

ASL Services Holdings, LLC.
Headquarters
3700 Commerce Blvd.
Kissimmee, FL 34741



Via Electronic Comment Filing Submission (ECFS)

November 9, 2012

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: ASL Services Holdings, LLC Annual Compliance Report, Structure and Practices of the Video Relay Service Program, CG Docket No. 10-51; Telecommunications Relay Services and Speech-to-Speech Services for Individuals with Hearing and Speech Disabilities, CG Docket No. 03-123

Dear Secretary Dortch:

Pursuant to Section 64.606(g) of the Commission's rules, 47 C.F.R. §64.606(g), ASL Services Holdings, LLC¹ ("ASL") is pleased to submit its initial *Annual Compliance Report*, attached. By this submission, ASL demonstrates and certifies its continued compliance with the Commission's Mandatory Minimum Standards for the provision of Telecommunications Relay Service Fund ("Fund") eligible Internet-based video relay services ("VRS").

ASL has achieved great success in establishing itself as a premier VRS provider not only in Spanish speaking communities but with the public generally. The Company has excelled in providing subscribers and the public with a level of personalization, language sensitivity, and professionalism that have contributed to an enhanced calling experience, while ensuring that ASL strictly complies with its obligations as a Fund eligible provider, as detailed in the attached Report.

¹ Providing VRS as "GraciasVRS," in accordance with Commission rules.

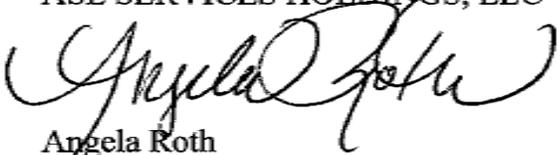
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Request for Confidential Treatment. Pursuant to Section 0.459 of the Commission's rules,² and "Exemption 4" of the Freedom of Information Act,³ ASL respectfully requests confidential treatment of the confidential version of its *Annual Compliance Report*. The confidential version contains proprietary information not intended for public consumption. ASL would not make such information public under any circumstance. Release of the confidential version of its *Annual Compliance Report* to the public could cause ASL irreparable and inestimable harm. ASL requests that the confidential version of its *Annual Compliance Report* be withheld from public inspection, accordingly. Should disclosure of the confidential version of its *Annual Compliance Report* be requested, ASL requests that it be informed of such request so that ASL may take appropriate action to safeguard its interests.

Thank you for your attention to this matter. Questions may be directed to the undersigned.

Sincerely,

ASL SERVICES HOLDINGS, LLC



Angela Roth
Managing Member

Attachment

cc: Ms. Karen Peltz Strauss (via electronic delivery, Karen.Strauss@fcc.gov)
Mr. Greg Hlibok (via electronic delivery, Gregory.Hlibok@fcc.gov)

² 47. C.F.R §0.459.

³ 47 C.F.R.§0.457(d). *See National Parks and Conservation Ass '11. v. Morton*, 498 F.2d 765, 770 (D.C. Cir. 1974) ("National Parks"); Southern Company Request for Waiver of Section 90.629 of the Commission's Rules, 14 FCC Rcd. 1851,1860 (1998).

**ASL Services Holdings, LLC
Annual Compliance Report**

I. INTRODUCTION

Pursuant to Section 64.606(g) of the Commission's rules, 47 C.F.R. §64.606(g), ASL Services Holdings, LLC ("ASL") is pleased to submit its initial *Annual Compliance Report* ("Report").⁴

This Report demonstrates ASL's continued compliance with the Commission's Mandatory Minimum Standards ("MMS") for the provision of Internet-based video relay services ("VRS").

ASL is a privately-held woman and minority-owned Florida limited liability company. ASL is also an Interpreter-owned and operated VRS company currently operating within the industry. ASL employs trilingual (English, Spanish and American Sign Language) interpreters with strong ties to the Deaf and Hard-of-Hearing community. ASL currently serves thousands of individuals with speech or hearing impairments, including underserved Spanish-language users.

ASL submits this initial Report demonstrating that the Company meets and/or exceeds the MMS for the provision of Fund eligible VRS. In the past year, ASL has applied its unique trilingual, skill set⁵ to interpret more than [redacted] calls representing more than [redacted] conversation minutes. ASL has experienced a steady increase in call volumes representing a [redacted] percent growth rate since first providing services. ASL has hired a highly experienced Vice President of Operations who has begun enhancing operational effectiveness, broadened its [redacted] outreach efforts, and been recognized for its exceptional service-driven orientation to subscribers and the public.

As authorized under Section 64.606(g)(1), the following Report updates compliance information, where applicable. Otherwise ASL certifies that there are no changes to the information and documentation submitted with its Application for certification.⁶ A certification of the truthfulness, accuracy, and completeness of this Report by its Managing Member, serving in the capacity of President and Chief Executive Officer is attached pursuant to Section 64.606(g)(2).

⁴ *Notice of Conditional Grant of Application of ASL Services Holdings, LLC for Certification as a Provider of Video Relay Service Eligible for Compensation from Interstate Telecommunications Relay Service Fund*, CG Docket No. 10-51, *Public Notice*, DA 11-1902 (November 15, 2011).

