

## Engage Clarity

### Bringing Life Back to Phone Conversations for People with Hearing Loss

Conversation is the predominant method of interacting and communicating for most of the world, but a large percentage of the global population suffers from hearing loss. From 20% of the world's population today increasing to an estimated 25% (nearly 2.5 billion) in 2050, hearing difficulties are particularly challenging in phone conversations as telephony is not designed to cater to those with hearing loss and the visual queues like lip reading that can help overcome some hearing difficulties are absent.

Individuals with hearing loss often encounter frustration when engaging in mobile calls. This frustration extends beyond mere inconvenience, making conversations unintelligible, influencing engagement in social settings and impacting professional opportunities. Speech-to-text applications are a fine alternative, but they can't convey tone or other vocal indicators that provide meaning in conversations. The limitations of current communication technologies can lead to a sense of isolation as individuals with hearing impairments may withdraw from social interactions, hindering their overall quality of life.

**“Our ability to hear is precious. Untreated hearing loss can have a devastating impact on people’s ability to communicate, to study, and to earn a living. It can also impact on people’s mental health and their ability to sustain relationships.”**

—Dr Tedros Adhanom Ghebreyesus, WHO Director-General



## Opportunities for Communication Service Providers

Mobile Network Operators (MNOs) are perfectly positioned to offer a fully personalized hearing improvement wellness solution to their mobile subscribers. A poll in Britain of over 2,000 adults found that:

- 90% of people with hearing loss feel frustrated due to struggling to hear on mobile calls.
- 69% reported the communication breakdown left them feeling stressed.
- 24% with hearing loss avoided answering the phone.
- 22% felt isolated as a result of that experience.

Hearing aids are only part of the solution. John Hopkins research shows that hearing aid users wait, on average, 10 years before getting help for hearing loss. But during that time, communication with loved ones becomes more difficult, and isolation and health risks increase, which could even lead to walking problems, falls and even dementia. Although nearly 27 million Americans aged 50 and older have hearing loss, only one in seven uses a hearing aid.

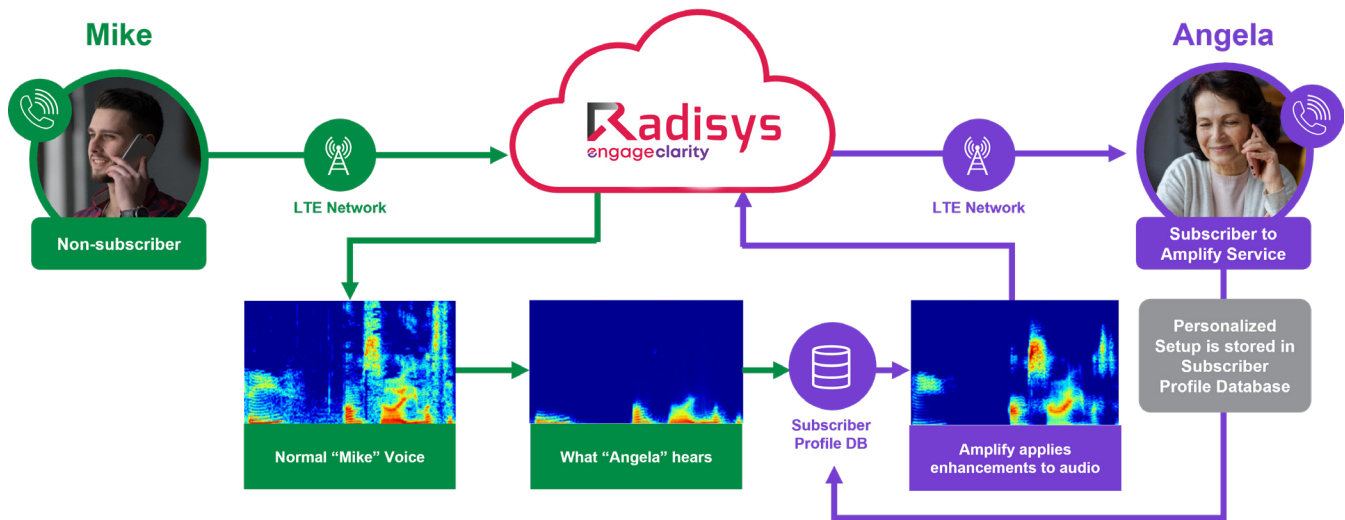
<sup>1</sup> WHO, *Hearing Report*, March 2021

Hearing loss is prevalent across all age groups. As per WHO, over 1 billion young adults are at risk of permanent, avoidable hearing loss due to unsafe listening practices. Hearing loss in children can lead to many development challenges, like: Hearing loss in children can lead to delayed speech and language skills and learning problems in school.

