

## Handling non-English calls: Reducing Costs & Increasing Efficiency

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### *Speakers*



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## Webinar Presentation:

# Handling non-English calls: Reducing Costs & Increasing Efficiency

## *Agenda*



### I. Overview

- Study objectives
- Research Methodology
- Census data

### II. Results

### III. Analysis

### IV. Q&A



**Overview** Results Analysis Q&A

# About Voiance



## Enterprise-wide multilingual support 24/7 in over 150 languages

- Interact with your customers in their own language
- Create value by increasing customer satisfaction and market share

## Learn more about the **Voiance Advantage**

- State-of-the-Art Communications Infrastructure
- Real-time business intelligence
- Quality & Service



Voiance has achieved  
ISO 9001:2008 certification



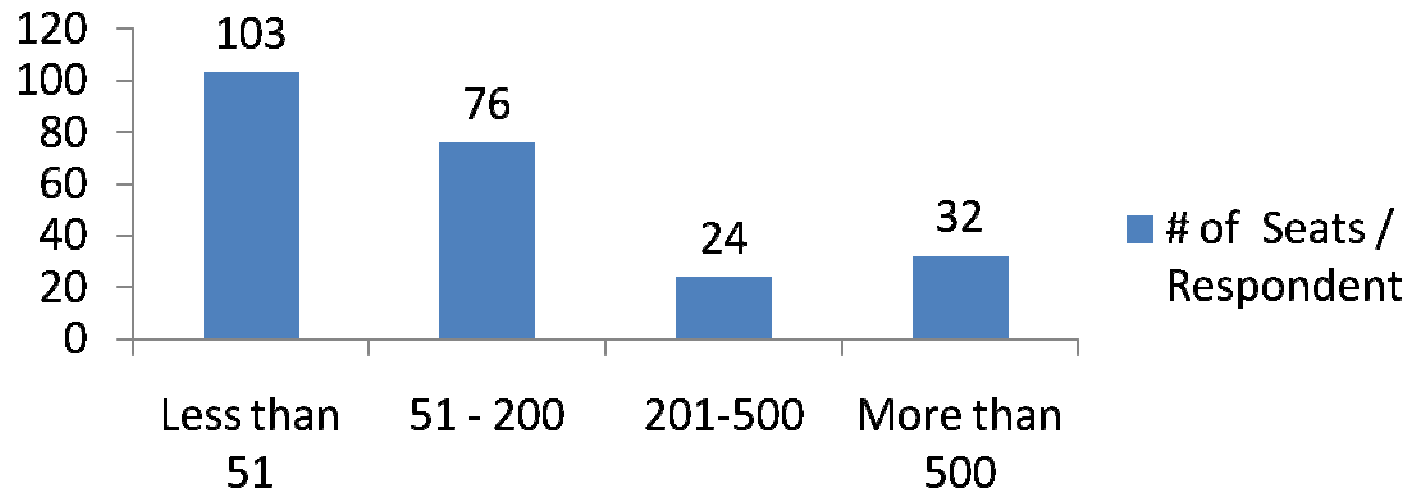
### Research objectives

- Establish data points on operational issues shared by contact centers
- Provide resources for better, fact-based decision making
- Point to areas of future research into the issue



### Survey methodology

- Sample size = 235
- Lowest number of respondents answering a question > 100



# Importance of non-English customers

Estimated percentage of non-English calls received was **13%**

### US Census Data

- 47 million people spoke a language other than English at home
- In Florida, 55% of population growth in past 10 years has been Hispanics, 6 times faster than non-Hispanics
- New, limited English speaking person enters the US every 19 seconds

# Importance of non-English customers

**84%** of customer contact centers support non-English calls

<b>Primary motivation for providing foreign language support</b>	<b>Survey Response</b>
Customer service / satisfaction	68%
International operations	11%
Increased revenue opportunity	10%
Regulatory requirement	6%
Other	5%

### Key performance indicators

<u>KPI's</u>	<u>% Response</u>
Call volume by language	43%
Average handle time	35%
Average speed of answer	34%



### How are non-English calls being handled?

<b>In-house bilingual agents</b>	<b>65%</b>
<b>Outsourced bilingual agents</b>	<b>12%</b>
<b>Over-the-Phone Interpretation (OPI)</b>	<b>66%</b>