⁵ American Sign Language, Spanish, and English.

⁶ *See, e.g. In the Matter of Structure and Practices of the Video Relay Service Program*, CG Docket No. 10-51; *Telecommunications Relay Services and Speech-to-Speech Services for Individuals with Hearing and Speech Disabilities*, CG Docket No. 03-123, *Application Of ASL Services Holdings, LLC* (September 6, 2011)(*Supp.* November 9, 2011)[*"Application"*]. Between August 6 and 10, 2012 and again between August 13 and 15, 2012, ASL's VRS operations, call centers, and MMS compliance were audited by the accounting firm of Clifton Larson Allen on behalf of the Fund administrator. The audit results confirmed that ASL remains compliant with Commission regulations. The Company is implementing the auditor's recommendations for further operational enhancements. The results of ASL's audit have been provided to the Commission and are now a matter of record with the Commission.

II. SECTION 64.606(a)(2) UPDATE

ASL provides the following updates to the information contained in the Company's Application, as cited, pursuant to Section 64.606(a)(2) of the Commission's rules, 47 C.F.R. §64.606(a)(2):

(i) A description of the forms of Internet-based TRS to be provided (i.e., VRS, IP Relay, and/or IP captioned telephone relay service);

There is no change in ASL's provision of VRS services as a conditional Fund eligible provider; Application page 8.

(ii) A detailed description of how the applicant will meet all non-waived mandatory minimum standards applicable to each form of TRS offered, including documentary and other evidence, and in the case of VRS, such documentary and other evidence shall demonstrate that the applicant leases, licenses or has acquired its own facilities and operates such facilities associated with TRS call centers and employs communications assistants, on a full or part-time basis, to staff such call centers at the date of the application. Such evidence shall include, but not be limited to:

(A) In the case of VRS applicants or providers,

(1) Operating five or fewer call centers within the United States, a copy of each deed or lease for each call center operated by the applicant within the United States;

No change. ASL continues to operate three call centers; Application page 9, Exhibit A.

(2) Operating more than five call centers within the United States, a copy of each deed or lease for a representative sampling (taking into account size (by number of communications assistants) and location) of five call centers operated by the applicant within the United States, together with a list of all other call centers that they operate that includes the information required under §64.604(c)(5)(iii)(N)(2);

Inapplicable.

(3) Operating call centers outside of the United States, a copy of each deed or lease for each call center operated by the applicant outside of the United States;

Inapplicable. ASL does not operate call centers outside of the U.S.; Application page 9.

(4) A description of the technology and equipment used to support their call center functions-including, but not limited to, automatic call distribution, routing, call setup, mapping, call features, billing for compensation from the TRS Fund, and registration-and for each core function of each call center for which the applicant must provide a copy of technology and equipment proofs of purchase, leases or license agreements in accordance with paragraphs (a)(2)(ii)(A)(5) through (7) of this section, a statement whether such

technology and equipment is owned, leased or licensed (and from whom if leased or licensed);

No change. Application page 10, Exhibit B.

(5) Operating five or fewer call centers within the United States, a copy of each proof of purchase, lease or license agreement for all technology and equipment used to support their call center functions for each call center operated by the applicant within the United States;

No change; Application page 10, Exhibit C.

(6) Operating more than five call centers within the United States, a copy of each proof of purchase, lease or license agreement for technology and equipment used to support their call center functions for a representative sampling (taking into account size (by number of communications assistants) and location) of five call centers operated by the applicant within the United States; a copy of each proof of purchase, lease or license agreement for technology and equipment used to support their call center functions for all call centers operated by the applicant within the United States must be retained by the applicant for three years from the date of the application, and submitted to the Commission upon request;

Inapplicable. *See* item (2), *Supra*.

(7) Operating call centers outside of the United States, a copy of each proof of purchase, lease or license agreement for all technology and equipment used to support their call center functions for each call center operated by the applicant outside of the United States; and

Inapplicable. *See* item (3), *Supra*.

(8) A complete copy of each lease or license agreement for automatic call distribution.

No change; Application page 10, Exhibits B.

(B) For all applicants, a list of individuals or entities that hold at least a 10 percent equity interest in the applicant, have the power to vote 10 percent or more of the securities of the applicant, or exercise de jure or de facto control over the applicant, a description of the applicant's organizational structure, and the names of its executives, officers, members of its board of directors, general partners (in the case of a partnership), and managing members (in the case of a limited liability company);

No change; Application page 11.

(C) For all applicants, a list of the number of applicant's full-time and part-time employees involved in TRS operations, including and divided by the following positions: executives and officers; video phone installers (in the case of VRS), communications assistants, and persons involved in marketing and sponsorship activities;

ASL has added employees, including a Vice President of Operations, support and customer service employees, since first providing Fund eligible VRS services. The Company currently employs [redacted] individuals.

(D) For all applicants, copies of employment agreements for all of the provider's employees directly involved in TRS operations, executives, and communications assistants, and a list of names of employees directly involved in TRS operations, need not be submitted with the application, but must be retained by the applicant for five years from the date of application, and submitted to the Commission upon request; and

No change; Application page 12. ASL will provide the Commission with a copy of all employment agreements immediately upon request.

