



**COMPANIES REGISTRATION NUMBER (IRELAND): CRO 506131**

## **PROBLEM STATEMENT**

AG Bell, in its 128-year existence, has educated families that infants born with severe to profound hearing loss can get to listen and talk with timely intervention and optimized hearing devices. Today, AG Bell must increase public education and awareness about family-based LSL just when a global resurgence in sign language militancy sees organised cultural deaf lobbyists working to steer public opinion toward sustained sign language use with infants from the earliest age viable.

## **AG BELL'S INNOVATION RESPONSE**

As a pioneering LSL (listening and spoken language) entity, AG Bell needs ongoing innovation and communication for its messaging to reach the necessary policymakers at local and national level. Only then, will the accrued value of AG Bell's 128-year legacy work be truly realised.

**The responsive Sound Advice website hub with e-commerce functions can help with this.**

In Ireland, Sound Advice's influencing from 2007 to 2014 profiled the absence of pediatric hearing and speech education services, helping catalyze:

- Ireland's [National Audiology Review](#) roadmap (2011);
- A [Deaf Education Policy](#) (2012) for mainstreaming children who are deaf or hard of hearing;
- Public health-funded [pediatric bilateral ear implants](#) (2013) for eligible minors under 18.

## **WHAT AG BELL GAINS FROM TAKING ON SOUND ADVICE**

Sound Advice is an internationally-awarded, content-driven, ecommerce-enabled website hub focused to LSL, whose visitors research infant intervention, outcomes for graduates using LSL, viable career pathways and digital tools for entering newly-accessible, competitive workplaces.

A responsive design since 2014 opens Sound Advice to access via mobile and desktop devices, optimised SEO, content feeds to ezines for segmented audiences, blog posts and news updates.

AG Bell is ideally placed to 'plug' a ready-made web resource hub like Sound Advice into its strategy while feeding its home-generated digital footage and content into the online resource hub and moderating extraneous content to show the real possibilities for infants growing up with LSL.

Effectively, AG Bell can use the site's pro-social outreach to sustain its LSL sector leadership while validating internal and extraneous research in a neutral (non-AG Bell) context for true impact.

**Sound Advice** | [www.soundadvice.pro](http://www.soundadvice.pro) | email: [hello@soundadvice.pro](mailto:hello@soundadvice.pro) | twitter: [@soundadvice\\_pro](https://twitter.com/soundadvice_pro) |  
facebook: <https://www.facebook.com/SoundAdviceIreland> | tel: +353-1-4903237

**Terenure Enterprise Centre, 17 Rathfarnham Road, Dublin 6W, Ireland.**



## PROPOSED SOLUTION

The Sound Advice resource hub can fit into three pillars of AG Bell's revenue-generation system by funneling marketing, sales and customer service through an independent, branded online resource for client value. Consequently - marketing, latent sales channels and lasting client relationships are built and nurtured by real-time online support that lessens AG Bell staffers' administrative duties.

## FACILITATING AG BELL'S GOALS

**Branding Toward Topline Growth:** AG Bell streams emotional DNA through its success stories, videos and images that naturally draw readers and visitors into participation. This high-emotional quotient is priceless for AG Bell as a top selling point due to providing crucial key messaging in multimedia forms. Good content instantly defines AG Bell against its competitors when seeking to reach and educate its core target audience of families, hearing professionals, itinerant teachers, early-years mainstream educators, strategic partners, corporate governors and crucial funders.

**Site Visitors Get Educated:** AG Bell can leverage Sound Advice as an evergreen sales resource to show funders, potential clients, and collaborators how AG Bell's vast service range can benefit its service users' changing needs both today and in the future, over an unquantified time period.

**Self-Service Answers:** Site visitors get to review the online resources to answer their own queries and proactively solve problems, freeing AG Bell's staff to focus to their own core services delivery.

**Positive User Experience:** User input at the Sound Advice design stage means that the content guides user experiences (how a site visitor gets from point A to B, during their time on the website).

**Words into Action:** AG Bell can create emotion-backed calls to action by designing and providing content on Sound Advice to build current and future service user confidence in its own progressive education approaches, while documenting real benefits and value propositions to any newcomers.

## FINAL THOUGHTS

What is AG Bell doing, that its co-opetitors are not? Sound Advice tracks the environment in which AG Bell operates, including past trends shaping this same marketplace - while identifying emerging trends in the hearing-and-speech services innovation pipeline (everyone must innovate, today).

Fundamentally, what digital tools help AG Bell automate, track and measure its core client contact and outreach processes? Remember, resource hubs like Sound Advice generate rich customer data from website, ezine and social media pages to optimise sales for essential topline growth.

***Proposal authored by: Caroline Carswell, Founder/CEO, Sound Advice.***

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