

SPEAKING THE LANGUAGE OF EXPERIENCE; THE LANGUAGE OF CUSTOMER EXPERIENCE!

What do you do when your flight gets cancelled due to snow?
Or your refrigerator breaks in the middle of summer?

YOU PROBABLY CALL CUSTOMER SERVICE.

But what if you don't speak the same language as the customer service agent? What is that customer experience like?

Research shows that the United States is one of the most linguistically diverse countries in the world!
The 2011 U.S. Census reports that:

21%

of the population speaks a language other than English at home.

And greater than

9%

don't speak English well enough to communicate with a customer service agent over the phone.

How can companies expect customer loyalty if they are unable to help in the time of need? By speaking the language of experience; by providing multilanguage customer support!

86%

of brands have non-English speaking customers

Yet, only

66%

formally offer customer support in a language other than English

69% expect that within 3 years their non-English speaking customer base will increase. **Why?**

40%

driven by pursuit of new demographics or geographic markets



33%

because of corporate marketing campaigns

35%

due to emerging channels (like social and mobile) increasing company and product exposure



Multilingual support benefits the customer, the company, and the contact center! How so?

76%

say support in a customer's native language improves their overall experience



72%

know it improves satisfaction with customer support



58%

believe it increases loyalty to the brand



"It's a Good-to-Great differentiator that improves stickiness,"
says one contact center manager.

But, almost 1/2 of contact center leaders say agents don't like supporting non-English speaking customers! **Why not?**

66%

of agents get frustrated with the language barrier



62%

are concerned about possible misinterpretations



Are you unable to support multilanguages within your own center?

Consider a language interpretation service! Contact centers that partner with language interpreters do so for:

1. Higher CSAT
2. Ability to scale customer base AND competitive differentiation (tie)
3. Higher agent satisfaction

It's all about the customer experience! Are YOU speaking the language of your customers?

In Q4 of 2013, The International Customer Management Institute (ICMI) and Voiance Language Services launched "The Impact of Multilanguage Support on Customer Experience" survey. We were interested to know how contact centers were currently supporting non-English language customers and whether or not offering multilanguage support positively impacted engagement and loyalty. 443 survey respondents participated, and the results are shared in the recently released research report: "The Growing Need for Multilanguage Customer Support", which is now available for purchase at icmi.com.