



be my  
eyes



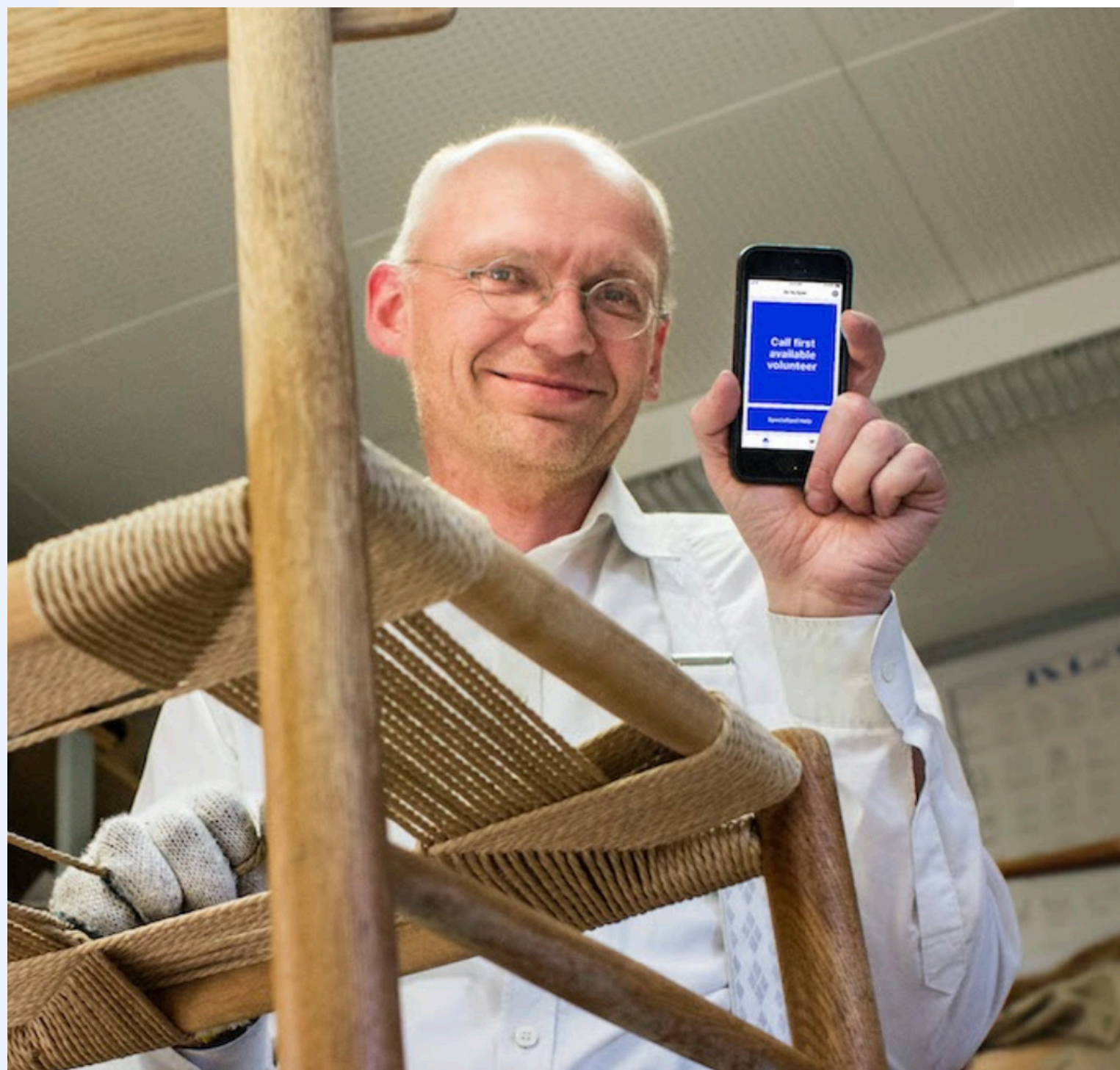
# The Blind and Low-Vision Support Playbook.

A step-by-step guide to setting up video support for blind & low-vision customers and employees.



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- 1 Introduction
- 2 Specialized Help
- 3 Be My Eyes for Work
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## It started with a craftsman...

Be My Eyes began as the brainchild of Hans Jørgen Wiberg, a Danish furniture craftsman whose first-hand experience with vision impairment inspired him to create a solution. What he ultimately envisioned was a video call platform connected to a vast network of remote volunteers who would “lend their eyes” to those in need.

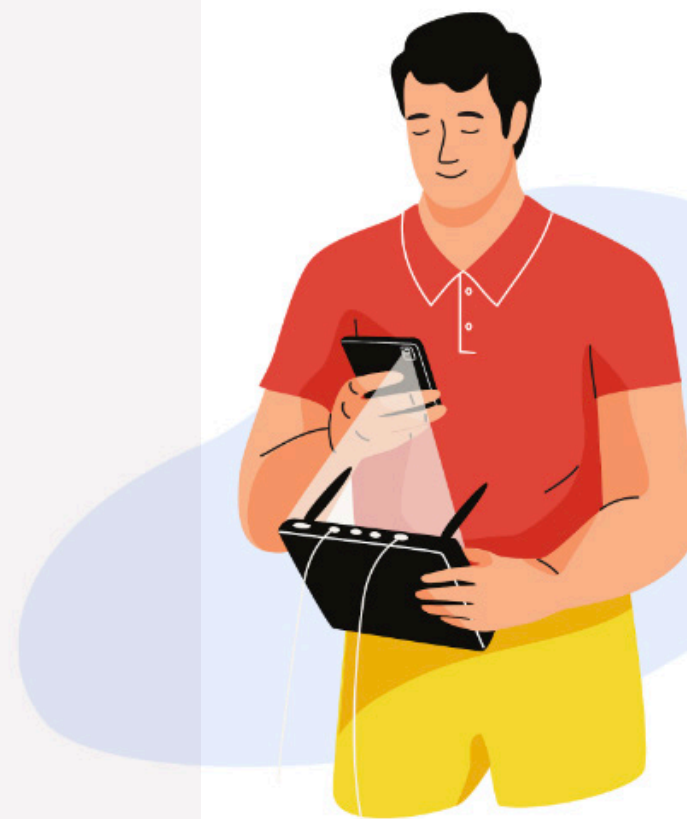
Hans’ concept sparked Be My Eyes, a global effort with 236,000+ blind/low-vision users and 4,000,000+ volunteers, in more than 150 countries speaking over 180 languages.



# Be My Eyes :

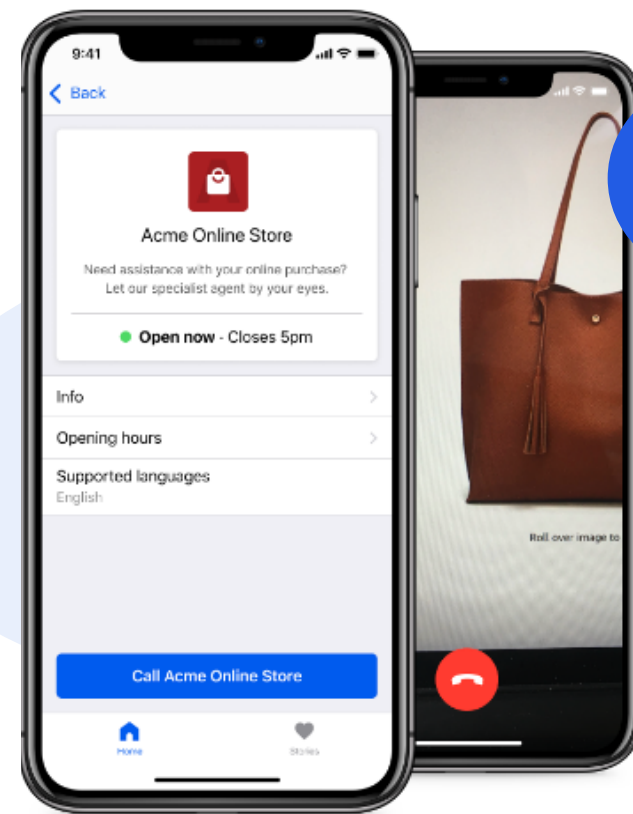
## Your entry point to accessible support

Be My Eyes is the best way to connect with the blind and low-vision community in your home country or around the world. Every day, we connect blind individuals to volunteers or professional support desks to get the help they need to live empowered, productive lives. And today, your organization can tap into this platform to improve usability, grow your business and become more inclusive to all customers.



