alorica

Case Study

Great Multilingual CX
with Digital Language Solutions

This global tech leader saved money with multilingual support in a single, offshore location.



The Challenge

When this global technology leader grew their enterprise, they struggled to provide support across regions for their diverse customer base. Their performance was suffering with quality targets affected by demand spikes.

They wanted high-quality multilingual customer support for 6 languages: French, Italian, German, Spanish, Portuguese, Dutch–and they needed it fast.

They started by looking at a traditional approach of hiring multilingual agents from a for email service but the premium cost for nearshore support was inefficient and expensive. There were additional issues with agents being proficient in some languages and not others, without the ability to write confidently about client workflows, product, and services to native speakers.

This decline lowered their service quality, missed deadlines, and decreased customer satisfaction.

The Solution

Optimized multilingual customer experiences from a single, offshore, cost-effective location that our client could count on.

Alorica IQ specializes in digital customer interactions and used smart digital translation technology with a tailored CX playbook for operations to transform our client's post-sale support.

- Selected English-speaking agents with the right CX domain expertise, training them in client-specific workflows, products, and services, with focus on email support for increased service delivery.
- Consolidated support queues into a unified, streamlined workflow for better performance.
- Added real-time AI translation directly to the email CRM, making it easy for agents to communicate natively with customers in any language.
- Established a dedicated offshore Center of Excellence, for technology, operations, and training support.

This helped teams keep to SLAs, increase service quality, and constantly improve while lowering costs.

The Results

Language translation quality at **95% higher quality** of multilingual support at offshore location.

Faster turnaround than the previous multilingual support model, achieving **92% adherence**.

30% smaller team with translation-enabled staffing.

Cost-to-serve reduced by 63% attributed to using a centralized model with translation technology, comprehensive training, and operations support.

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