficulty hearing on the phone. With Hamilton CapTel for Business, Interconnected by Tenacity, employees with hearing loss can listen while reading word-for-word captions of what's being said on a business phone. The result is reduced frustration during business calls and greater productivity.

Hamilton CapTel for Business, Interconnected by Tenacity, provides employers with a solution for telecommunications access which meets the accommodations standards in the Americans with Disabilities Act (ADA). The solution seamlessly integrates into existing Cisco VoIP networks and utilizes features built into the Cisco Unified Communications Manager.



TRS Platform

Technical enhancements that were part of our new supervisor console allowed for more redundancy by improving our ability to automatically failover. Other enhancements include more robust staffing oversight of log-in and queuing.



**Hamilton CapTel®
for Business**

Interconnected by Tenacity™

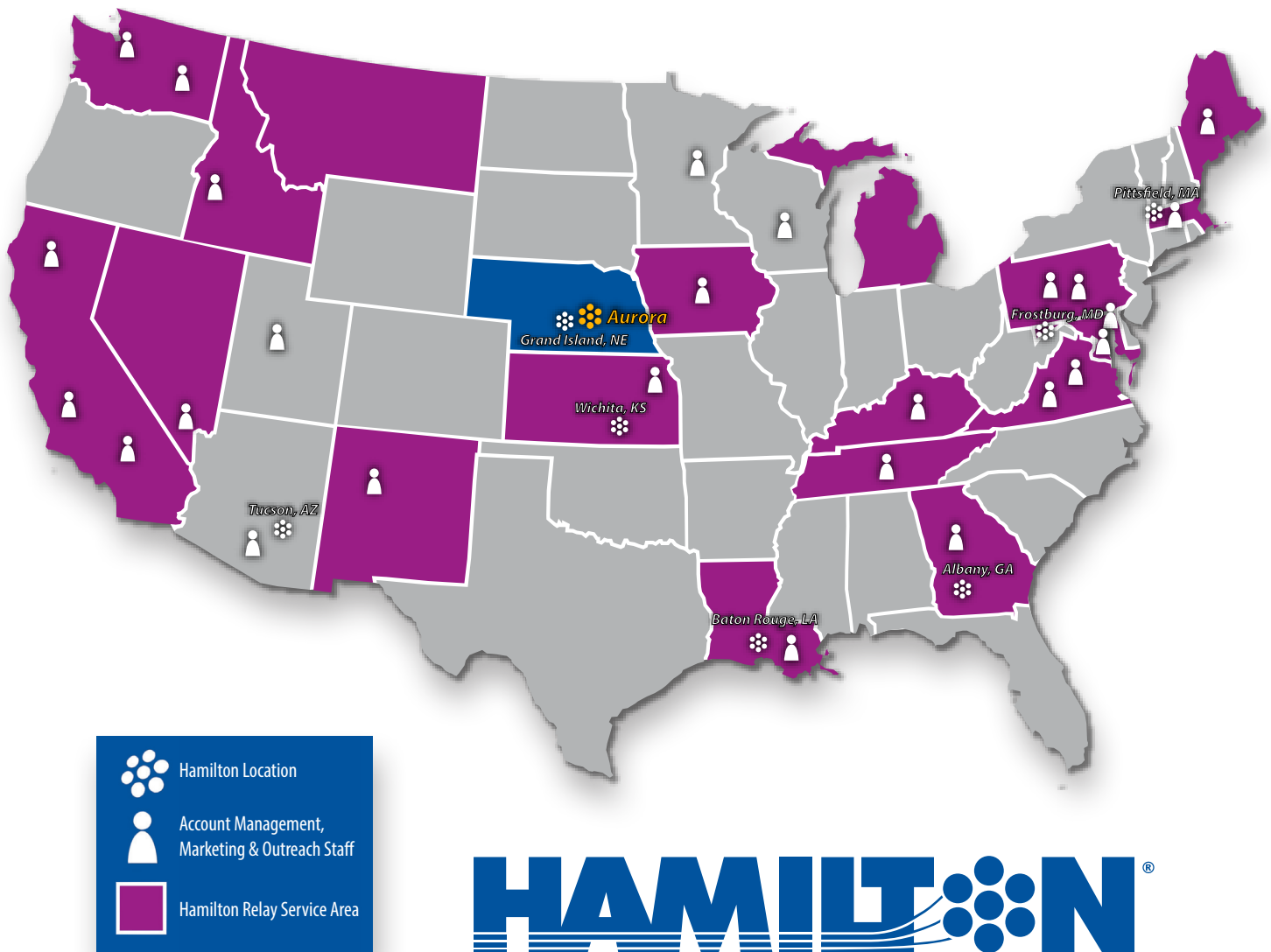
Data Centers

We continue to modify and optimize our current virtual infrastructure to not only become more efficient and automated but to also implement security best practices as they evolve.

Automated Quality Assurance System

There are a series of monitorings and tests that each Operator (OPR) are required to pass. In the past, tracking this has been a labor-intensive process. Our new Quality Assurance System (QAS) will automate and help identify trends in OPR performance.

SERVICE Area Map



Connecting lives for 25 years, Hamilton Relay is now providing TRS and CapTel services through **24 contracts in 18 states, the District of Columbia and the Island of Saipan.**

CULTURE Training

Hamilton Relay is dedicated to educating our employees about the Deaf, Deaf-Blind, Hard of Hearing and Late-Deafened communities and their cultures, as well as individuals who experience difficulty speaking so that we may better serve those who use our services.

We provide culture training to new staff when they join our team. Operators participate in 20 hours of training during their new-hire training and have 12 hours of ongoing training throughout the year.

Training modules include a wide variety of topics and methods including presentations, videos and activities. One module we use this past year was Deaf Deaf World, which provides trainees with first-hand experience on how to communicate in a variety of settings. Our staff truly enjoy the variety of modules included in our culture training.



Pictured above is one of several training sessions that take place throughout the year.

INDUSTRY Changes

Procedural Updates

In order to provide the highest quality TRS service to our customers, we continually review our procedures, often asking our consumers for their input and feedback. Over the past year, this feedback prompted a number of changes that we believe have enhanced our services. We will continue to review and refine our procedures in an effort to continually provide the most functionally equivalent service possible.

- **Free Long Distance/Equal Access Waiver** - Because of the waivers granted by the FCC, Hamilton will provide long distance service to relay users at no cost. Exceptions include, calls from inmates at correctional facilities, calls placed from payphones, call placed to and from international locations and calls placed to Directory Assistance.
- **911 Procedure** - If a relay user asks for the "Police" or states "I need help", the OPR will voice or type "DO YOU NEED 911?" We believe this will provide clarity for the OPR because of the various interpretations of a statement like "I need help".

CTS Operations

We continue to see growth in Hamilton CapTel call processing, adding CapTel seats and expanding our centers. CTI opened new centers this year in Tampa, Florida and Appleton, Wisconsin.