1

**Blind individual requires assistance**



2

**Using Be Me Eyes, they request help directly from their phone**



3

**They're quickly connected to a support assistant from your company**

# Two engaging ways to reach the blind and low-vision community :

Be My Eyes was initially built to connect volunteers with blind individuals, but has grown to include partner companies like Google and Microsoft, who recognize the value of leveraging our technology and expertise to provide accessible support.

Today, we offer two ways for companies and organizations to engage with the blind and low vision community: Be My Eyes for Work, and Specialized Help.

This document will be your guide to using these tools in your organization. We'll cover what they are, what you can do with them, and how to get started at your organization.

We'll also cover how to make the case to your leadership for why supporting the blind and low vision community is valuable, and provide you with pricing and a suggested timeline to get started.

**Let's start things off with a story....**

1

## Specialized Help

Support visually impaired **customers and clients**

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2

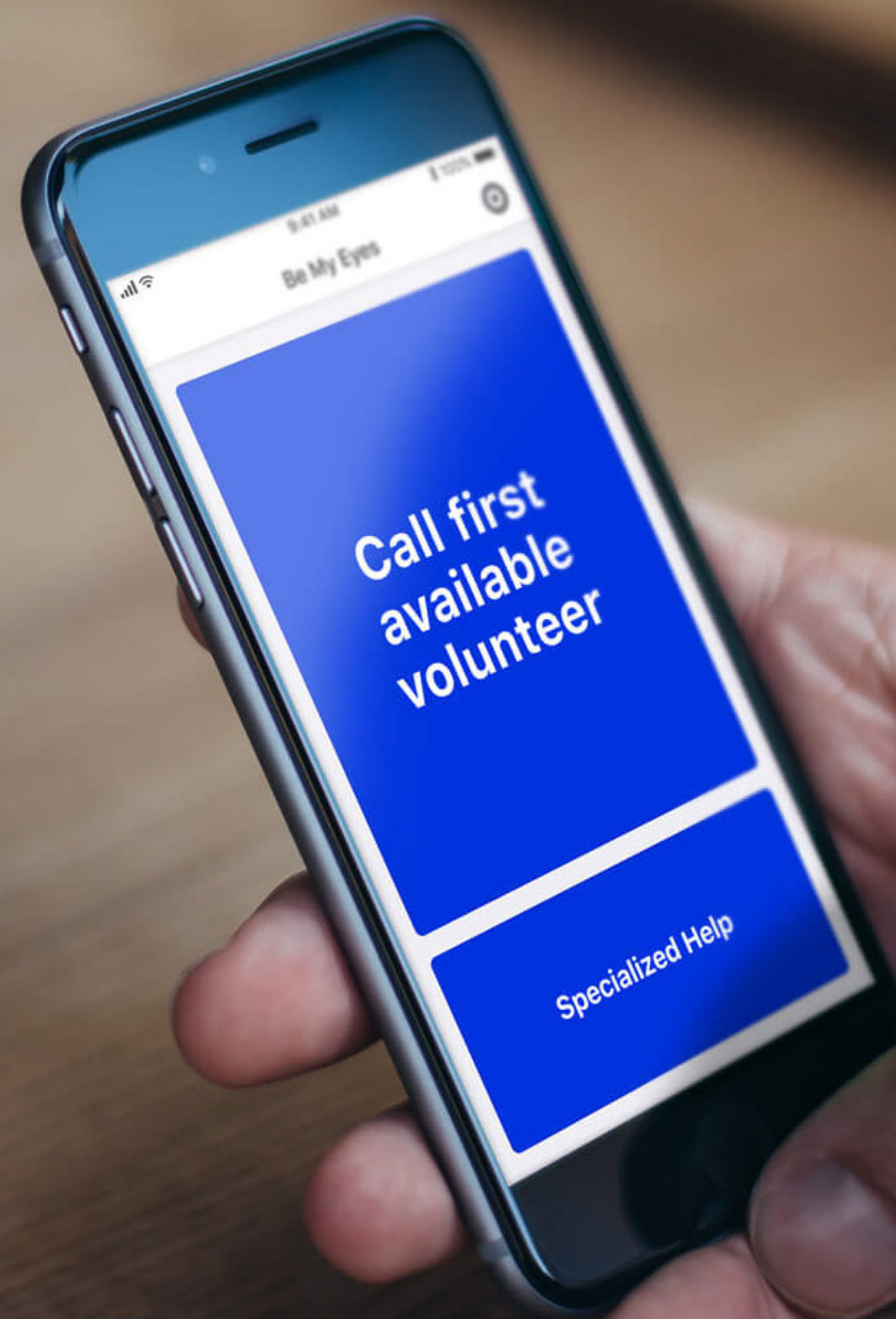
## Be My Eyes For Work

Support visually impaired **employees**

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## SPECIALIZED HELP



1

# Help Visually Impaired Customers

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# P&G Helps Lucy Edwards Read Her Pregnancy Test :

In late 2019, YouTuber and makeup artist Lucy Edwards wondered how a blind person such as herself could get results off a pregnancy test. She decided to demonstrate the accessibility partnership between Be My Eyes and ClearBlue, while sharing how this collaborative effort could change the world for potentially millions of women.

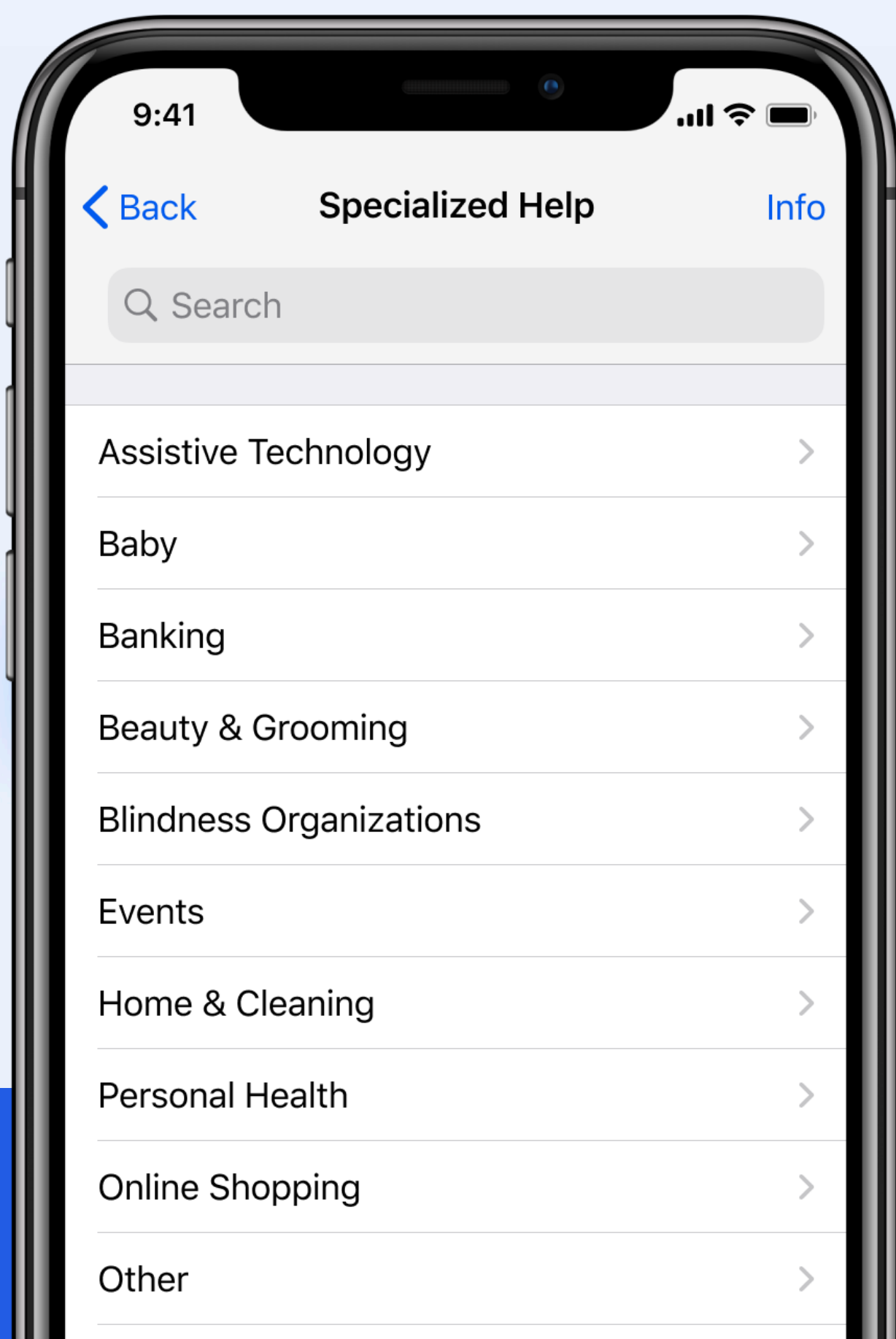


**With the help of Clearblue and Be My Eyes, discovering results was easy.**

Lucy simply opened P&G's Specialized Help profile on the Be My Eyes app and within seconds was connected to a trained ClearBlue representative, who helped her read the test results via a video call.