(E) For all applicants, a list of all sponsorship arrangements relating to Internet-based TRS, including on that list a description of any associated written agreements; copies of all such arrangements and agreements must be retained by the applicant for three years from the date of the application, and submitted to the Commission upon request;

No change; Application page 12.

(iii) A description of the provider's complaint procedures; and

No change; Application pages 12 and 13.

(iv) A statement that the provider will file annual compliance reports demonstrating continued compliance with these rules.

Please see attached certification.

(v) The chief executive officer (CEO), chief financial officer (CFO), or other senior executive of an applicant for Internet-based TRS certification under this section with firsthand knowledge of the accuracy and completeness of the information provided, when submitting an application for certification under paragraph (a)(2) of this section, must certify as follows: I swear under penalty of perjury that I am __ (name and title), _an officer of the above-named applicant, and that I have examined the foregoing submissions, and that all information required under the Commission's rules and orders has been provided and all statements of fact, as well as all documentation contained in this submission, are true, accurate, and complete.

Please refer to attached certification.

III. ASL COMPLIANCE WITH SECTION 64.604, MANDATORY MINIMUM STANDARDS

ASL continues to meet MMS for the provision of VRS and hereby provides the following compliance updates to its Application, which it incorporates herein by reference as otherwise unchanged.

A. Operational Standards.

1. Communications Assistant (“CA”) – Training (47 C.F.R. §64.604(a)(1)).

ASL has enhanced its initial training program by

[redacted]

ASL’s training program has also been enhanced generally by amendments proposed by the Vice President of Operations, who has assumed additional responsibility for overseeing training syllabi, monitoring performance, and ensuring constant refinement of ASL’s training program.

4. Handling of emergency calls. (47 C.F.R. §64.604(a)(4) and amended Section 64.605.

Upon receipt of provisional certification, ASL immediately coordinated with Neustar and the automated data interface from ASL’s website client registration page to the Neustar database was immediately developed to ensure compliance with client ten-digit number registration and verification requirements through a fully automated process. ASL’s emergency call process capabilities remain compliant.

6. Visual privacy screens/idle calls (47 C.F.R. §64.604(a)(6)).

Consistent with Commission rules, ASL has maintained its policy of terminating calls if the caller enables a privacy screen or similar feature for more than five minutes, or is otherwise unresponsive or unengaged for more than five minutes, unless the call is a 911 emergency call or the caller or called party is legitimately placed on hold and is present and waiting for active communications to commence. CAs are trained to announce their intent to terminate the call in such instances, unless one of the parties indicates an intent to continue the call.

B. Technical Standards

2. Speed of Answer. (47 C.F.R. §64.604(b)(2)(iii)).

ASL’s speed of answering is for the 11 month period ending October 31, 2012 is [redacted] percent of calls answered within 120 seconds, well above the established standard. At no time during this period did the Company’s percentage of calls answered within 120 seconds drop below [redacted] percent.

5. Technology. (47 C.F.R. §64.604(b)(5)).

ASL has continued to pursue and implement advanced-technological applications to provide the widest possible access to the English and Latino Deaf Communities. Customers maintain the option to use our website and videophone applications in English and Spanish. In addition, ASL is introducing bilingual mobile applications.

C. Functional Standards

2. Contact Persons. (47 C.F.R. §64.604(c)(2)).

The senior individuals responsible to receive complaints, grievances, inquiries, and suggestions for ASL are as follows. Mr. Jack has just joined ASL's VRS team.

Representatives:

Jeremy Jack

Gabrielle Joseph

ASL Services Holdings, LLC/GraciasVRS

3700 Commerce Blvd.

Kissimmee, Florida 34741

Phone: 407.518.7900 x 321

E-Mail: Jeremy@aslservices.com

Gabrielle@aslservices.com

Website: www.GraciasVRS.com

Facsimile: 407.518.7903

Voice Telephone: 1.877.DAME.VRS (1.877.326-3877)

Spanish VP Users: graciasvrs.tv

English VP Users eng.graciasvrs.tv

3. Public Access to Information. (47 C.F.R. §64.604(c)(3)).

ASL has expanded its outreach efforts in seeking to educate the public about trilingual (English, Spanish, American Sign Language) VRS Services so that potential users are made aware of the availability of VRS, in part by expanding its use of [redacted]. ASL's outreach efforts are distinguishable from those of other VRS providers because of ASL's focus on the Latin Deaf and Hard-of-Hearing community. Due to linguistic nuances in Spanish language dialects, ASL must tailor its message to the Latino community much deeper than to the English speaking community. Specifically, ASL continues to engage in the following bi-lingual consumer outreach initiatives: Website design, Exposition education opportunities, Social Media Email Blasts, Meetings/Workshops, Remote Area Education, Direct Customer Service Follow-Up, English-Spanish Translation.

IV. CONCLUSION

As demonstrated herein, ASL continues to meet the MMS and additional requirements for the provision of Fund-eligible VRS.