We place a large focus on CapTel quality, following the same process for measuring speed and accuracy as CTI does. All CapTel CAs are required to pass speed and accuracy tests to transcribe verbatim at a minimum of 125 words per minute at 98% accuracy before they are allowed to take production calls.

Each CA is regularly monitored and scored on call quality. CAs meet with their supervisor to review their monitoring scores and discuss ways to improve their performance.

In addition, a CapTel CA must re-qualify each month in order to continue processing production calls by passing the speed and accuracy tests. Should a CA fail the monthly qualification they will be removed from captioning calls until they can pass the speed and accuracy tests.

CapTel Updates

Hamilton has worked to ensure that current CapTel users have been kept up-to-date with the latest software updates this past year. Users of the CapTel 2400i phones were provided with the following updates:

- **New Feature - Bluetooth® Connectivity:** Users can connect their own Bluetooth-compatible headset, neckloop or other Bluetooth assistive listening device to enjoy "hands-free" calling and benefit from the features of their Bluetooth-enabled device.
- **New Button - Speakerphone (replaces "Tone" button):** Provides quick one-touch access to the Speakerphone feature. Users can still adjust the Tone control using the touch-screen menu.
- **Revised Audio Jack access - 3.5mm connection:** Provides 3.5mm audio jack to accommodate contemporary devices with both outgoing audio and incoming microphone/voice. The 2.5mm jack has been removed.

QUALITY

Third Party Quality Assurance TRS Testing

To ensure that calls are processed accurately and efficiently, Hamilton continually conducts both blind and standardized tests of every Operator (OPR). Blind testing is performed for each of our Relay Centers by Cositics (a well-respected auditing firm who is experienced in evaluating relay performance), in addition to internal testing by Hamilton, and in many cases by the states we serve.

Cositics conducts an annual independent comparative study of the major Relay Service providers in the U.S. The Performance Index measures agent accuracy, typing speed and the overall customer experience using objective Key Performance Indicators (KPI). The providers are then stack-ranked based on their score in each performance category, or KPI. Cositics annual National Relay Service Competitive Index provides Relay Service companies with insight and competitive intelligence to compare their performance to that of other relay service providers.

We ask you to recognize the level of “Outstanding Call Quality” that Hamilton provides as shared below.

Based on the results of the 2016 Index, Hamilton is proud to announce they lead the industry in the following categories:

Leading the Industry in Average Typing Speed & Overall Accuracy

In the following KPIs, Hamilton scored "Best in Category":

- Average typing speed
- Typed accuracy at 97.5% (this while typing at an average of 87.3 WPM)
- Total number of calls with over 95% accuracy
- Percentage of calls typed at or above 95% accuracy and 60 plus WPM
- Lowest average number of words added or changed per call
- Lowest average number of words missing per call - with an average of 0.3 missing words per call
- Lowest average number of spelling errors per call
- Average spoken accuracy with an amazing 99.9%
- Average number of calls with spoken accuracy over 95%: 100% of Hamilton calls were at a spoken accuracy rate of over 95%
- Overall accuracy
- Passed calls (tied)

Note: One or more providers may be within the margin of error.

Hamilton goes to great lengths to ensure outstanding Quality of Service. Year over Year independent test results show Hamilton sets the pace in many key performance categories.

In a comparison of the past three National TRS Indexes, Hamilton improved its scoring every year in the following KPIs:

- Average typing speed
- Percent of calls at or above 60 words per minute
- Number of calls at 95% accuracy and 60 words or more per minute
- Overall Customer Care

Third Party Quality Assurance Captioned Telephone Testing

As an additional and important quality control tool, Hamilton utilizes Cositics to provide third-party, independent evaluations of its Captioned Telephone service. In addition to an annual index, Cositics provides a monthly evaluation of the overall quality and performance of the Captioning Assistants (CAs) who provide captioning services for Hamilton. Cositics places test calls in which it evaluates twenty Key Performance Indicators (KPI) on every test call; ranging from incorrect additions, missing details, missing sentences, spelling errors, words changed or missing, to total errors.

We thoroughly analyze the results of these monthly reports to not only see how we stack up against other captioning services but more importantly, to ensure that we continue to provide the quality service our customers are used to receiving. We closely monitor these reports as we continue to look for areas where we might be able to improve.

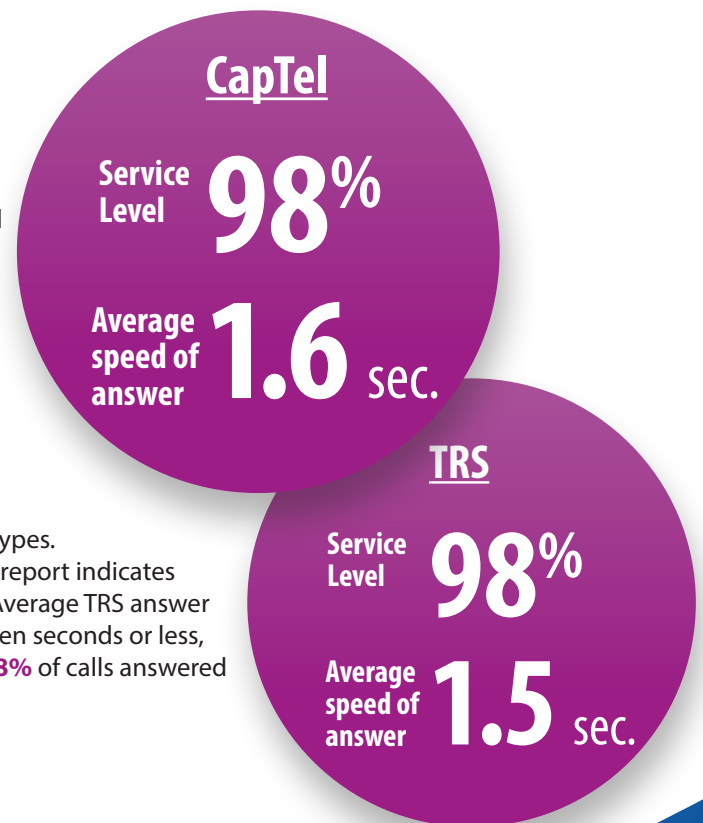
Month after month, CapTel service, including overall captioning accuracy, continues to significantly exceed that of other CTS providers.

These monthly tests are designed to measure the customer experience and are a testament to the commitment Hamilton has to providing the best customer experience possible.

Quality & Answer Performance

With the belief that quality is of the utmost importance, we constantly monitor our OPRs in areas such as proficiency and professionalism, typing speed and accuracy, procedures, language, voice quality, decorum, and professional knowledge and skills.

