

E-book

Holistic solutions for delivering *multilingual support*

Balancing high-tech tools with high-touch engagement when human empathy is needed most

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The challenges of delivering multilingual support

Delivering multilingual customer care presents unique challenges to businesses. Communicating with customers means overcoming language and cultural barriers. Sourcing, hiring, and training customer care experts who are fluent in each necessary language can be time-consuming and costly. For companies with customers in smaller countries, it can also be impractical.

Handling complex interactions effectively across languages can be incredibly challenging. Experts must be able to understand the context of customer queries to identify underlying concerns, find creative solutions, and communicate with empathy. For certain industries, like healthcare, additional training may be required to ensure knowledge of critical terminology and compliance with local laws governing privacy.

Another challenging dimension of multilingual support is scale. Ensuring a high-quality customer experience across different languages, cultures, and geographies requires accurate, efficient, and empathetic support. Growth in new markets relies on building trust with customers and building credibility as a brand by assisting customers in their preferred language. Whether a company operates globally, internationally, or in multiple languages within a single country, the scalability of its customer care team can be limited by its ability to grow or adopt new tools.



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The benefits of AI-human synergy for multilingual support

Discover the power of combining (AI) with human empathy to tackle the unique challenges of multilingual support while enhancing customer experience.

A hybrid approach to multilingual support can unlock the advantages of AI while maximizing the potential of support experts to make an impact. AI offers scalability and cost savings, while human involvement ensures sensitivity and personalization.

By using AI technology and human empathy, it is possible to deliver a seamless, personalized, culturally sensitive customer experience while achieving business goals. This synergy can be used to optimize support operations, reduce costs, and ensure legal compliance. Alongside improvements in efficiency and accuracy, delivering support in customers' preferred languages opens the door to global reach and increased revenue potential, customer loyalty, and enhanced brand reputation. Customer brand advocacy further enables growth within local target demographics by attracting new customers.

Next, we will discuss how organizations can strike the right balance with the hybrid approach, including examples of how companies across different industries have implemented elements of this strategy with successful results.

To harness the best of both worlds, organizations need to have the right strategy in place, which requires an awareness of the limitations of AI and the importance of human involvement.

Benefits of a hybrid approach

Combining AI with the human touch to enhance the quality of customer service can lead to improvements across several key metrics, including the following:

- Accuracy
- Operational efficiency
- Cost savings
- C-SAT (customer satisfaction)
- E-SAT (employee satisfaction)

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AI support for expert conversations

Use AI to help experts talk with consumers or manage simple queries using past data.

AI tools can address some of the challenges of multilingual customer care by increasing productivity, optimizing the allocation of staff resources, and lowering the cost per engagement.

AI can be used to provide customers with quick answers to basic questions through automated chat responses or by providing customers with relevant information from an existing knowledge base. Since AI algorithms can learn from engagements with customers, an AI tool can identify trends in support topics and improve upon its ability to address frequently asked customer questions. AI can also give multilingual language specialists live suggestions for responses or resources during customer engagement. This reduces employee workload, but AI certainly does not eliminate the need for these specialists. Instead, it allows them to redirect their efforts toward more complex or sensitive queries.

AI-powered translation can improve communication efficiency, lowering the overall cost of supporting an organization's diverse customer base. Due to the nature of the technology, its capability can enable companies to scale their support operations and serve customers even in smaller geographic or demographic markets without being limited by the cost and availability of language experts.

A Teleperformance client in the technology industry achieved 18% cost savings by implementing AI translation into their workflow. This technology ensures that translations are highly accurate, have the appropriate tone, and have correct grammar and spelling. Experts were able to use the AI translation tool to analyze the sentiment of customer messages and translate them into their language. When generating a reply, experts could then use the tool to translate their responses into the customer's language fluently. This cost-effective, streamlined approach allowed their experts to deliver quality support in multiple languages without the company needing to hire fluent speakers.



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Mastering complex queries

Highly trained multilingual language specialists handle challenging queries using empathy, creativity, and innovation.

Human empathy is vital to complex multilingual support scenarios. A simple translation alone will not suffice when there is a need for sensitivity, mutual understanding, and absolute accuracy. When handling situations significant to a person's life, like medical conversations, financial transactions, or legal agreements, it is imperative that multilingual language professionals be involved to ensure that information is relayed accurately and understood fully across the language divide.

When communicating with customers in their preferred language, multilingual language professionals are proficient at recognizing emotional, cultural, and linguistic signals from a customer's tone of voice or choice of words. Through active listening, these professionals can achieve a deeper understanding of an individual's concerns and address them in a personalized way. They can build rapport with customers, address their specific needs, and make them feel heard. Through empathy, multilingual language professionals are able to create a bridge across language barriers and deliver a positive, satisfactory support experience even in the most challenging scenarios.

Highly skilled multilingual language professionals can utilize their soft and hard skills to engage with consumers. Through soft skills like creativity and understanding of context and nuance, experts in customer care can bring innovative solutions to any issues that may arise. Multilingual language professionals make use of hard skills acquired from thorough training in customer support, translation and interpretation, and industry-specific guidelines and terminology. With sufficient training and experience with real-life scenarios in a specific industry or business, qualified multilingual language professionals can understand the context of customer questions, analyze the details of the situation, and provide the most effective support. Training is also crucial to ensuring compliance with any laws regarding customer privacy and preventing disclosure of sensitive information.

