



**LIONBRIDGE**



## **OVER-THE-PHONE INTERPRETATION: PRESERVING COMMUNICATION IN A CRISIS**

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Accurate interpretations, in real time, from anywhere in the world

### **Inside, you will learn:**

1. Why Lionbridge OPI is a valuable resource for fast, scalable services
2. How to handle the unexpected with OPI
3. Which six make-or-break qualities to look for in your OPI provider

## WHY LIONBRIDGE OPI



### *Fast, scalable services from a leader in the industry*

Over-the-phone interpretation (OPI) was built to respond to communication needs—no matter how urgent. It bridges language gaps to enable effective multilingual communication and ensures better customer experiences by making interactions faster and more efficient.

Lionbridge's OPI service is specially equipped to handle volume surges and provide robust, reliable services even during an emergency. Our virtual call center model connects interpreters with customers from remote locations all across the country. This ensures continuity of services in the event of localized or national events such as severe weather or disease-related quarantine.

With Lionbridge OPI, you will benefit from:

- Around the clock access to the largest language list in the industry—350+ languages, 24/7/365
- Fast connections (8 to 10 second connection time for Spanish; 12 to 15 second connection time for other top languages)
- Robust telephony platform with consistent uptime (99.99% or greater)
- Real-time reporting to view data on volume, language mix and KPIs
- Call flow and account setup tailored to each individual customer's needs
- A Customer Success Manager as a dedicated single-point-of-contact
- Technology enhancements to the traditional OPI call flow that improve both the agent and the customer experience
- A secure partner with industry-leading confidentiality, compliance and risk management programs



## HOW DO YOU HANDLE THE UNEXPECTED?



*When disaster strikes, there are steps you can take—and partners you can call—to overcome challenges to communication.*

**L**ionbridge knows firsthand the importance of efficient and effective crisis communications. In September 2017, Hurricane Maria tore through Puerto Rico and devastated its population of 3.4 million citizens. Homes were destroyed, lives were overturned and doors were shut for thousands of businesses. The nation went into disaster mode.

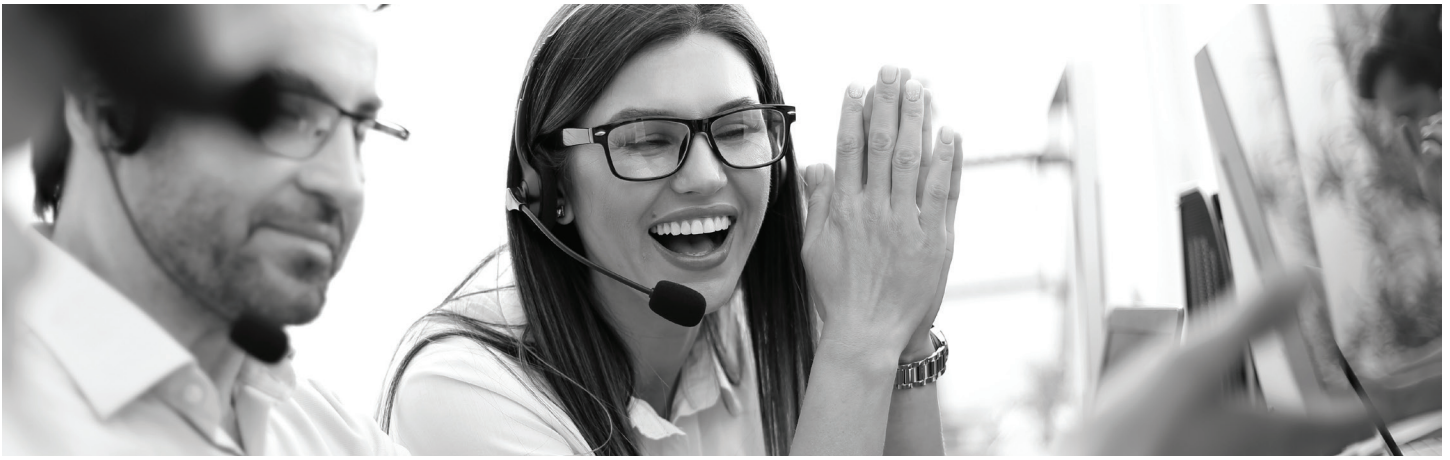
For one leading waste management organization, this meant a major Spanish-speaking contact support center went off the grid. Per their disaster recovery protocol, they diverted customer calls to two unaffected regional call centers. But these secondary contact centers were not staffed with Spanish speakers. Suddenly, communication came to a standstill. They needed a backup plan to ensure their Spanish-speaking clients received the assistance they needed, promptly, and in a language they understood.

**Lionbridge OPI was built for just such a crisis.** With real-time response in hundreds of languages, Lionbridge acted

with urgency and tact to deploy an OPI emergency plan and ultimately meet the linguistic needs of the two unavailable call centers. We supported a 700% increase in volume—with just 24 hours' notice.

Most of our interpreters work remotely out of virtual call centers, meaning we can facilitate work from essentially anywhere in the world. In fact, if a crisis restricts access to our brick and mortar offices, the Lionbridge OPI Pride is prepared to function virtually. Our customer support, telephony and tech support, along with translation and interpretation teams can all continue work from home.