- Two evaluations are completed on each OPR monthly; one formal call evaluation in which the call is observed from start to finish, and one informal evaluation.
- A Formal Audit is performed on each OPR every month and consists of an observation and scoring of a scripted call from beginning to end.
- All monitorings are documented and feedback is shared with the OPR so that areas of improvement can be identified and the progress of the OPR can be tracked. This information is also used during quarterly trainings which focus on improving areas of weakness and review of new call procedures and infrequent call types.
- The Performance Averages Report that appears at the end of this report indicates outstanding answer performance throughout the contract year. Average TRS answer seconds for the year were **1.5 with 98%** of the calls answered in ten seconds or less, and average CapTel answer seconds for the year were **1.6 with 98%** of calls answered in ten seconds or less.



RELAY Outreach

Hamilton Relay once again recognized outstanding leaders within the Commonwealth of Massachusetts with its annual scholarship and leadership awards. Hamilton presented the following individuals with their respective awards for outstanding leadership in their communities:



High School Scholarship Award Winner
Robert Scalfani Jr.



Deaf Community Leader Award Winner
Betsy McCarthy



Deaf Community Leader Award Winner
Lee Nettles

**Award
Winners**

Marketing

MassRelay
Let's talk.

Now it's your call...
anytime, anywhere with
MassRelay Service.

MassRelay Service makes
conversations possible
who are deaf, hard of
or have difficulty spea

www.h

See what they say* with
Captioned Telephone

Captioned Telephone (CapTel) allows
individuals who have difficulty hearing
on the phone to listen while reading
captions of what's said to them.

MassRelay
Let's talk.

Mass.gov/MassRelay

MassRelay Speech-to-Speech (STS)

Speech-to-Speech relay service is especially useful for individuals who have difficulty speaking or being understood on the phone.

Speech-to-Speech relay involves specially trained Communication Assistants (CAs) who are familiar with a wide variety of speech patterns of callers with central palsy, stroke complications, voice disorders, or other speaking difficulties. The CA repeats the STS user's side of the telephone conversation as needed, to ensure that the entire conversation is understood.

Making a call:

1. Dial 7-1-1 and request STS, or dial the toll-free STS relay number for MassRelay, 1-888-645-9870.
2. Give the CA the number to call.
3. The CA will ask the STS user about his/her call preferences relating to repeating either everything the STS user says or remaining in the background until assistance is requested.
4. The STS user may provide any other special instructions to the CA during the call.
5. Upon request, the CA will repeat three- to four-word phrases to ensure the entire conversation is understood.

Tips for STS Users

- You are in charge of your call. You may request a male or female CA, and as long as one is available, your request will be honored.
- Give the CA as much information as possible about your call prior to the CA dialing. For example, if you know you are calling an automated system that requires you to select from a number of options, let the CA know which options you want before the call is placed.
- Once the call is connected, everyone on the call will be able to hear each other. You can choose whether or not the person on the other end hears your voice.
- It is helpful if you pause while the CA repeats what you've said.
- You or the person you are calling may request that the CA remain in the background. If you need the CA to begin repeating what you've said at any time during the call, you must request the CA to do so. This approach is especially helpful when calling family, friends or others who may be familiar with your speech.
- If you reach an answering machine, the CA will get your full message and then call back to leave that message.
- Do not be concerned with the length of time a call may take. There is no time limit and you may make as many consecutive calls as you like.

To learn more about Speech-to-Speech:
Please contact Customer Care at 1-800-720-3479 (Voice) 1-800-720-3480 (TTY) or visit www.Mass.gov/MassRelay.

HAMILTON relay

Copyright © 2016 Hamilton Relay. All rights reserved.

MassRelay
Let's talk.

Make the Call with MassRelay
— Just Dial 7-1-1

Speech-to-Speech and Hearing Carry Over services, provided by MassRelay, make it possible for individuals who have difficulty speaking or being understood over the phone to communicate with family, friends and businesses.

Mass.gov/MassRelay

Contact us today to learn more!
800.720.3480 (TTY) • 800.720.3479 (Voice)
customerservice@massrelay.com

Equipment and standard long distance charges may apply. Copyright © 2016 Hamilton Relay. All Rights Reserved.

Difficulty hearing over the phone?

Captioned Telephone (CapTel) allows you to listen to your phone conversations while reading captions of what's said to you.

MassRelay
Let's talk.

To learn more about this no-cost* service:
Call 888.269.7477 • Mass.gov/MassRelay

The captioning service is provided at no cost. CapTel is a registered trademark of Ultratec, Inc. Equipment and standard long distance charges may apply. Copyright © 2016 Hamilton Relay. All Rights Reserved.

In addition to presentations, meetings and exhibits, the Community Relations Manager, **Moir Hennessey**, utilized flyers, Facebook and videos to promote MassRelay.

Throughout the year, MassRelay held more than **160 outreach activities** and reached more than **9,200 people** with information about relay services available to them through MassRelay.



**Social
Media**

Outreach Highlight Story

"In April, I presented to a group at La Alianza, which is an all Spanish-speaking adult day health center in Boston. Ronnie, my co-presenter from MassEDP, and I were able to educate the group about the services available. They were all amazed to find out that they could access amplified and captioned telephones that would help them communicate better. The group was very interactive and asked wonderful questions. We were grateful to connect with this group and provide them with practical telephone solutions."
- Moira Hennessey

Outreach Report

• Town Hall Meeting

Moira collaborated with the Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH) to host a town hall meeting in Berkshire County. The goal was to reach out to a more remote part of the state. Moira was able to build new contacts in the community and bring awareness to the professionals who attended the meeting.

• Relay Friendly Business (RFB)

Moira performed several training sessions for Harbor Community Health Centers in the Boston area, Plymouth and Cape Cod. Staff at each location learned how to place and receive relay calls. She also trained them how to use their TTY to ensure they were properly answered. Moira also performed follow-up training at the Caring Health Center in Springfield and promoted RFB with the Lions Club and Rotary Club.

• Events

Moira presented information at several associations and exhibited at numerous events, which included health fairs, senior fairs and civic organizations.

Notable Events include:

- VNA Health Care Health Fairs
- Clarke School for Hearing and Speech Conference
- Children's Hospital Conference
- MCDHH State House Day

• Captioned Telephone Service

Moira provided presentations at senior centers, senior living facilities, housing authorities, elder services, veterans groups and hearing loss groups. She also performed home visits for customers for both installations and troubleshooting.

• Speech-to-Speech Service

To share information about Speech-to-Speech service, Moira shared at presentations and exhibits, as well as field visits. She spoke to Speech Language Pathologists, Occupational Therapists and Nurses at professional events. She also connected with consumers at the Brain Injury Conference, Neurorehabilitation Conference and Independent Living Conference.

• Partnerships

The Community Relations Manager partnered with a variety of agencies and organizations that allowed her to share contacts and events with each other throughout the year.

