

*Ask the
Right Questions*

Your Guide: **Procuring Language Services**

*How to Select a Partner that will Help Your
Organization Achieve Its Goals*

A Language Support Partner directly impacts your ability to meet customer experience expectations, create efficiencies, and expand into new markets. With the right partner, you'll streamline services and gain visibility into your linguistically-diverse market segments for smarter decision-making.

When assessing a Language Support Provider's ability to meet your needs and deliver on your business outcomes, consider these five competencies:

- Service Availability
- Analytics & Visibility
- Partnership and Continued Improvement
- Business Continuity
- Linguist Quality

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**9 out of 10
users will
ignore your
product if it's
not in their
native
language.**

Nimdzi Research

Service Availability

Ensure your language services provider can support your customer at every touchpoint: telephone, email, chat, marketing and customer education material, virtual appointments, in-person. Without this capability, your organization will be forced to either alter processes for non-English-speaking customers or contract with multiple vendors. Both options create confusion (internally and for the customer), administrative burden, and are ultimately expensive. Procure a solution that allows your users to access all services via one platform and one relationship. You'll gain pricing advantages, improve efficiencies, reduce administrative burden, and uncover insights that can drive growth.

Look for a partner that supports all of the services your end users will utilize and allows you to access them via the same process and platform. If you have another vendor in place or have internal interpreting staff, look for a partner that can host your resources. This provides continuity of data through their system and creates the same point of access, while leveraging the benefits of internal staff.



Many vendors rely on a physical Call Center model to conduct their quality and security processes. With the COVID-19 pandemic, however, the physical call center is threatened and most are remote. Ask critical questions about availability, data security, quality standards, and quality monitoring to ensure your provider isn't relying on physical proximity to check these boxes.

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Ask Your Potential Language Support Partner...

- What services do you provide? How are services accessed?
- Does your solution require specialized equipment?
- Are you able to provide all services 24/7/365?
- How many languages are available?
- Are you able to host other resources on your platform?
- How are scheduled vs. on-demand services accessed?
- Please describe three ways you've met customer needs by configuring custom integrations or solutions to accommodate their workflows.
- How do you ensure rare languages are available?
- How does your system route calls or assignments?
- How do you charge for your platform?

Analytics and Visibility

Contract with a language services provider that provides your stakeholders with the insights to make smart business decisions and hold your language provider accountable. With the right data and reporting capabilities, your organization will be able to see when hiring internal bilingual staff is worthwhile based on demand and spend, identify growth opportunities, and ensure service levels are met. The right data is critical to finding efficiencies and ensuring a successful partnership long term.

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Ask Your Potential Language Support Partner...

- Are you able to provide real-time service level reporting?
- Are you able to provide reporting on spend by department and language in real time?
- Will we be able to configure custom reports?
- How do you charge for custom reporting?

Partnership and Continued Improvement

Every business is different and has unique processes. Ensure your provider is able to align on your organization's business objectives, understand your unique challenges, design a tailored implementation and Customer Success plan and provide the right support with the right members represented to execute on the plan effectively.

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Ask Your Potential Language Support Partner...

- Describe the process you have established for your customers to influence product development.
- What percentage of your employees are in Research and Development?
- How many customer suggestions have you implemented in the last three years?
- What roles will we have access to during onboarding and throughout the length of the contract?
- How will you meet our specific compliance requirements?
- Please provide a detailed Implementation Plan. (Hint: It should be comprehensive while acknowledging the need to co-design with your team and to accommodate your needs)

Business Continuity

Ensure you enter into a contract with a language services provider that can scale should your contact center see an increase in volume or uptick in rare language needs, as well as a provider with an adequate contingency plan in the event of a disaster. A provider may address language availability by leveraging linguists in geographically-dispersed locations to increase the talent pool, providing scheduled services for rare languages, or staffing to meet specific customer needs. A geographically-dispersed workforce, redundancy and scalability of the technology, and considered policies and procedures will mitigate risk in the event of a natural disaster or pandemic.



Ask Your Potential Language Support Partner...

- Please submit your ISO:9001 and ISO:17100 certifications and other relevant certifications.
- How was your service delivery impacted by COVID-19?
- How is the system configured for redundancy and scalability?

Linguist Quality

Contract with a provider whose quality procedures safeguard your existing customer relationships and investment in internal quality initiatives. Prioritize effective linguist requirements, linguist engagement, proactive monitoring, and issue reporting. Some language service providers do not require minimum experience for their linguists and instead focus on language testing. Interpreting experience, not just language competency, is critical in ensuring accuracy. Make sure linguists have adequate experience.



Ask Your Potential Language Support Partner...

- Does your linguist qualification process include minimum experience requirements?
- What kinds of engagement programs do you have in place?
- Do you have an Executive role dedicated to Linguist Engagement?
- What proactive quality measures do you take?
- How are issues reported?
- Are your in-country interpreters qualified using the same requirements as your U.S.-based interpreters?
- Are calls handled by in-country linguists subject to the same data security processes as those handled by U.S.-based linguists?
- Are reports detailing quality tickets submitted by our organization available?
- Are real-time service level metrics available?



Questions to Ask Your Potential Language Support Partner...

Service Availability

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Analytics and Visibility

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Partnership

- Describe the process you have established for your customers to influence product development.
- What percentage of your employees are in Research and Development?
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- Please provide a detailed Implementation Plan. (Hint: It should be comprehensive while acknowledging the need to co-design with your team and accommodate your needs)



Questions to Ask Your Potential Language Support Partner...(continued)

Business Continuity

- Please submit your ISO:9001 and ISO:17100 certifications and other relevant certifications.
- How did COVID-19 impact your service delivery?
- How is the system configured for redundancy and scalability?

Quality

- Does your linguist qualification process include minimum experience requirements?
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- How are issues reported?
- Are your in-country interpreters qualified using the same requirements as your U.S.-based interpreters?
- Are calls handled by in-country linguists subject to the same data security processes as those handled by U.S.-based linguists?
- Are reports detailing quality tickets submitted by our organization available?
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