That day, Lucy was able to perform an impactful task in her own life. But more importantly, she felt empowered. Instead of searching for someone to read these private results, she was able to independently receive the help she needed to live life on her own terms.

**This is the engagement and power your brand taps into with a Specialized Help partnership.**



# Specialized Help In Action

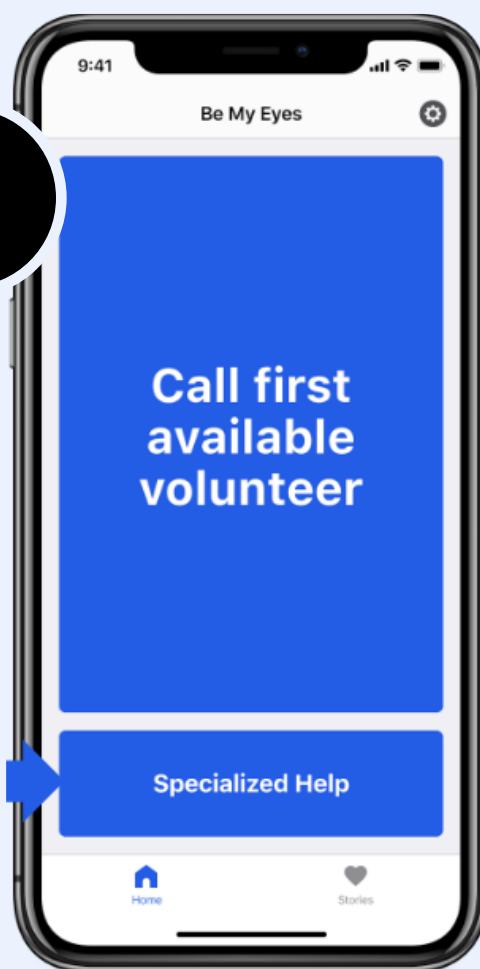
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The Be My Eyes app works on iOS and Android devices.

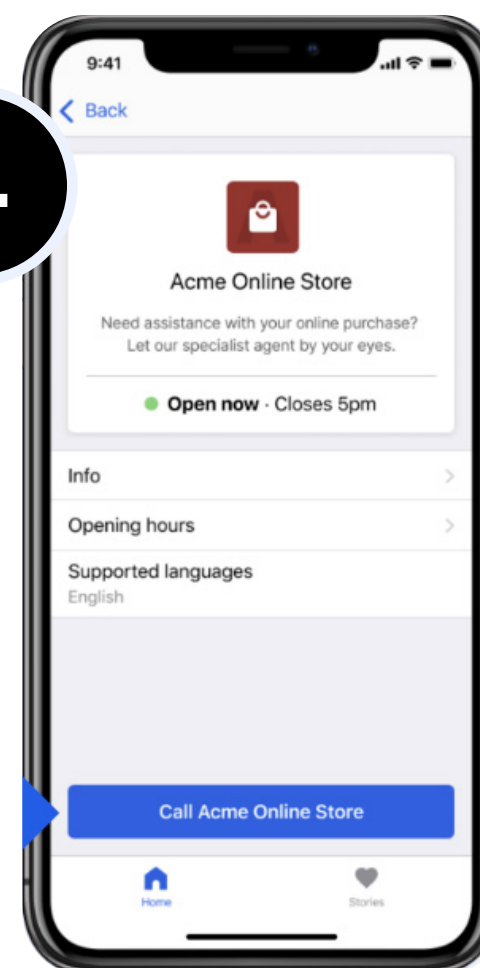
**A step-by-step guide to how users interact with Specialized Help.**

2



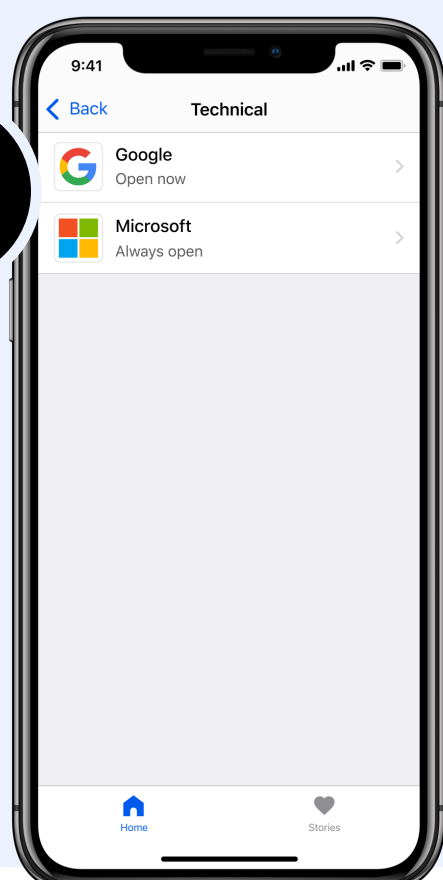
A simple home screen gets users to the support they need – fast.

4



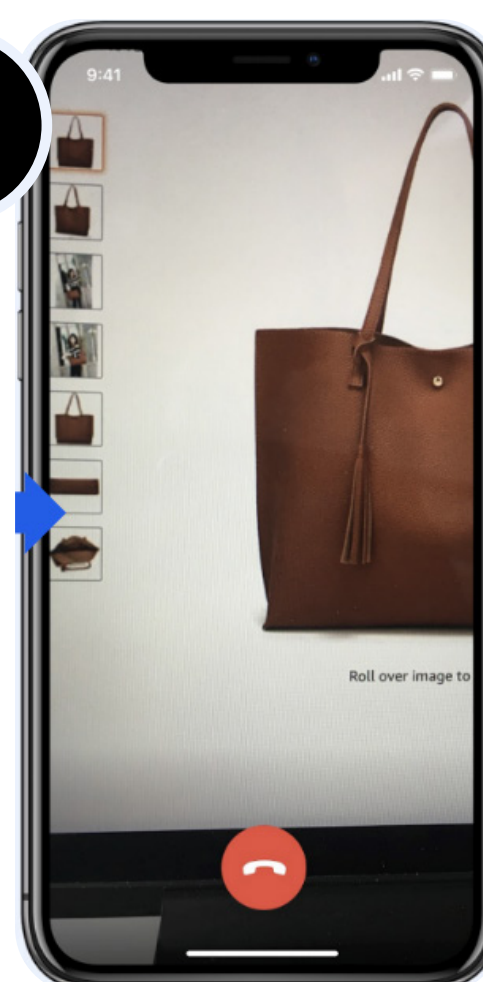
List offerings, link to resources and set support availability on your profile.

3



The Specialized Help screen displays partner company profiles.

5



Calls are routed instantly to your call center or agents.



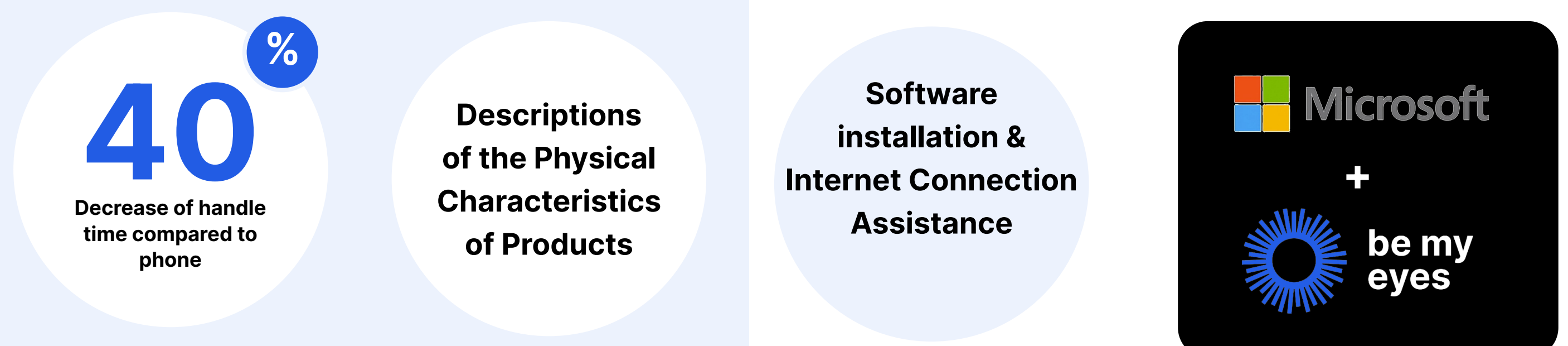
## For Example...