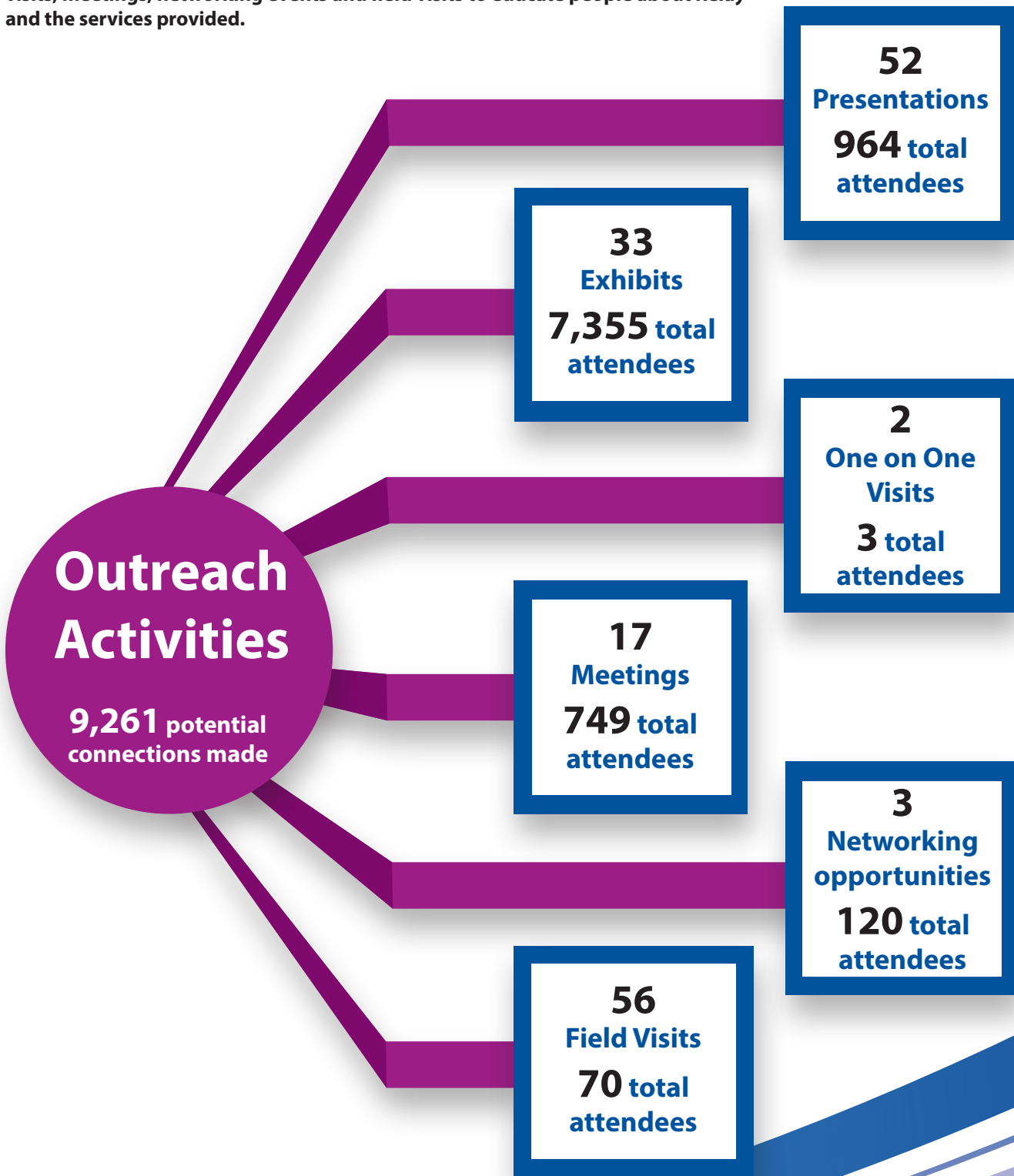
- MassEDP
- State 911 Department
- Massachusetts Commission for the Deaf and Hard of Hearing
- Hearing Loss Association of America

• Target Audiences

- Seniors
- Veterans
- Businesses
- Civic Organizations
- Parkinson's Groups
- Brain Injury Associations

Outreach Activities

The Community Relations Managers for MassRelay, Moira Hennessey and Courtenay St. Germain, were very busy this year doing many presentations, exhibits, one on one visits, meetings, networking events and field visits to educate people about Relay and the services provided.

