

GEOFLUENT INTERPRETER DIRECT™

Click-to-Call Module

SOLUTION BRIEF

Call centers do their best to provide consistent service to all customers, but multilingual callers still have subpar interactions. In virtually every language other than English and Spanish, they are forced to communicate awkwardly with agents they don't understand with the goal of being connected to a native speaker or over-the-phone interpreter.

IMPROVE COMMUNICATION, IMPROVE CX

Mismatched language interactions have a substantial impact on customer experience and call center performance:

- These calls last three times longer than their English counterparts
- Satisfaction scores (CSAT, NPS) suffer as callers are forced to repeat themselves, and
- Brand agents spend valuable time trying to route calls to someone that speaks the caller's language.

There is a better way: GeoFluent Interpreter Direct Click-to-Call.

Developed based on extensive over-the-phone interpretation (OPI) experience across multiple industries, Click-to-Call eliminates operators and interactive voice response (IVR) for

a smoother, streamlined language experience. It ensures that contact center staffs only support interactions that they are equipped to handle, and callers never have to struggle with an agent who doesn't understand them—improving both agent efficiency and customer experiences.

GeoFluent Interpreter Direct Click-to-Call is part of the GeoFluent Omnichannel/Omnilingual Suite, designed to enable contact centers to support all languages across all channels. With Click-to-Call, language is never a barrier to a great brand experience.

HOW IT WORKS

GeoFluent Interpreter Direct Click-to-call creates a seamless bridge between your customer, Lionbridge interpreter, and your brand agent—as easily as dialing into a conference call.

Launch: Your customer simply presses the click-to-call button within your app or mobile/web browser

Select: A conference bridge is launched for your customer, with in-language instructions and messaging

Connect: The customer has a brief hold while the interpreter and brand agent connect, then bring the caller into the conversation





SOLUTION HIGHLIGHTS

- Seamless multilingual support
- Increased agent productivity
- Better customer experiences (CX)
- Available for 350+ languages and dialects
- Customized to reflect your brand
- Part of the GeoFluent Omnichannel/Omnilingual solution

GEOFLUENT INTERPRETER DIRECT CLICK-TO-CALL FEATURES

Instant Connectivity: Immediate access to qualified interpreters via app, web, or mobile browser

Omnilingual Capability: 350+ languages and dialects available 24/7/365

Customization via Virtual Linguist: AI-based tech core learns your brand terminology for quality and consistency

Efficient Interactions: 15 seconds to Spanish interpreters, 30 seconds to other languages; faster time to resolution and improved CX across all languages

Secure and Reliable: Data security and privacy for your business and customer content; 99.9% uptime, geo-redundancy across multiple carriers

Economical: Pay for interpretation by the minute

THE GEOFLUENT OMNI-CHANNEL SOLUTION

GeoFluent Interpreter Direct Click-to-Call is part of the GeoFluent Omnichannel/Omnilingual Suite that enables contact centers to support all languages across all channels. In addition to over-the-phone interpreting, we also provide on-site and video interpreting.

Two additional modules include best-in-class translation processes to provide a complete multilingual solution:

- **GeoFluent Virtual Translator™** adds real-time translation capabilities to self-service and agent-assisted digital channels, including chat, email, and forums/communities
- **GeoFluent Translate™** provides clients a self-service and secure way to quickly translate virtually any file or document type

Every GeoFluent module includes **Virtual Linguist™**, an artificial intelligence-based core that is customized and trained specifically for each client. The Virtual Linguist ensures multilingual consistency and accuracy across languages, channels, and use cases while understanding the context and terms, acronyms, and speak that are unique to your brand.

A LEADER IN OVER-THE-PHONE INTERPRETATION (OPI)

Lionbridge is one of the largest OPI companies in the world, with over 20 years of extensive experience across multiple industries, including healthcare, insurance, financial services, technology, manufacturing, government, and more.

Count on a partner that helps set industry standards through our involvement with organizations including:

- The Interagency Language Roundtable
- American Translators Association
- International Medical Interpreters Association
- The Society for Study of the Indigenous Languages of the Americas
- Certification Commission for Healthcare Interpreters