Google integrated Be My Eyes into their disability support desk and saw an immediate impact. Overall, Be My Eyes accounted for...



## Another Example...

Microsoft reports that integrating Be My Eyes into the Disability Answer Desk (DAD) opened the door to new options for accessibility.





2

# Help Visually Impaired Employees

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# Be My Eyes for Work

## Internal video support networking

Imagine you're a blind user who is accustomed to living independently and managing your own life. You look up a company's Specialized Help profile and seek support when needed. For other day-to-day tasks, you receive help from volunteers using the general Be My Eyes request functionality.

Then one day you start a new job and everything changes. You need help navigating a file folder or going to the correct conference room for your first client meeting. You need assistance, but this time you're dealing with sensitive or company-specific information that standard Be My Eyes support can't handle.

### Who could help when you want to maintain a sense of independence?

The solution is Be My Eyes for Work. Instead of asking coworkers for help, you're connected to a preset group of internal volunteers that can lend their eyes to your work-related tasks.

Handpick a group of people in your company and ask them to download the app. Our team takes care of the rest. Whenever a blind individual presses the "Be My Eyes for Work" button, they're routed automatically to a coworker that can assist in myriad ways.

#### EXECUTE

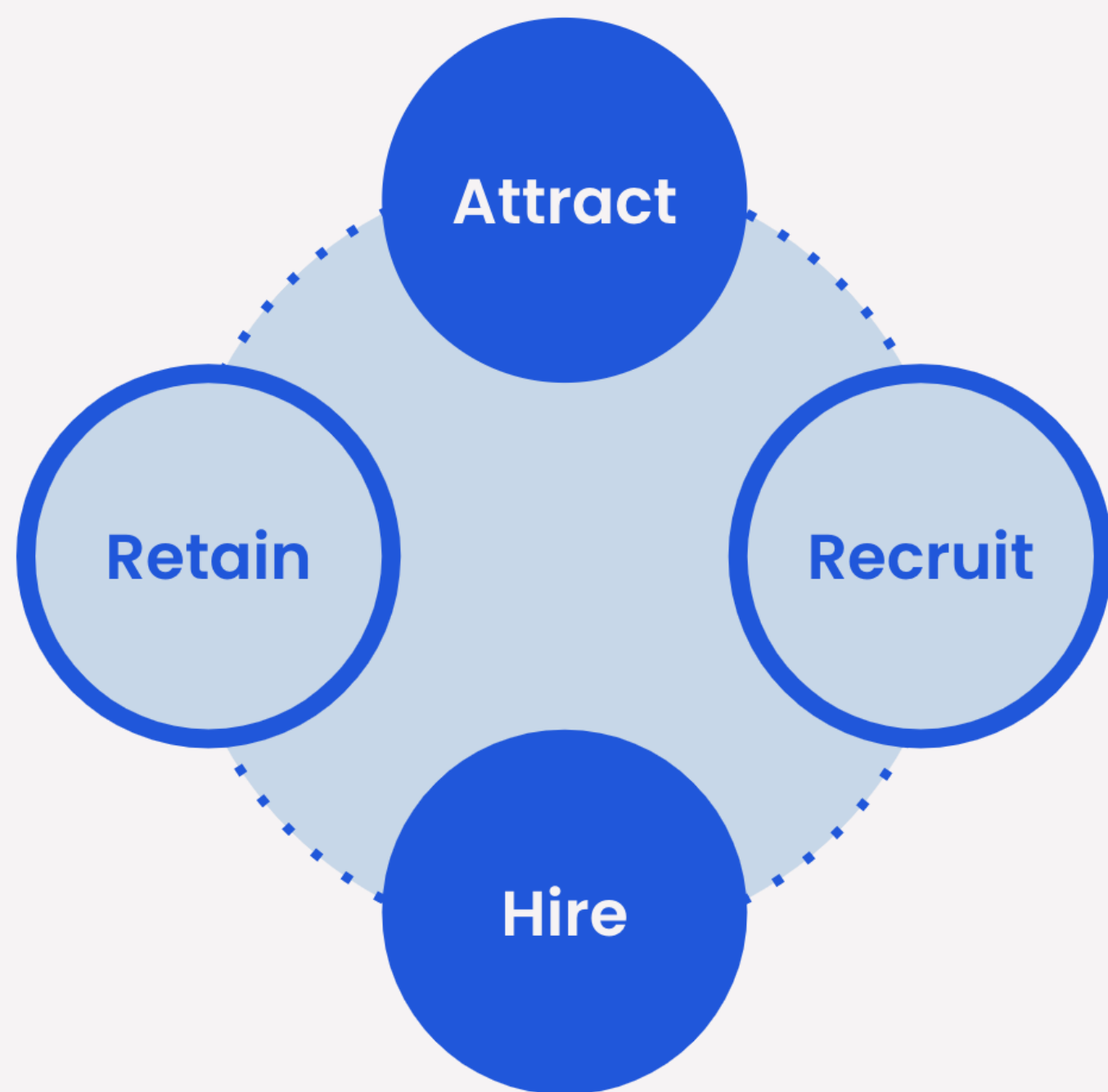
### "Be My Eyes for Work"

- 1 Identify internal volunteers and ask them to install the Be My Eyes app
- 2 Provide list to Be My Eyes team
- 3 Participate in Be My Eyes team training specific to your goals and company needs
- 4 Answer calls from blind employees as they're routed to the right place
- 5 Enjoy a more accessible workplace



# Be My Eyes for Work

## Adds Value Throughout the Employment Lifecycle



- 1 Partner with Be My Eyes for work and spread the word to stakeholders
- 2 Blind/low-vision job-seekers apply to join your organization using Be My Eyes
- 3 Newly-hired employees receive Be My Eyes profile on Day-1, ensuring all their questions and needs are met
- 4 Employee uses Be My Eyes regularly for daily work-related tasks, including downloading new software, health insurance enrollment, skills training
- 5 Employee productivity, job satisfaction and success goes up
- 6 Employee plans retirement with help of HR through the app

### Did you know?

**63%**

is the unemployment rate among working age adults in the US reporting significant vision loss<sup>1</sup>

**7.2m+**

adults ages 16-75+ who reported to have a visual disability in the US<sup>2</sup>

**253M+**

People who are blind or visually-impaired worldwide<sup>3</sup>

<sup>1</sup>Bell, Edward C., and Natalia M. Mino. "Employment Outcomes for Blind and Visually Impaired Adults." Employment Outcomes for Blind and Visually Impaired Adults, Journal of Blindness Innovation and Research. [www.nfb.org/images/nfb/publications/jbir/jbir15/jbir050202.html](http://www.nfb.org/images/nfb/publications/jbir/jbir15/jbir050202.html).

<sup>2</sup>Source: Blindness America, "Vision Problems in the US: Prevalence of Adult Vision Impairment and Age-Related Eye Disease in America." Last modified 2012. Retrieved from <http://www.visionproblemsus.org/index.html>.

<sup>3</sup>Global Vision Impairment Facts." IAPB, The International Agency for the Prevention of Blindness, 2019, [www.iapb.org/vision-2020/who-facts/](http://www.iapb.org/vision-2020/who-facts/).

# About BME for Work

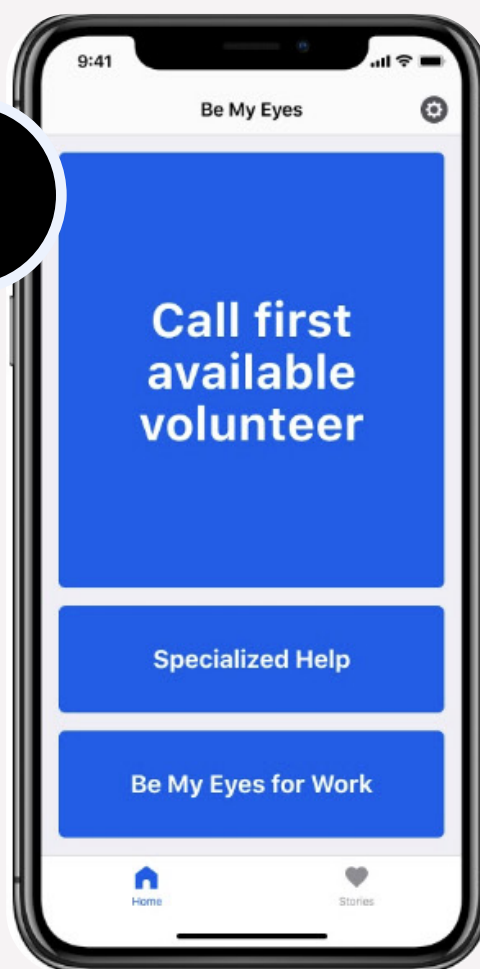
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The Be My Eyes app works on iOS and Android devices.

