

Found in Translation: Great CX with Digital Language Solutions

Creating seamless solutions with digital workflow enhancements

THE CHALLENGE

A leading global technology manufacturer needed to reduce costs by reconfiguring their current support system. The client wanted to deliver post-sale email support to customers across Europe from one cost-efficient geography.

But translation tools don't always provide accurate or precise translations, especially for technical terminology or complex instructions. Lacking contextual understanding, tools fall short, struggling to grasp customer needs, language nuances and idioms, resulting in miscommunications between tech support teams and customers.

Alorica had a plan—and a digital transformation solution—to make the client's email support efforts efficient and multilingual needs seamless and simple.

THE SOLUTION

Alorica IQ—our digital foundry that integrates technology into all of our services and customer interactions—rose to the occasion with a digital translation technology solution.

Our team of digital solutionists in Mohali, India, helped streamline post-sale email support, delivering multilingual CX in French, German, Spanish, Italian, Dutch, Portuguese, and more...using only English-speaking agents!

Harnessing an asynchronous multilingual email workflow, Alorica IQ made it easy for customer messages to be responded to in the appropriate language...and at substantially lower costs.

And with seamless integration with client and translation applications and increased productivity, the client was delighted.

THE RESULTS



95% accuracy
of email responses
(including comprehension
and grammar)



**92% service
level met**
for turnaround time



**63% reduction
in cost to serve**
by moving operations
offshore