

Invest Ottawa DMS Future Proof

Success Story: Canadian Hard of Hearing Association

The Story

The Canadian Hard of Hearing Association (CHHA) connects Canadians impacted by hearing loss through advocacy, education, and community engagement. The association works to break down barriers for those living with hearing loss by providing resources and technological devices that alleviate the effects of hearing impairment. With over 24 branches across Canada, the CHHA has been the national voice of Canadians living with hearing loss since 1982. Recently the CHHA established a social enterprise which sells tech supports and tools for accessibility, offering a constant stream of revenue for the association so they can continue to invest in advocacy and education.

The Obstacle

The CHHA wanted to ensure they could continue meeting the growing and diverse needs of their members while also identifying ways to generate revenue that would allow the association to remain operational and invest in further advocacy and education. The pandemic caused a delay in the rollout of their social enterprise and a challenge in allocating the necessary resources. The association need to move to digital quickly, but there was little budget to do so.



The Solution

CHHA representative Richard Plummer says that the Digital Main Street Transformation Team's support in launching CHHA into the digital age was pivotal for the association. The team worked to expedite the process, which allowed the association to begin selling products through their web store more quickly. The team also created a framework for the association to populate their web store efficiently and easily. Once the appropriate tools were in place, the Transformation Team worked collaboratively with the association to provide staff training on appropriate use of the new tools.

The Update and the Future

The CHHA has been able to create a robust consumer platform with multiple layers of products and to communicate sales messaging and promotions through their marketing tools. They are also launching a digital marketing strategy which complements the digital work they have done to date. The CHHA team hopes their social enterprise can become a platform the community trusts as a provider of choice, knowing that when they purchase from CHHA their impact is two-fold.



Testimonial

“I think the willingness of the program to adapt to the client or consumer’s needs is extremely helpful,” says Richard Plummer. “The team was adaptable. There was no prescribed way of doing business; instead, they worked with us collaboratively.”

Get Connected!

Richard Plummer

Director, Business Development and Operations,
Canadian Hard of Hearing Association

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