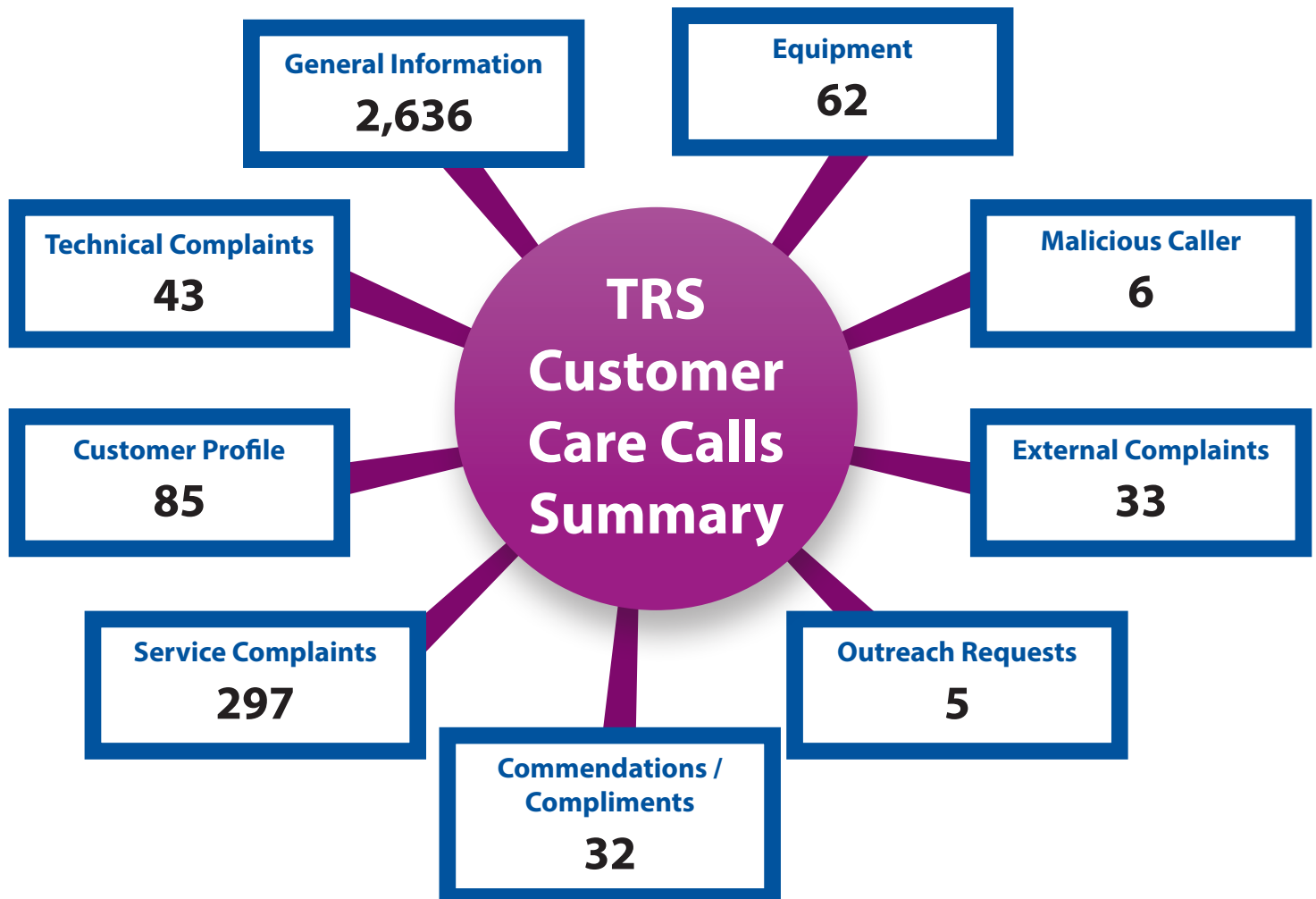


STATISTICAL Reports

TRS Customer Care Summary

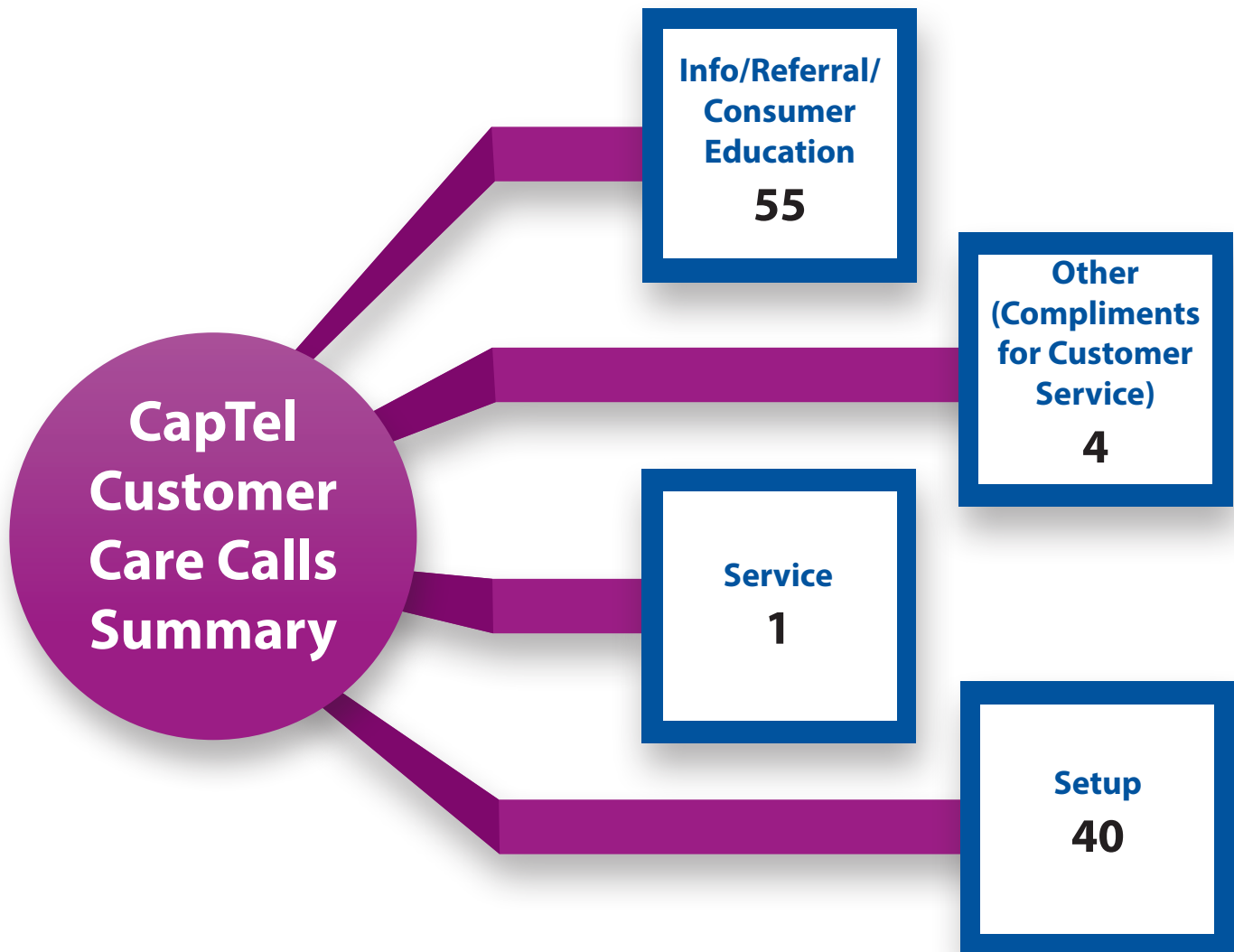
Every call that comes into MassRelay Customer Care, as well as comments sent via fax, letter or email, is logged into Hamilton's Customer Care database. We received a total of **3,199 inquiries** to Customer Care from January 1, 2016 through December 31, 2016. The majority of the legitimate calls to Customer Care were requests for information on equipment.

Note: MassRelay received 306 complaints from two STS relay users who have had difficulty with MassRelay STS procedures and processes. This accounts for 90% of all internal complaints. Customer Care personnel and Hamilton Relay Management have spoken with these users on numerous occasions to assist, but they still do not fully understand relay service. Customer Care, Outreach and Account Management staff will continue to work with these users.



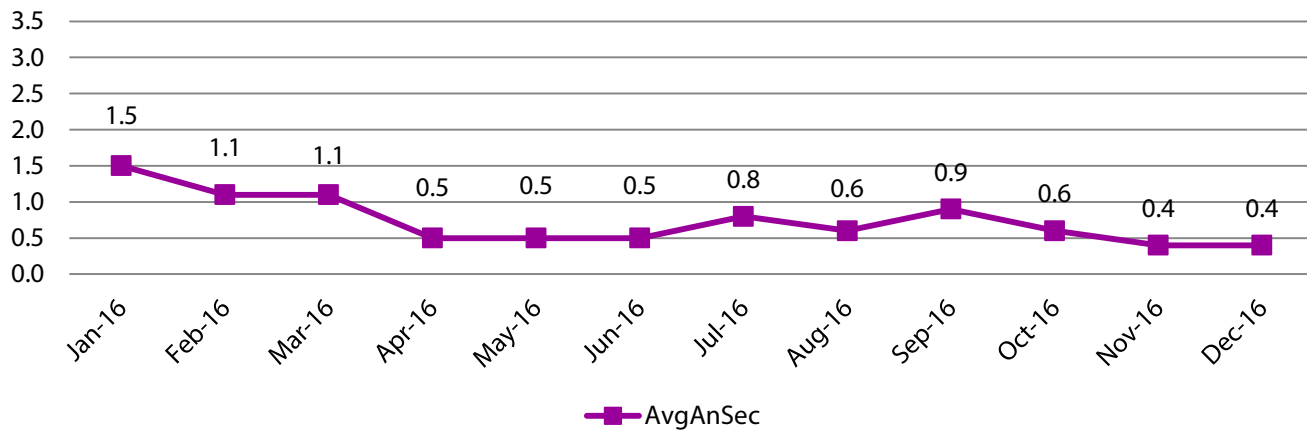
CapTel Customer Care Summary

Every call that comes into CTI Customer Care from a Massachusetts consumer is tracked. CTI received a total of **100 inquiries** to Customer Care from January 1, 2016 through December 31, 2016.