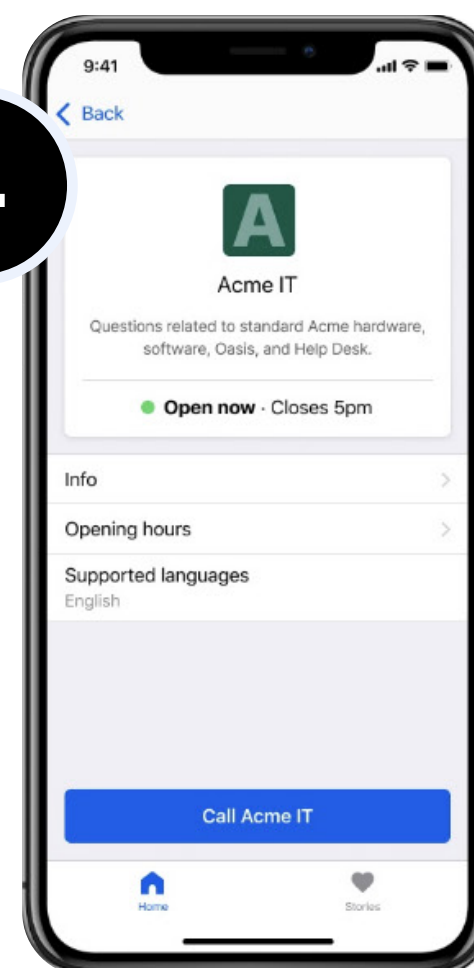
Here's how the process works for your employee, step by step.

2



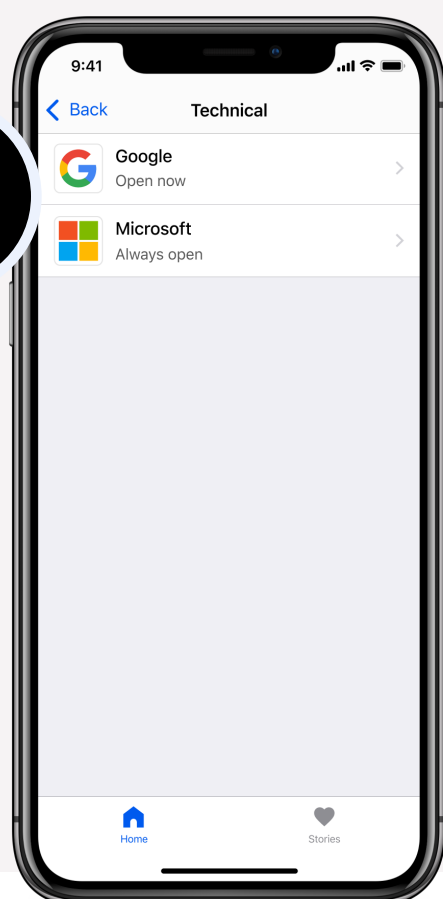
A simple home screen gets users to the support they need – fast.

4



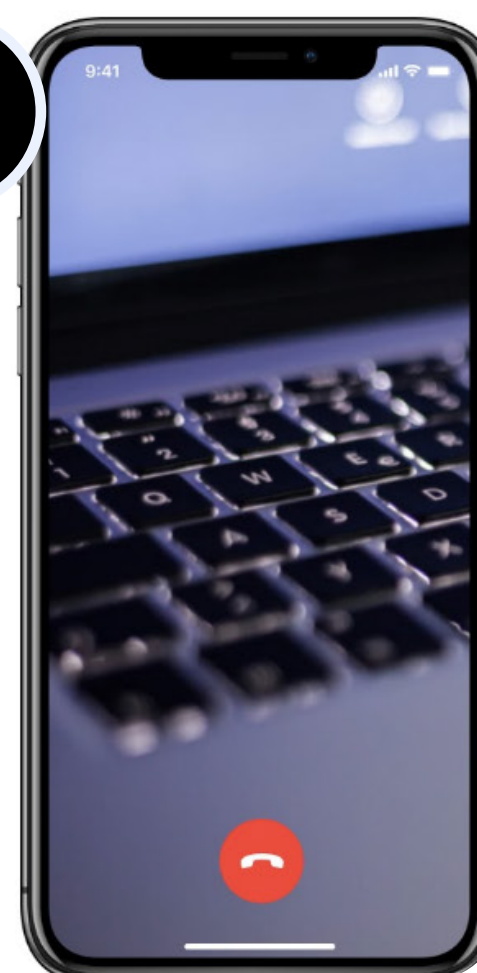
List offerings, link to resources and set support availability on your profile.

3



The Be My Eyes for Work screen displays partner company profiles.

5



Calls are routed instantly to your call center or agents.



## GETTING STARTED

3

# Here's How You Get Started

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# Be My Eyes Works on Any Device

Getting started with Specialized Help is probably easier than you think. You don't have to create a dedicated, standalone accessibility help desk, hire new employees to take care of expanded bandwidth or even change the support software you're already using.

Both services are compatible with any device and offer an easy-to-use interface for your agents or employees.

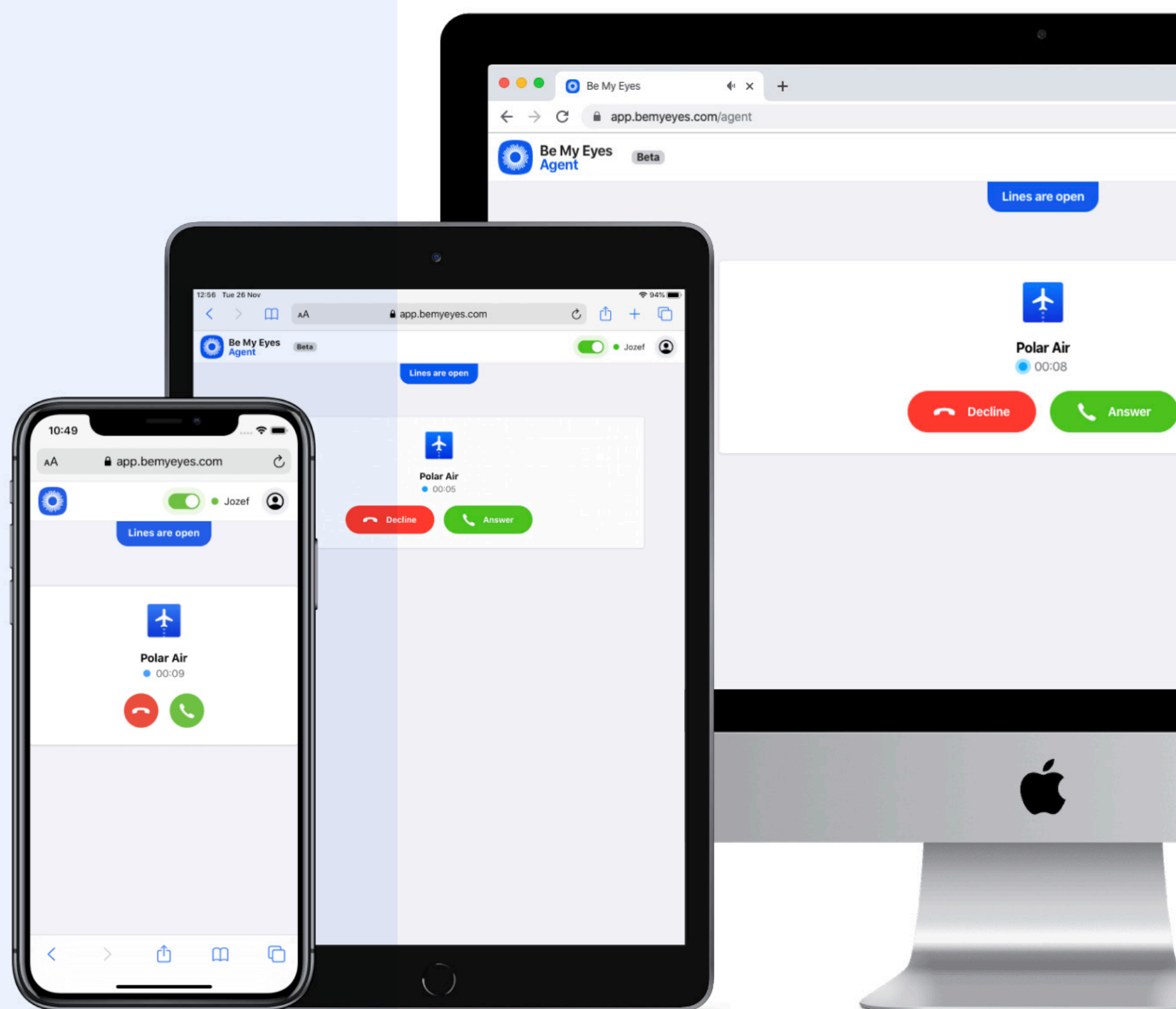
## Specialized Help

Specialized Help is typically operated through a desktop application used side-by-side with your existing support software or other normal tools. It's often run by customer support specialists, but almost anyone at your organization can help. See next page for more information.