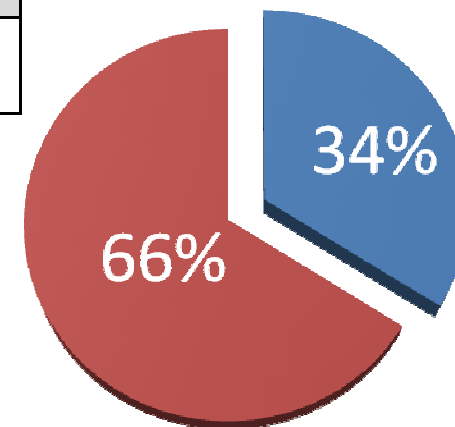
**Why doesn't this add up to 100%??**

# Optimizing language services support

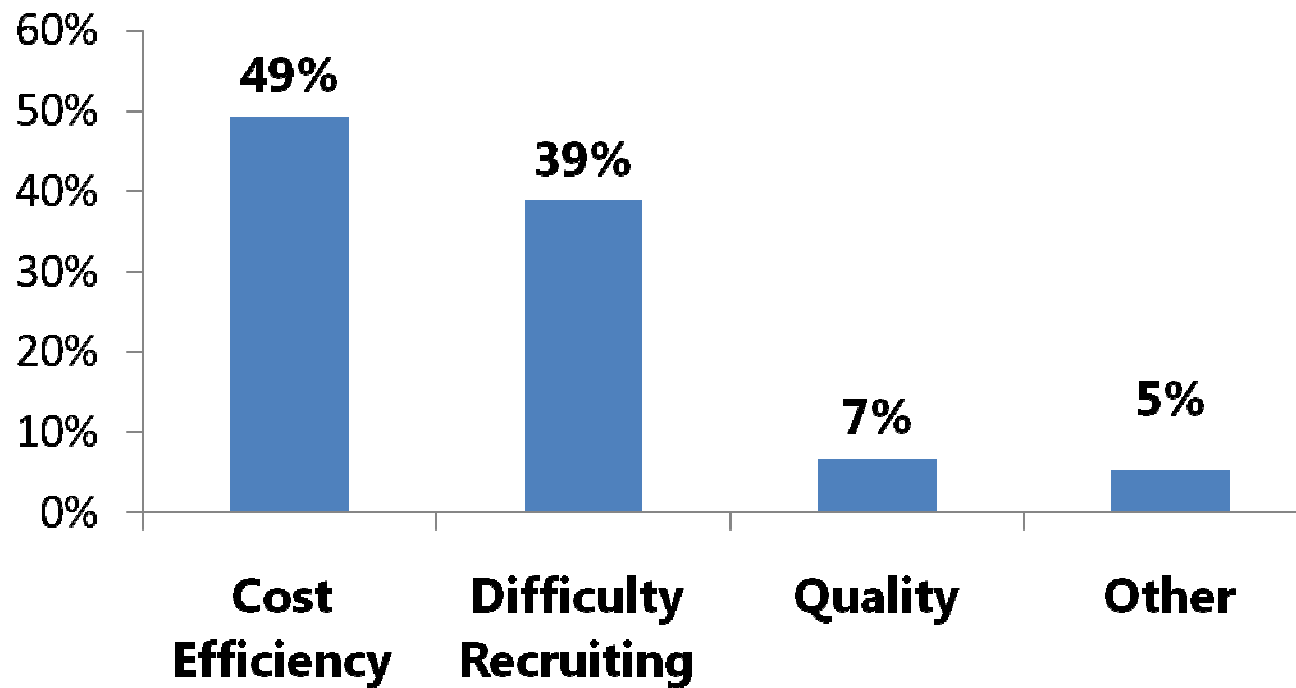
### Call center mix of language services

Use OPI, but Spanish is in-house	50%
Use OPI, but some languages in-house	23%
All foreign languages supported by OPI	27%