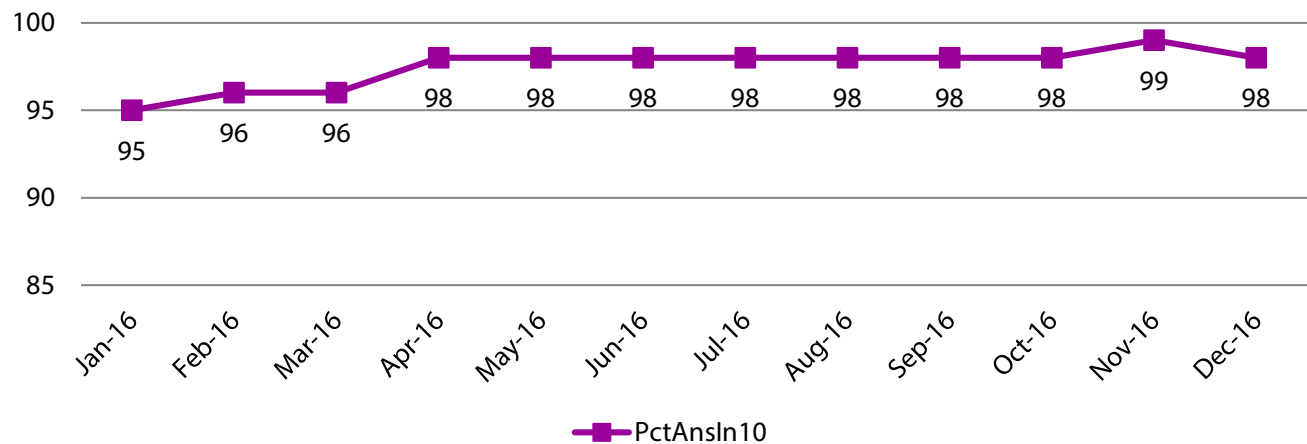


TRS Monthly Performance Averages

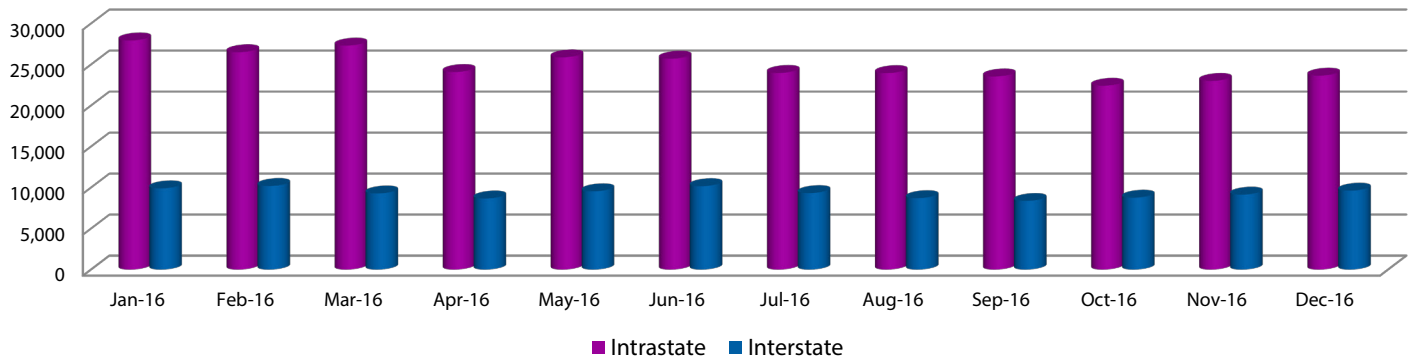
Average Answer Seconds



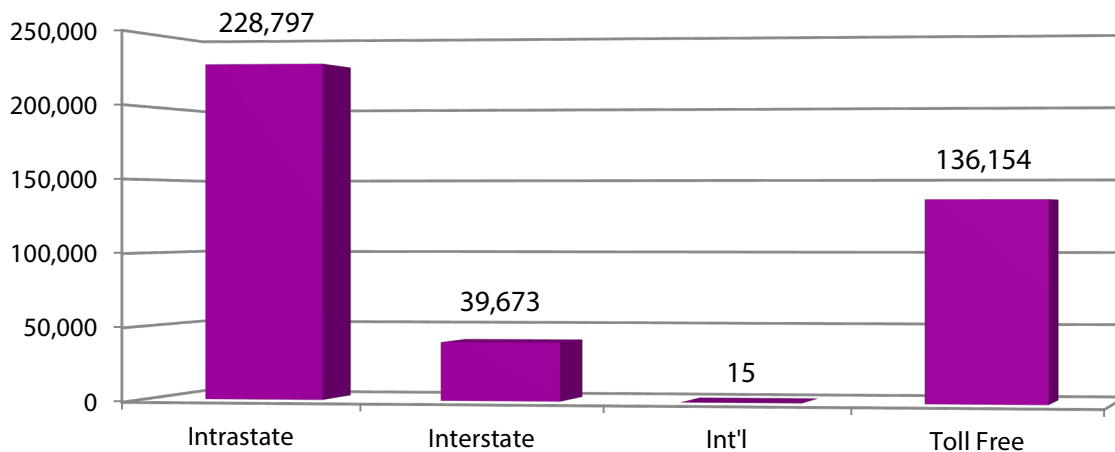
Percent Answered in 10



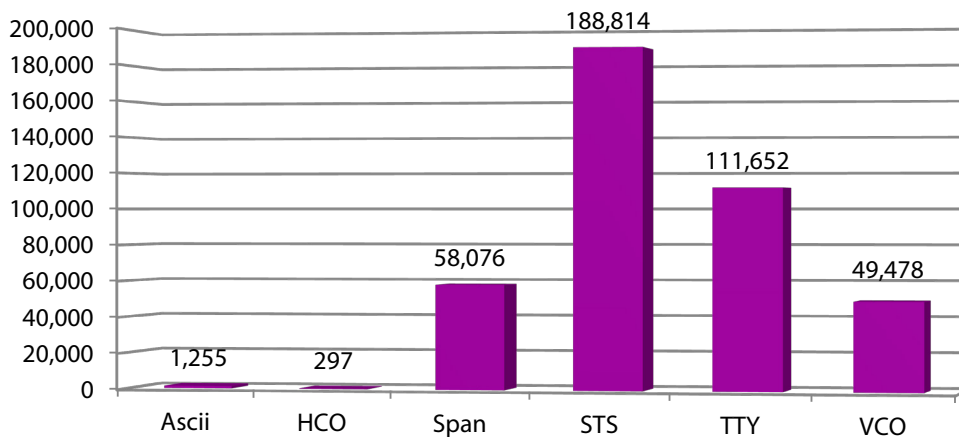
TRS Total Intrastate and Total Interstate Conversation Minutes