## Be My Eyes for Work

Be My Eyes for Work is usually supported via mobile app, so your assigned employees can go about their normal work day while remaining ready to provide visual assistance to coworkers.

Either way, we'll work with you to train your people and integrate Be My Eyes software into your existing tech stack and workflow





# 4 Steps to a Functional Support Desk

1

## Find Your Team

The first step is to identify and recruit employees who will be available to receive calls from customers or coworkers. Our software is designed so “Be My Eyes Assistants” can be productive parts of their existing teams and still be available to answer calls.

2

## Activate Support Solutions

Create the scope of work and use-cases that you’ll be available to address. These are detailed in your Company Profile on the app, which we will collaborate to create. This includes your “open hours” when you’ll be available for calls.

3

## Train and Practice

We provide in-person, virtual and recorded/ written training materials to ensure your team is comfortable with the software ahead of the launch. These materials can also be used to train new Be My Eyes assistants post-launch.

4

## Launch

We help announce our partnership and service to our existing users in the geographic regions your company provides services, spreading the word on both our web and social media channels.

## Who can be a Be My Eyes Assistant?

The short answer is anyone at your company with product or service expertise and an internet connection. Officially referred to as “agents” and “managers” in our software platform, Be My Eyes Assistants are individuals at your organization who receive calls from our users and provide expert advice and service.

Customer Service

Accessibility/UX



Product/Service Experts



# 4

## Supplementing Your Accessibility Initiative

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# The First Step Is Gaining Buy-In

We often find that leadership wants to help start an accessibility support desk, but they need a way to justify it, as well as a clear path forward. In the first part of this playbook we provided the path. Now, let's review the reasons why you should do it.

**For most of our customers, it comes down to three reasons:**

**1**

## **It's the right thing to do**

Companies like Microsoft and Google have diversity and inclusion at their core, and this helps support those values that are already important to your organization.

**2**

## **It helps your entire support team function better**

Reduced handle time and an in-depth understanding of where friction points exist with your products improves the experience for everyone, not just the blind and low-vision community.

**3**

## **It gives you access to a larger customer base**

Access an expanded customer base of blind and low-vision individuals and increase customer engagement and loyalty by spreading your message of diversity and inclusion.

# What Are the Key Benefits?

## Drive Innovation:

Accessibility features in products and services often solve unanticipated problems.

## Extend Market Reach:

The global market of people with disabilities is over 1 billion people with a spending power of more than \$6 trillion. Accessibility often improves the online experience for all users.

## Enhance Your Brand:

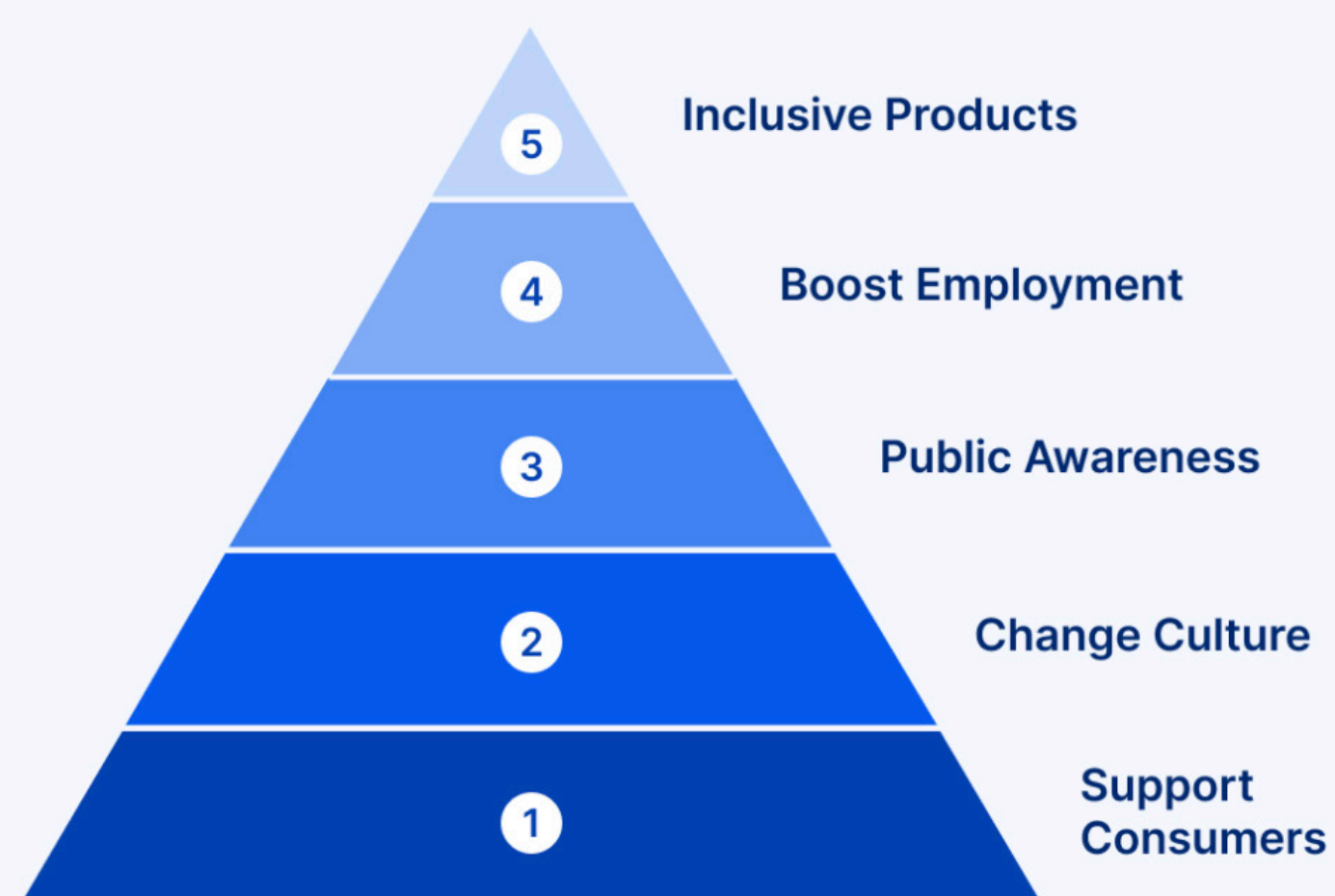
Diversity and inclusion efforts so important to business success are accelerated with a clear, well-integrated accessibility commitment.

## Minimize Legal Risk:

Many countries have laws requiring digital accessibility, and the issue is of increased legal concern.



## Hierarchy of Inclusion







# Jump-start your support initiative with **Be My Eyes**

When you launch your disability support solution with Be My Eyes, you gain access to the world's largest community of blind and low-vision individuals. This instantly gives your initiative the power it needs to become a success.

We start you off by sending a push notification and email blast to our entire community, so they know about your newly launched support. This is enough to get started.

  
**4,000,000+**  
Volunteers

  
**236,000+**  
Blind & low-vision

  
**175+**  
Countries

  
**180+**  
Languages



A specialized help profile lives where the blind community works, plays, and gets help with everyday problems--in their phones, in the Be My Eyes App.



# Add fuel to your fire with genuine stories and expanded reach

Many of our partners want to add even more value by marketing their disability solution to the world, including new and existing customers. We help you achieve this by connecting you with members of the Be My Eyes community that have been affected by that support system. We also give you everything you need to amplify your message, whether through your own marketing channels or by leveraging our social following, email lists, and more.