**The unexpected happens.** Whether it be a record-breaking hurricane or a global pandemic—fast, accurate communication is key to sustaining business with as little interruption to workflows as possible. Our global scale, industry-leading OPI services and work-from-home protocols make Lionbridge a uniquely valuable partner to call in a crisis.



## WHAT MAKES AN EXCELLENT OPI PROVIDER?



*Does your provider demonstrate these 6 key qualities?*

1

### **Attention**

Having a single point of contact directly attending to your needs is critical. It opens a clear line of communication when you have invaluable questions about contract performance, changes in your needs or potential surge requirements. Not only that, but you need someone who understands your contract and how to maximize OPI effectiveness for your customers. You should never feel like you only hear from your provider when you receive an invoice.

2

### **Expertise**

Knowledge is power. Great OPI providers have experts on hand with the specialized knowledge of the customer's specific project. Whether you need support in a particular language or a particular industry, your provider needs to be able to understand and produce the right terminology for the right translation.

3

### **Quality**

When working with real-time translation, quality cannot be sacrificed for speed. This means employing professional interpreters with training in OPI, not just bilingual speakers. Beyond that, they should be backed up with a comprehensive quality assurance program that ensures accurate, professional interpretation.

4

### **Reporting**

What does your OPI provider offer to make reporting effective and user-friendly? A process for self-service reporting with multiple data fields, regular email exchanges of reports in Excel format, and real-time reviews of contract performance are all important to facilitate quality reporting.

5

### **Customization**

Every business and every project is unique. When necessary, you want to be able to design certain aspects of your OPI service to align with your project's needs. Key customizable aspects include the ability to track and receive reporting on metadata like order numbers or programming the interactive voice recognition (IVR) with the languages you use most often.

6

### **Branding**

Your brand is your story. How do you ensure the message your customers receive is the one you want to send? To maintain brand consistency, OPI service providers can provide interpreters with scripts, glossaries, frequently used forms – all in real time for each call.



## WHERE TO START?



### *6 steps to get started creating your organization's multilingual CX strategy.*

1

#### **Identify Opportunities Across Languages**

The first step to optimize your organization's multilingual customer experience is understanding your non-English language landscape. What is the current experience like for a non-English speaker interacting with your contact center or service desk? What factors enhance or detract from their satisfaction? Consider the following from each customer's perspective:

- How easy is it for me to report an issue?
- Are my preferred communication channels available in my language?
- Do I need to repeat myself throughout the course of an interaction?
- Am I being handed off to multiple employees multiple times?
- Has my issue been resolved?
- How much effort does resolving my issue require?
- What is the time to resolution?
- Is the solution appropriate?

2

#### **Track Languages and Volumes**

Track and quantify the languages your customers speak. What languages are your callers requesting your agents speak? Understanding the language landscape of your customers will help you deliver a high-quality experience for them in the future.

3

#### **Measure and Dissect Metrics by Language**

After you've identified the key languages your customers speak, determine how quality metrics vary by language. Select metrics most important to your organization; for example: CSAT, NOS, FCR, CPC, L1FCR (FLR), TTR (Time to Respond, Repair/Resolve), ASA, and Cost Per Incident, among others. Many organizations are surprised to find that their scores are significantly lower for non-English language speakers.



4

#### **Map Journeys by Language**

Once you determine the languages that have lower customer metrics, you can examine the journeys of customers who speak these languages. Mapping customer journeys by language will allow you to develop a clear picture of which languages require the most attention.

5

#### **Investigate Your Options**

Armed with your data, you can now consider which language solutions make the most sense for your business, culture and budget. For example:

If your customers prefer to engage with your agents via voice, then an OPI service with cutting-edge technology might make sense.

If your customers prefer to interact with you via chat and email, evaluate second generation real-time translation technology. Customized real-time translation solutions can add support for hundreds of languages to your existing chat and/or email platform(s).

If your language evaluation revealed that you only require support in one or two high-volume languages, hiring bilingual agents could be ideal for your company.

6

#### **Test, Measure, Optimize and Expand**

Treat your optimization work like a science experiment. Introduce one new variable at a time and measure its impact before making company-wide changes. For example, you don't need to immediately offer support for every language across every channel. Instead, begin by closing the biggest gaps. Start by providing support for the highest-volume non-primary language. Test, measure and optimize to determine the process, channels and languages that make the most sense for your company.

## UNDERSTAND TO OPTIMIZE

By fully understanding the language needs of your customers, you can match them with the right solutions and pave the way for global language coverage that provides superior customer service to every customer.



GET STARTED.

**CONTACT US** TODAY TO LEARN MORE ABOUT  
ADDING LIONBRIDGE'S OPI TECHNOLOGY TO  
YOUR CONTACT CENTER OR SERVICE DESK.

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## About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, we have helped companies connect with global customers and employees by delivering localization and training data services in 350+ languages. Through our world-class platform, we orchestrate a network of one million passionate experts in 5000+ cities, who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' customers. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 26 countries.



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