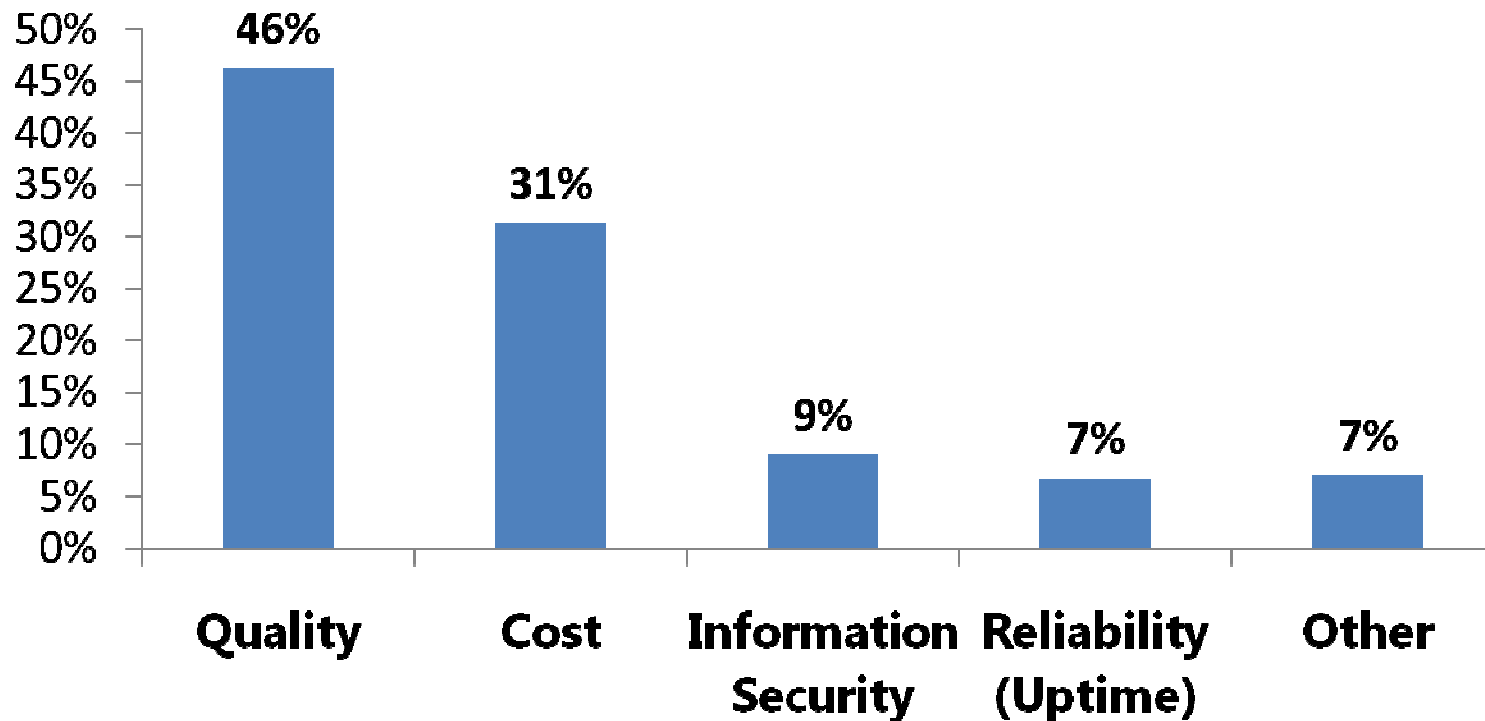
■ Use OPI  
■ Do not use



### Primary reason for using Phone Interpretation



### Concerns about Phone Interpretation



### Key performance indicators

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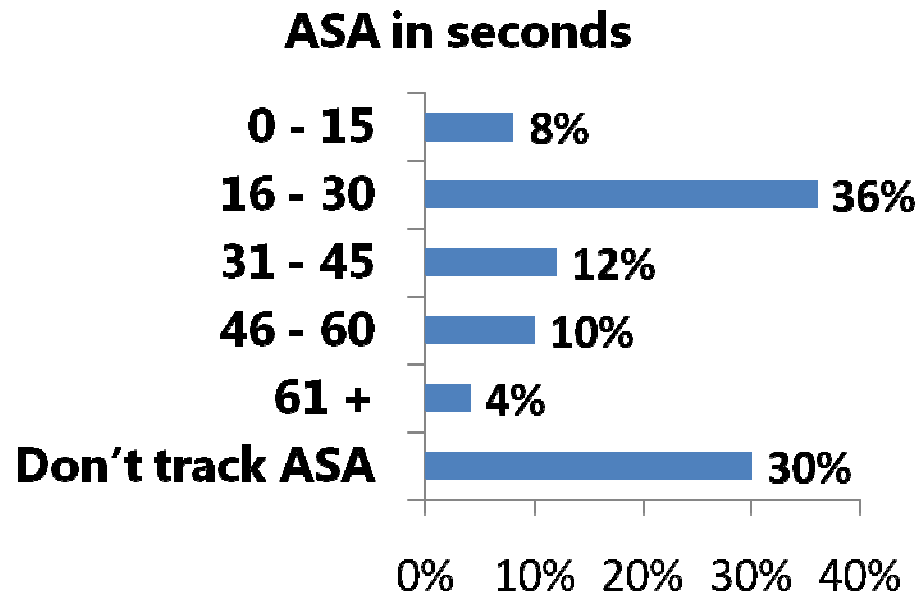
#### Best Practices

Look at language mix

Evaluate training & monitoring

Track by language, time of day

## Average Speed of Answer



### Best Practices

**Track ASA!**

**Define ASA correctly**

**Track by language, time of day**

### Other considerations

- **Seasonality of call volumes**
- **Cost of recruitment, training, bi-lingual supervisors and turnover**



### Question & Answer

- **What were the differences between large and small contact centers?**
- **How do you support 150 languages?**
- **Do interpreters need training?**

**Thank you for attending:**

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*Thank You!*

**For more information on Voiance  
please visit:**

[www.voiance.com](http://www.voiance.com)

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