**6.6K+**

**YouTube  
Subscribers**

**44K+**

**Instagram  
Followers**

**20K+**

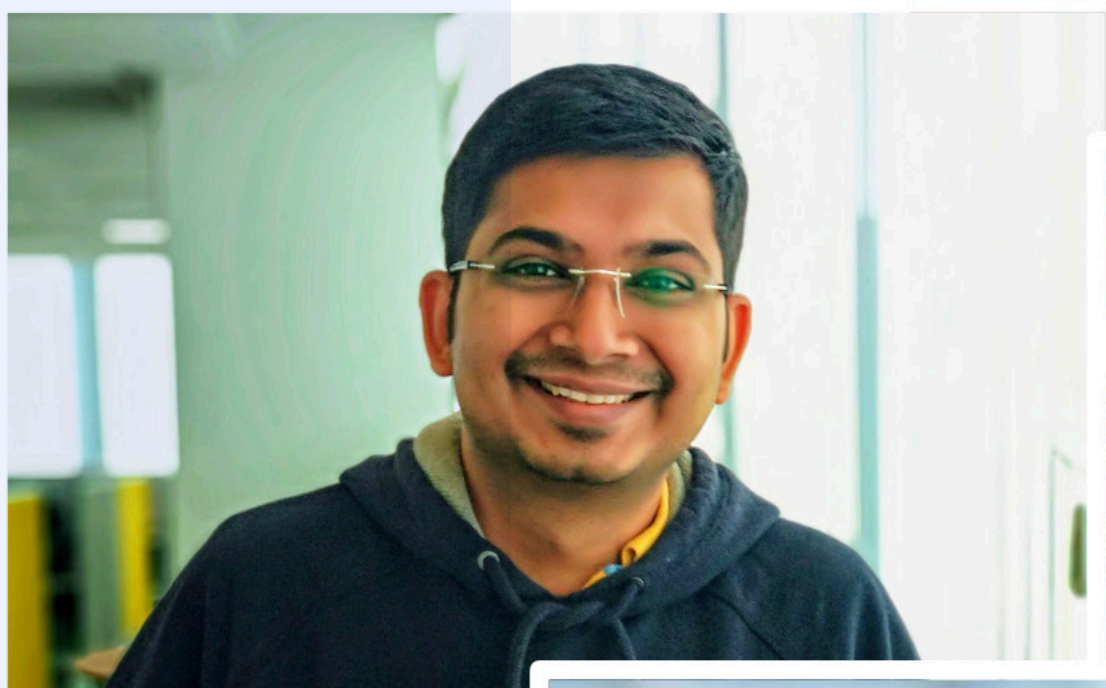
**Twitter  
Followers**

**3.3K+**

**LinkedIn  
Followers**

**70K+**

**Facebook  
Followers**



\* Newsletter  
sent to Blind  
& low-vision  
users only



5

## Bringing Your Partnership to Life

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# Getting Started With Be My Eyes

From the initial meeting to signing the Mater Agreement, these are the steps to launching a visual assistance journey with Be My Eyes.

## STEP 1

### Alignment & Intro Meetings

Here, we talk about scope of work and pricing proposal. In the first 24-48 hours, the Be My Eyes team creates an official proposal with agreed-upon solutions and use-cases. Over the next few weeks, we'll conduct onboarding and intro meetings with your team where we'll stage customized presentations, multiple demos, and Q&As to ensure alignment from all relevant stakeholders.

## STEP 2

### Calibration & Selection of Launch Date

Your procurement, legal, and/or IT teams will then come together to make any necessary adjustments to our existing Master Services Agreements and security/privacy standards. After signing of partnership agreements, we'll collaborate to select a launch date. Then, we'll deliver a Welcome Kit and Kick-Off Meeting before working with you to create marketing and communications launch materials.

## STEP 3

### Development of Company Profile Components

After sharing the template for your Specialized Help and/or Be My Eyes for Work company profile, we'll review and provide feedback to your company's draft. Following that, your company tests the profile and runs demo calls with Be My Eyes assistants. If necessary, we will stage additional Be My Eyes assistant training and onboarding.

## STEP 4

### Campaign Launch

Finally your company profile goes live, and all marketing and communications materials are launched.



# Here's How You Ensure Success Throughout the Partnership

Once the Master Agreement is signed, we begin a collaborative onboarding and prep process ahead of launch day

## Customer Success Team Check-Ins

**Deliverable:** Schedule regular cadence with customer success team to ensure Be My Eyes Assistants (agents, managers and project lead) are successfully answering calls and addressing customer/employee needs

**Timing:** Bi-weekly, monthly or quarterly check-ins, as-needed

## Marketing/Communications Check-Ins

**Deliverable:** Regular check-ins with Be My Eyes Marketing to review engagement and marketing metrics

**Timing:** Bi-weekly, monthly or quarterly check-ins, as-needed

# Here's How You Ensure Success Throughout the Partnership

Once the Master Agreement is signed, we begin a collaborative onboarding and prep process ahead of launch day

## Planning/Execution of Ad-Hoc Marketing/Communications Initiatives

**Deliverable:** Including but not limited to; video campaigns, social media, community engagement, internal presentations to staff/executive leadership

**Timing:** TBD based on partnership

## Expansion or Adjustment of # Agents, Open Hours and Company Profile Details

**Deliverable:** Be My Eyes can provide more agents, within scope, and adjust company profile details, including open hours, upon request.

**Timing:** 48-hour turnaround time to make adjustments

## Partnership Review and Contract Renewal Evaluation

**Deliverable:** Evaluate KPIs and determine expansion, adjustment or termination of partnership

**Timing:** Last Quarter of Partnership Contract





**be my  
eyes**



# Join Us

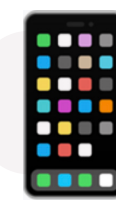
[bemyeyes.com](http://bemyeyes.com)

# How it Works :

Here's how Specialized Help works.

