

Great Multilingual CX with Digital Language Solutions

Alorica, by establishing a Center of Excellence, delivered cost-efficient and high-quality multilingual CX for a major brand



The Challenge

Our client, a global technology leader, faced a significant challenge in delivering high-quality multilingual customer support to their diverse customer base. With customers spread across regions speaking languages including French, Italian, German, Spanish, Portuguese, Dutch, and more, they encountered difficulties in achieving performance and quality targets, which were exacerbated by fluctuating demands.

The traditional approach of hiring multilingual agents at a premium cost for email support from a nearshore location was proving to be inefficient, both in terms of speed to recruit and cost. The agents, while proficient in multiple languages, operated as a shared resource, lacked proficiency in written language and comprehension of client workflows, products, and services, leading to a decline in service quality, missed SLAs, and diminished overall customer satisfaction.

The Solution

Alorica IQ, our digital foundry specializing in technology-integrated customer interactions, stepped in with an innovative solution to tackle our client's challenges head-on.

Leveraging cutting-edge, digital translation technology and a tailored operational CX playbook, our team of solutionists redefined post-sale support for our client. We optimized multilingual customer experiences by deploying English-speaking CX specialists from a single, offshore, cost-effective location.

The agents possessed the right domain expertise, exceptional English proficiency, and strong CX experience, ensuring a tailored fit for the client's needs. They were meticulously trained in client-specific workflows, products, and services, with a dedicated focus on email support.

By shifting focus from hiring agents for language skill to recruiting CX experts with channel experience, we expanded the talent pool and enhanced overall service delivery.

We additionally consolidated Tier 1 and Tier 2 support queues into a unified, streamlined workflow, thereby enhancing overall workforce performance and efficiency.

The seamless integration of technology into the email CRM system facilitated real-time translation and seamless communication between agents and customers.

Establishing a dedicated offshore Center of Excellence, powered by a combination of technology and operational best practices, including comprehensive training and ongoing support, we elevated SLA adherence, service quality, drove continuous improvement, cost optimization, and exceptional customer experiences.

The Results

Language translation quality at

95%

surpassed the quality of multilingual speakers at offshore location.

Turnaround time improved significantly compared to multilingual native speakers, achieving a

92%

level of adherence.

Operating efficiencies through using a single language skill resulted in a

30%

reduction in the team size.

Cost-to-serve reduced by

63%

attributed to the transition to a centralized dedicated model, leveraging translation technology, and operating a Center of Excellence with comprehensive training and support.