TRS Conversation Minutes by Jurisdiction

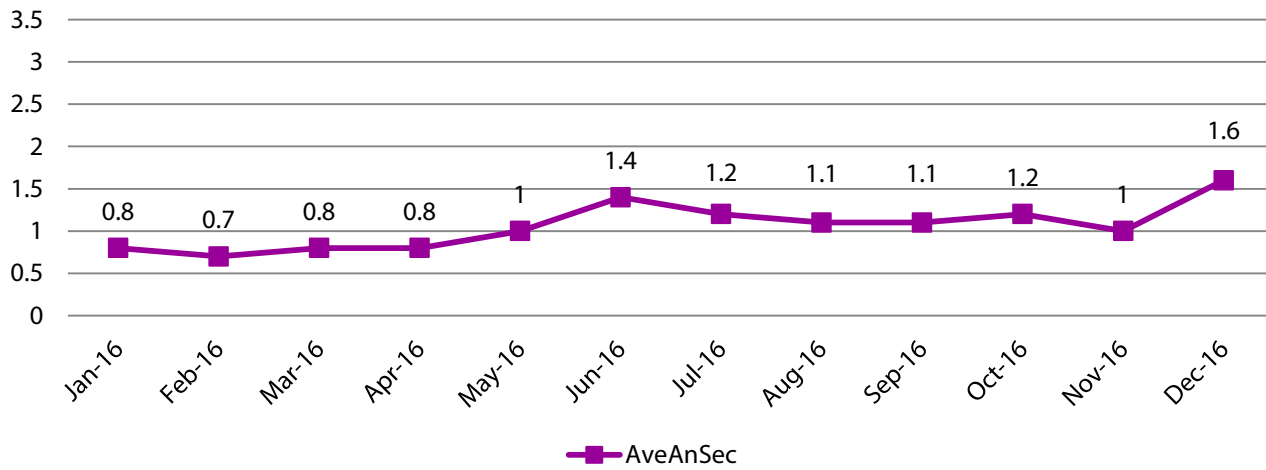


TRS Conversation Minutes by Inbound Method

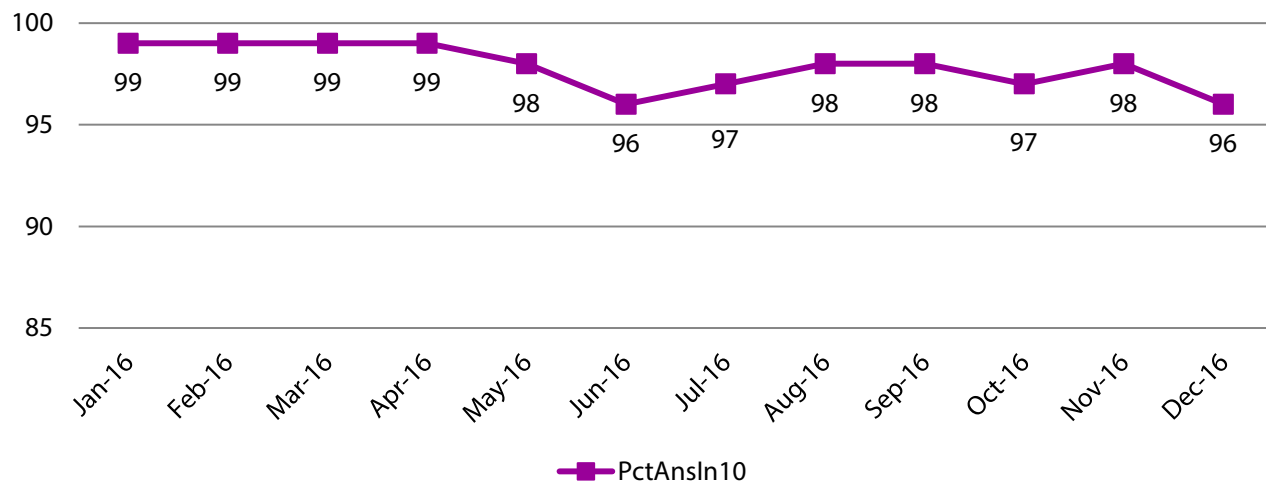


CapTel Performance Averages

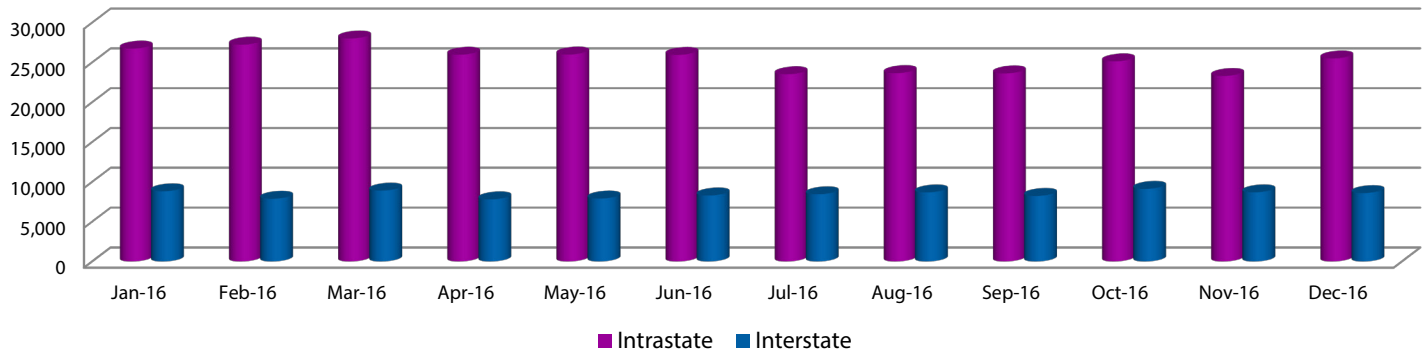
Average Answer Seconds



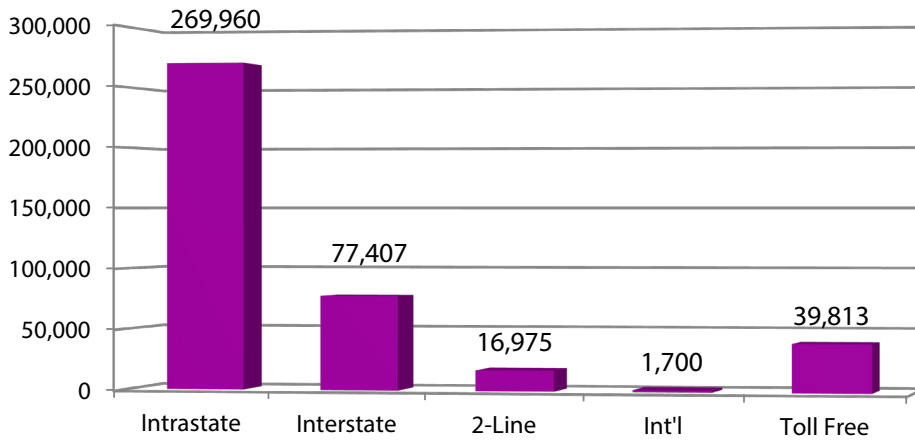
Percent Answered in 10



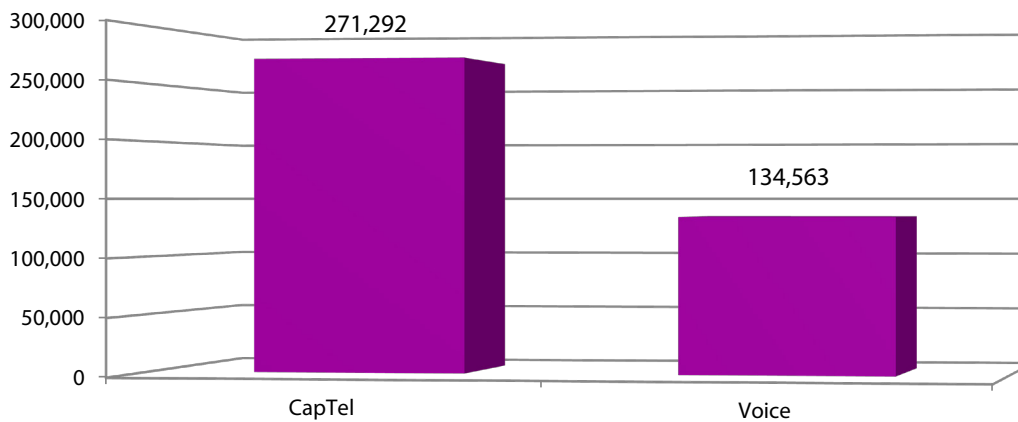
CapTel Total Intrastate and Total Interstate Conversation Minutes



