



HOW LIONBRIDGE PREPARED OUR CLIENT'S CONTACT CENTER FOR ANY SITUATION

700% INCREASE IN
CALL CENTER VOLUME

24 HOURS' NOTICE

ZERO DROPPED CALLS

What Do You Do When Your Disaster Recovery Plan Puts Your Contact Center to the Test?

A leading waste management organization has contact centers around the world—including in the hurricane-affected regions of Florida and Puerto Rico. Historically, in the face of impending storms, the organization shut down operations at these locations to allow employees to evacuate. During this period, in accordance with its disaster recovery protocol, the customer diverted calls routed to those two centers to non-affected regional call centers.

However, those secondary call centers were not staffed with Spanish-speakers. This left a gap in call center coverage for Spanish-speaking clients.

About the Customer

Our customer is a global leader in sensitive waste management with annual revenues of \$2B. Its service include managing specialized and regulated waste streams such as medical, hazardous, and pharmaceutical waste. Supporting various industries—from professional healthcare offices to hospitals, pharmaceutical companies, and pharmacies—it relies on regional call centers staffed by bilingual agents to provide round-the-clock assistance.



The Challenge

When disaster struck in Puerto Rico and Florida, local call center representatives were unavailable. This led to a service gap for Spanish-speaking callers. The company needed to amend its disaster recovery plan to ensure both the seamless diverting of calls to other centers and guaranteed language coverage for every caller.

Why Lionbridge OPI?

Lionbridge OPI provides over-the-phone interpretation services for more than 350 languages, 24/7/365. Lionbridge OPI bridges language gaps to enable effective multilingual communication and ensure better customer experiences by making interactions faster and more efficient.

The Solution

The client integrated Lionbridge's OPI into its disaster recovery plan to provide Spanish interpreters to its English-speaking call centers. This ensured availability for Spanish-speaking clients who had been diverted from call centers in Florida and Puerto Rico while ensuring the continued safety of call center representatives in the affected regions.

Per its disaster recovery plan, the organization notified Lionbridge that it would require Spanish-speaking interpreters to ensure ample coverage to its Spanish-speaking clients while Spanish-speaking agents in Florida and Puerto Rico were unavailable.

Lionbridge implemented our own disaster preparedness plan to ramp up Spanish interpreter availability to handle the unpredictable spike and meet clients' needs within 24 hours.

The Results

By using Lionbridge OPI to absorb the multilingual needs of the two unavailable call centers, Lionbridge was able to support a 700% increase in volume—with just 24 hours' notice.

The client was able to continue operations at its normal level of service, while ensuring the safety of its representatives in the hurricane-affected areas.

"On behalf of San Juan and Miami managers, we want to thank you for being a great partner," said the client's Contact Center Manager. "You guys really came through for us."

