OVER-THE-PHONE INTERPRETATION SERVICES
TO SUPPORT HIGH CALL VOLUMES

5 SECOND CONNECTION SPEED	750,000 MINUTES PER MONTH	180+ LANGUAGES

Our customer, a leading telecommunications company, provides consumer and commercial cable television, telephone, internet, and wireless services. End customers, authorized third-party retailers, and field technicians often need to connect with the company to ask account questions and troubleshoot technological issues.

As this company is a large-scale provider, they receive a high volume of inquiries and have a high demand for non-English language services. Prior to working with Lionbridge, our customer contracted another vendor to provide Over-the-phone Interpretation (OPI) for their service calls. However, the vendor struggled to deliver high fulfillment rates and fast connection times and could not always support the wide breadth of languages needed. As a result, our customer sought out a new Language Service Provider when their vendor's contract expired.

About the Customer

The customer is a large telecommunications company based in the United States. They provide consumer and commercial cable television, telephone, internet, and wireless services to more than 32 million customers throughout the country.

The Challenge

Given the scale of their operations, our customer experiences extremely high call volumes in many languages. The vendor they previously contracted for OPI services was unable to satisfactorily support the scale of the customer's need.

In addition to high unfulfillment rates and slow connection times, the telecommunications company was looking to improve the customer experience by removing unnecessarily complicated menu options. The principal concern was the sheer scale of the customer's operation, which would require stringent project management and a strong transition plan.

In onboarding the client and initiating OPI services, Lionbridge helped the customer address the following challenges, including the need to:

- Streamline the customer experience with a simpler calling interface

- Improve efficiency to lower connection times and raise call fulfillment rates

- Expand the breadth of languages available for OPI

- Formulate a strong transition plan to ensure all systems were equipped to handle the high call volume without compromising speed or quality

- Provide customer dashboard and reporting access to a large number of end users

The Results

Lionbridge relied on its expert project management teams, thorough communication, and talented network of interpreters to onboard the full volume of the customer's calls. We continued to maintain consistent performance metrics as the operation scaled. During the increase from 80K minutes per month to over 750K minutes per month, the customer experienced no drop-off in performance. By working with Lionbridge, the customer was able to:

- Achieve connection speeds of <5 seconds for Spanish and <7 seconds for all other languages

- Achieve a fulfillment rate of 99.7% over the span of 12 months, totaling over 10 million minutes of call time

- Streamline the customer service experience with a one-click IVR menu

- Expand its offerings to over 180 languages, including rare languages

The Solution

Lionbridge worked closely with the customer to create a custom pilot program and onboarding plan. We wanted to build confidence that our system and resources could handle the scale and breadth of their full volume without being overwhelmed.

The client was onboarded in three phases: 1/3 of users went live every three weeks with stakeholder checkpoints at regular intervals in between to ensure an optimal customer experience for each business group. Key elements of the transition's success included Lionbridge's ability to:

- Thoroughly investigate and address the customer's principal concerns

- Develop a staged onboarding plan to satisfy immediate objectives and ensure continued quality and performance

- Perform extensive client-specific interpreter training, including the compilation of an agency-specific glossary

- Perform stress tests to assess performance and iteratively refine the onboarding plan as it progressed

- Hold internal status check meetings to address additional concerns and present the customer with performance metrics

- Conduct end user training for customer portal and reporting tools

- Implement a one-click Interactive Voice Response (IVR) language selection menu

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