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A LanguageLine client in the healthcare industry that delivers care in multiple languages implemented a mobile app to bring providers quicker access to specialized interpreter services. The mobile app provides instant access to on-demand video and audio interpreters with training in the U.S. healthcare system, medical and insurance terminology, common procedures, ethical standards, and privacy law, including HIPAA (the Health Insurance Portability and Accountability Act).

Patients and providers have responded positively to the technology. The app allows care providers flexible access to interpreter services to better communicate with non-English speaking patients at any point in the care journey without needing an in-person interpreter or a scheduled appointment. By using interpreter services through the app, providers can help patients better understand their care and navigate the complex healthcare system, leading to increased patient satisfaction and better health outcomes. Interpreters are able to bring a human touch to complex interactions and provide personalized, culturally sensitive assistance to patients.

When handling complex customer care situations, multilingual language professionals need not only rely on their soft and hard skills. Experts can also take advantage of the benefits of AI to provide effective support. AI summarization is one example of how it can be used. StoryfAI, an AI-powered application by Teleperformance, has a feature that is capable of summarizing the main points of a customer's email query, allowing an expert to respond efficiently while ensuring that all of the customer's key concerns are addressed. By using AI summarization features in the process of responding to customers, experts are able to achieve a synergy of high-tech and high-touch support that yields an improved customer experience and faster response times.



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Synergy of AI and human interaction

Combining AI and human touch to address consumer needs.

The key to achieving synergy between AI and human interaction in multilingual support is knowing how and when to use technology or the human touch. Specially trained multilingual language professionals are able to handle complex situations with sensitivity and creativity. AI is able to lend support to experts, for example, by providing direct answers to simple queries or summarizing information to enhance responses to complex queries with a human touch. A high-tech, high-touch approach can bring the best of both worlds, combining the efficiency and scalability of AI with high-quality, empathetic expert care. Balancing the two means recognizing the importance of human involvement and the limits of AI.

AI technology is a powerful tool for addressing the challenges of multilingual customer care. AI can be used to support multilingual language professionals in interacting with customers across languages efficiently. When AI translation is used by customer support teams that handle first-level contact and simple interactions, it allows companies to quickly move into new markets without hiring and training staff with market-specific language skills. AI can also assist with complex queries by succinctly summarizing pertinent information for effective responses to customers.
Machine translation tools are able to do more than just translate. They can detect customers' languages, use translation glossaries customized to an industry, and check spelling and grammar to ensure fluent, error-free responses. When used alongside additional features like transcribing voice to text, experts can translate, understand, and reply to customers in real time, regardless of the language spoken. This shortens the time to resolution for support queries, which allows for increased support volume. With the ability to interpret the emotion behind content using AI, it is possible to detect a customer's mood and analyze the sentiment of messages so that experts can quickly identify a customer's most pressing needs. AI can continuously improve, identify patterns, and suggest resources from knowledge bases to aid experts in providing accurate and efficient support.

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AI-powered technology can empower specialists to confidently respond to customers in any language while maintaining the human touch. Unlocking this operational efficiency maximizes productivity and results in cost savings for businesses.

With the far-reaching capabilities of AI technology, it is essential to recognize its limitations and the need to have a human involved in interactions with customers. While AI can assist with both simple and complex queries by providing or summarizing information, complex queries should be handled by experts with relevant language skills and training. Sensitive or complicated interactions require human oversight and active listening. While AI is capable of sentiment analysis, only human experts can understand cultural nuances and the context behind queries. Emotional support and connection cannot be replaced by technology, and the human touch is essential to providing quality care and support.

Specialists are also necessary behind the scenes in the process of training AI. People should be involved in providing inputs for AI so that it can generate more helpful suggestions for experts. Humans should always be in the loop when working with AI to ensure quality, legal compliance, and the absence of bias, particularly with generative AI.

Technology can be used to support multilingual language professionals, but people must always be involved in providing customer care to ensure quality. A multilingual support strategy that balances high-tech tools with high-touch engagement can unlock business potential. A hybrid approach allows companies to optimize support operations while providing a high-quality customer experience led by empathy.



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How to get started

Companies looking to implement a holistic approach to customer engagement across languages can partner with an external expert to shorten the learning curve. Teleperformance and LanguageLine, a subsidiary company, have already developed a proven model for engaging customers holistically while driving efficiencies and improving customer experience.

Learn more about Teleperformance and LanguageLine resources for multilingual support by contacting a representative today.



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StoryfAI from Teleperformance

StoryfAI

StoryfAI is an AI-powered, user-friendly application that delivers automated translation services, allowing experts to operate securely and effortlessly using multilingual and automated capabilities that increase their performance and ensure precise responses. This proven and effective technology can automate more than 100 languages and reduce handling time by 30%.

LanguageLine

LanguageLine Solutions®

Turn language barriers into growth opportunities

LanguageLine is the world's most experienced and trusted language services provider, founded in 1982 and serving 93 Fortune 100 companies. Offering expert language assistance 24/7 maximizes employee efficiency, reduces costs, and supports total understanding with all those you serve.

- 35K+ expert linguists on our worldwide team of professionals
- 64M+ mutual language understandings created each year
- 290+ languages interpreted and translated by our highly acclaimed team

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