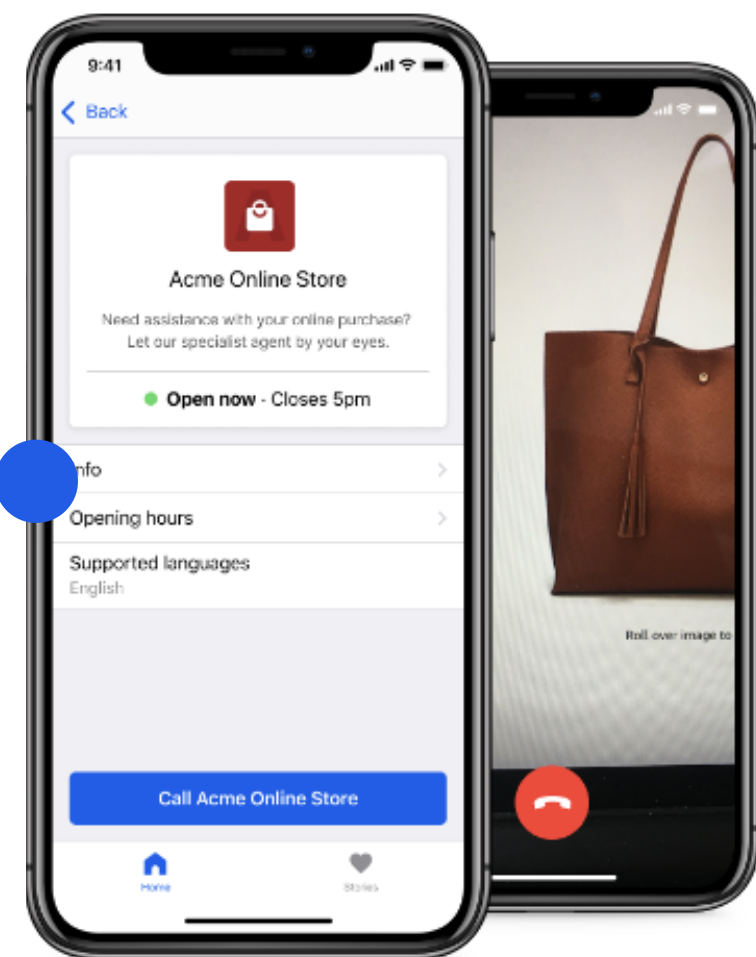


**Blind customer requests assistance**



Mobile app for blind users

**Customizable company profile**



**Support agent, assistant or coworker receives video call**



Web app for Managers and Agents

Specialized Help for Work



# Choosing Your Be My Eyes Assistants

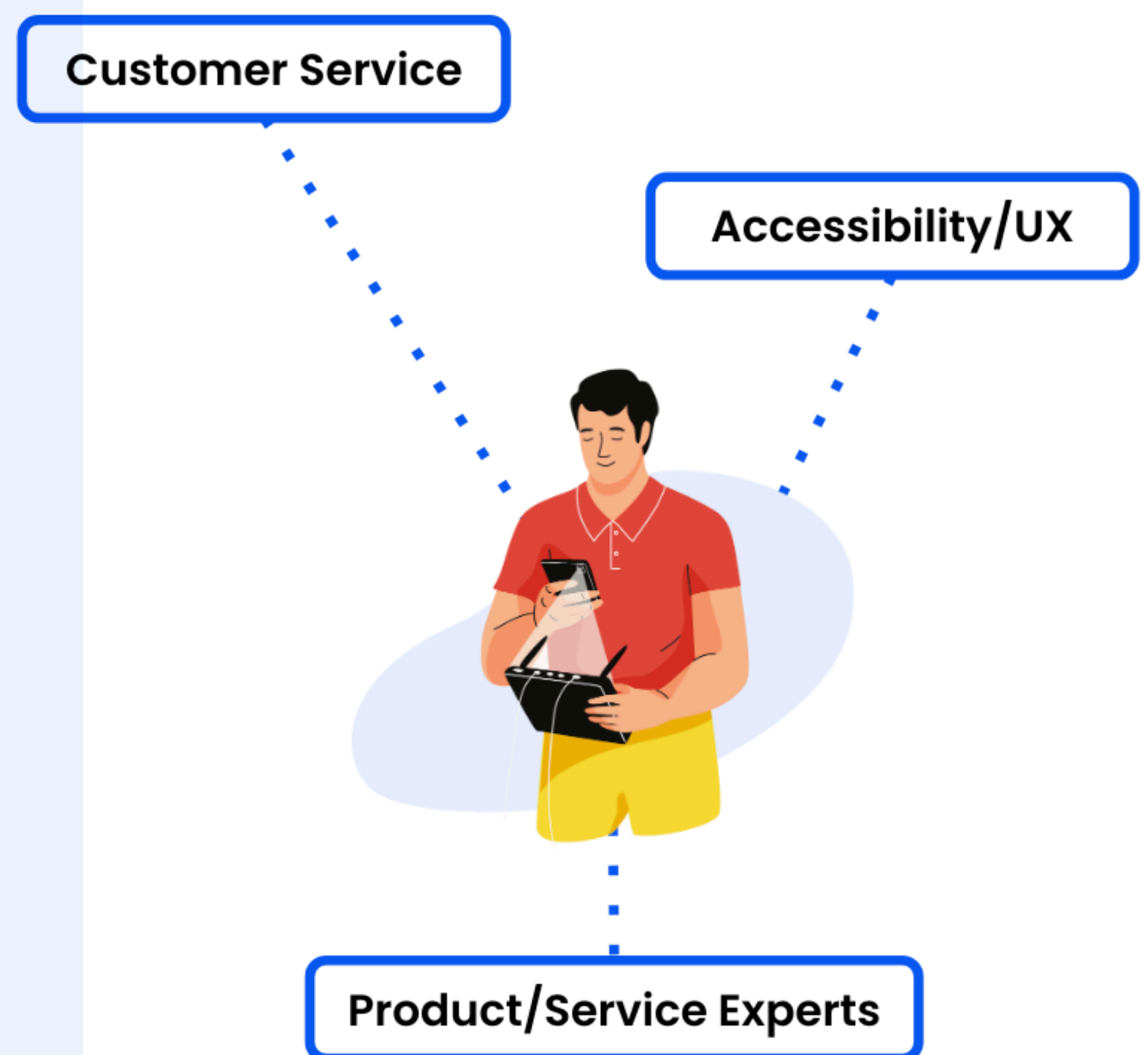
Whenever we present the process for how to get started at your organization, the number one question we receive is:

## Who can be a Be My Eyes Assistant?

The short answer is anyone at your company with product or service expertise and an internet connection. Officially referred to as “agents” and “managers” in our software platform, Be My Eyes Assistants are individuals at your organization who receive calls from our users and provide expert advice and service.

Often, who gets picked ultimately depends on where the support initiative is funded in your organization. You can use existing support reps with just a bit of additional training or get marketing employees on board and connected to the platform. Almost anyone can help.

We’d be happy to assist. As part of all onboarding processes, we help you identify and organize everyone in your company to get on the same page.



# Support Your Accessibility Initiatives

While Specialized Help and Be My Eyes for Work make up the core functionality you need to reach the blind and low-vision community at any company, many of our partners require other information and support in order to help get the support desk off the ground and make it a resounding success.

**For most of our partners this means two things:**

## **1 Create a Case for Accessibility**

Identify where accessibility should live in your organization and get the data you need to make a case to leadership.

## **2 Market Your Accessibility Solution**

Tell positive stories about your brand and engage with a highly targeted community of visually impaired individuals and their supporters.



# Creating Your Business Case for Accessible Support

Even if your company has supported diversity and inclusion or disability support initiatives in the past, it's important to clearly define the meaning of "accessible support" and its key benefits for organizations.

## What is Accessible Support?

Accessible Support has many definitions, but it's most important to know that being more accessible as an organization is a "process, not a destination." In short, Accessible Support is the process of ensuring every customer, employee and stakeholder has an equal opportunity for success with your company's offerings.



# Here's how you get started

This timeline lays out the actions and deliverables your company needs to go from initial meetings with the Be My Eyes team to signing a Master Agreement.

## 24-48 HOURS

### Alignment on Use-Case and Scope

**Deliverables:** Official pricing proposal and scope of work

**Timing:** 24-48 hours for Be My Eyes team to create official proposal and scope of work once solutions and use-case are agreed-upon



## 3-4 WEEKS

### Intro Meetings, Software Demo and Discussion w/ Decision-Makers

**Deliverables:** Sales brochures and materials, case studies and use cases, customized presentations

**Timing:** Demo and Q&A = 45 minutes to an hour. Multiple demos to ensure alignment from all relevant stakeholders. Typically 3-4 weeks for initial discussions





# Here's how you get started

This timeline lays out the actions and deliverables your company needs to go from initial meetings with the Be My Eyes team to signing a Master Agreement.

## 1-2 WEEKS

### Selection of an onboarding/training for Be My Assistants

**Timing:** Virtual and pre-recorded trainings for “inaugural” group of Be My Eyes assistants, and ad-hoc support for new assistants throughout partnership, encompassing 1-2 weeks



## 48 HOURS

### Creation of “Demo Account”

**Deliverables:** Be My Eyes creates closed-loop demo account for company's testing and Q&A

**Timing:** 48 hours for demo account creation once appropriate company profile content is provided



## DEPENDENT

### Alignment on Master Services Agreement w/ Your Procurement, Legal and/or IT Team

**Timing:** Dependent on adjustments needed to our existing MSAs and security/privacy standards



## LAUNCH-DAY PREPARATION

# Key Deliverables and Timeline

Once the Master Agreement is signed, we begin a collaborative onboarding and prep process ahead of launch day

### 3-4 WEEKS

#### Selection of Launch-Date

**Timing:** Recommended launch date of 3-4 weeks from signing of partnership agreement



### 1 WEEK

#### Welcome Kit and Kick-Off Meeting

**Deliverables:** Be My Eyes shares written materials on launch and partner marketing guidelines, and training materials for Be My Eyes assistants

**Timing:** 1 business day following signing of Master Agreement, kick-off meeting ~1 week post-signing



### 1-2 WEEKS

#### Creation of Marketings and Communications Launch Materials

**Deliverables:** Press release, blog post, email newsletter, social media content from Be My Eyes channels. Editorial and strategic feedback to customer's media channels

**Timing:** 1-2 weeks following official "Kick-Off Meeting"





## LAUNCH-DAY PREPARATION

# Key Deliverables and Timeline

Once the Master Agreement is signed, we begin a collaborative onboarding and prep process ahead of launch day

### 3-4 BUSINESS DAYS

#### Development of Specialized Help and/or Be My Eyes for Work Company Profile and Login Credentials

**Deliverables:** Be My Eyes to share template for creating profile, review and provide feedback to company's draft

**Timing:** Once information is finalized, turn-around for creation of the account can be 3-4 business days



### 2 WEEKS

#### Company tests profile and runs demo calls with Be My Eyes Assistants

**Timing:** After creation and sharing of company profile/demo account, give 2 weeks for training



### 30-45 MINUTES

#### Additional Be My Eyes Assistant Training / Onboarding

**Timing:** 30-45 min sessions, ad-hoc leading up to launch



### 1-2 WEEKS

#### Campaign Launch

**Deliverables:** Company profile is live, marketings/communications materials launched.

**Timing:** Day-0