The evidence is clear – there exists a sizable population facing significant challenges in the realm of digital communication. MNOs, recognizing their strategic position, have a valuable opportunity to not only enhance their services but also to contribute to the well-being and inclusiveness of a large segment of society. MNOs can play a pivotal role in fostering a more accessible, supportive, and inclusive digital landscape by offering in-call speech enhancement solutions.

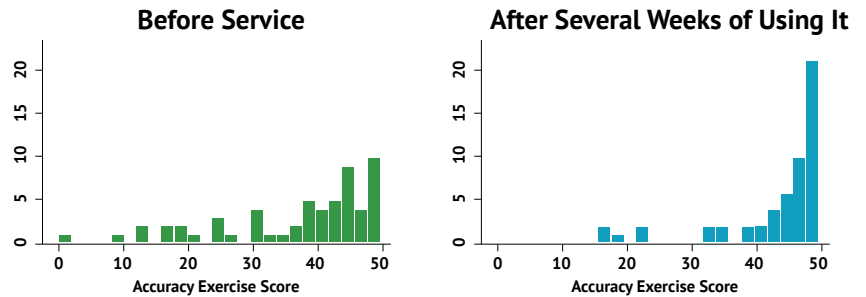
## Engage Clarity: Bringing Vocal Clarity to Those Who Need It

Engage Clarity is a unique software solution that provides personalized speech enhancements and improves intelligibility of live voice & video calls for individuals with hearing loss. Engage Clarity seamlessly integrates with MNOs network, ensuring a smooth and user-friendly experience for subscribers without requiring any special apps or devices or any change in behavior.



To create a personalized profile, subscribers only need a mobile phone and a browser, and five minutes of setup time. The online software performs tests to measure and map hearing loss over a range of high and low frequencies. The software tailors a digital voice specific to the user based on the test results. Users can create their profiles with a hearing aid if they use one. The Engage Clarity application maps subscriber profiles to their phone numbers. This capability ensures that when subscribers make or receive a call, they experience improved understanding and clarity automatically in their phone conversations, addressing a critical need for those with hearing difficulties.

Clinical trials revealed high levels of user satisfaction, with 90% of users finding speech clearer and easier to hear. Additionally, 74% of users reported that calls were less tiring, highlighting the positive impact of the service on the overall communication experience for individuals with hearing impairments.



## Increase Your Revenue and Inclusivity with Engage Clarity

Mobile Network Operators have a unique opportunity to enhance their services and generate revenue by offering Engage Clarity as a premium feature to amplify call audio quality in real time for those who struggle to hear phone conversations. By charging a small monthly fee to subscribers who enable Engage Clarity, providers can enhance their bottom line while creating substantial goodwill through a service that promotes inclusion and accessibility. Alternatively, MNOs may consider providing this capability for free thus meeting their inclusivity goals, with no one left behind.

Satisfied hearing-impaired customers are likely to show loyalty to the provider that empowers them with clearer calls, leading to reduced subscriber churn. By proactively meeting the needs of this underserved demographic before competitors do, forward-thinking providers can gain a reputational edge and be recognized as an industry leader in call quality and enhancement. The minimal costs of deploying Engage Clarity are clearly outweighed by the revenue upside and subscriber affinity benefits of offering this much-needed phone audio enhancement capability.

### Key Benefits

- Enhanced speech clarity and intelligibility
- Ease of integration
- Increased revenue
- Improved customer loyalty

## We Help You Succeed!

Radisy's Engage business model is focused on channels and ensuring our customers are successful in servicing their enterprise, SMB, and consumer customers. We have 20+ years of experience in digital services, supporting our OEM, ISV, and reseller channels with products that offer telco-grade reliability, scalability, serviceability, and automation.



Achieve higher double-digit margins



Compete with cost effective solution for SMBs & enterprise



Promote your brand



Training & Support



Professional service to meet custom requirements



Self-Service Developer toolkits



CORPORATE HEADQUARTERS: 8900 NE Walker Road, Suite 130, Hillsboro, OR 97006  
+1-503-615-1100 | 800-950-0044 | Fax +1-503-615-1121 | [www.radisy.com](http://www.radisy.com) | [info@radisy.com](mailto:info@radisy.com)

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