CapTel Conversation Minutes by Jurisdiction

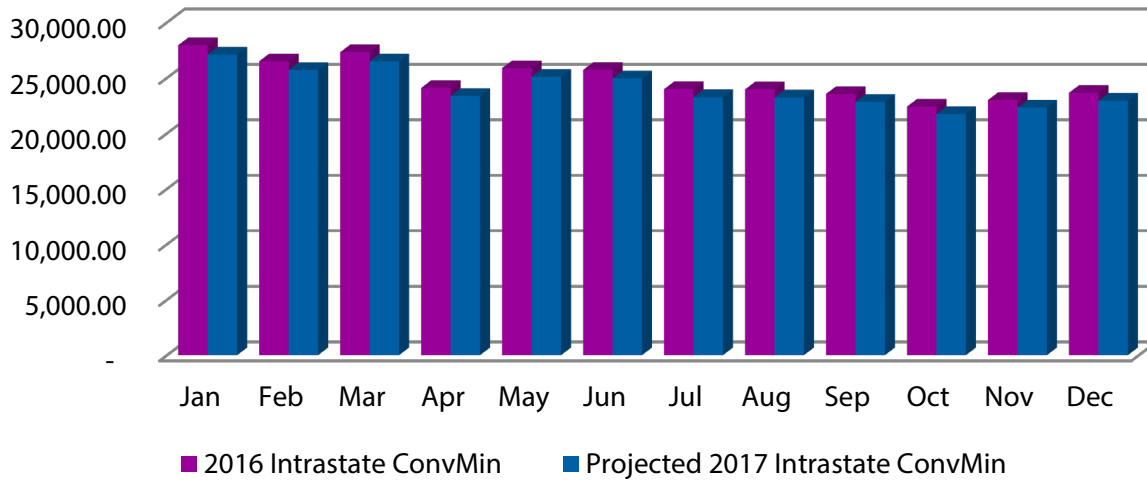


CapTel Conversation Minutes by Inbound Method

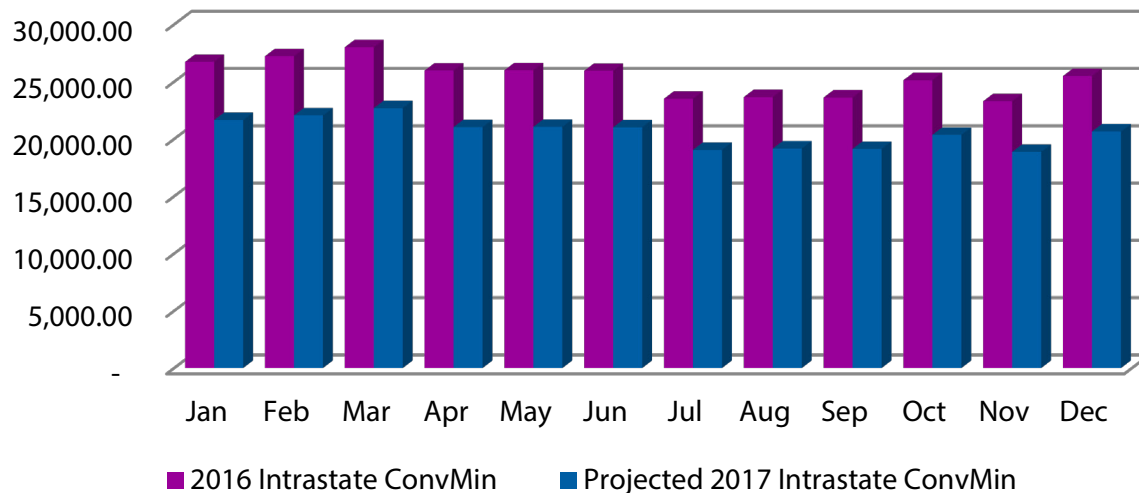


Traffic Projections

TRS Intrastate Conversation Minutes



CTS Intrastate Conversation Minutes



Cost Projections

	Projected Minutes	Rate	Estimated Cost
TRS	288,992.83	\$1.845	\$533,191.77
CTS	246,706.86	\$3.395	\$837,569.79
Outreach			\$50,000.00
Total			\$1,420,761.56