SUCCESS IN ANY LANGUAGE

Working in the background, a small but dynamic group of companies is providing critical translation and interpretation services to growing numbers of governments and businesses.
WHEN FASHION website NET-A-PORTER launched in 2000, it was credited with revolutionizing the world of online fashion retailing. When it added a series of multilingual sites late last year, IT director Richard Lloyd-Williams called it "one of the biggest events in NET-A-PORTER’s history." It’s easy to see why: While the retailer already ships to 170 countries, it now features product descriptions and editorial content in French, German, and Chinese, with more languages coming this year.

In case you were wondering, the company charged with developing and maintaining NET-A-PORTER’s localized online content is Lionbridge Technologies, the world’s leading language services company.

Language services? It’s a largely unsung industry, and many people have never heard of it. Yet it’s one of the most important in today’s global economy; worldwide revenues totaled $34.8 billion in 2013, according to market research firm Common Sense Advisory, up from $23.5 billion in 2009, and they’re heading higher this year. Language industry companies are offering increasingly sophisticated services, and play a crucial role for businesses that want to expand their markets, fully engage with customers, or deliver compelling products and content to diverse communities.

REVENUE GENERATOR
Common Sense Advisory recently conducted a survey of the top global brands, and concluded that 60% of their websites are multilingual, averaging more than eight languages per site, with many offering 30 or more.

Not surprisingly, Common Sense Advisory also found a striking correlation between offering multiple languages and making money. It discovered that among businesses with foreign-language websites, those that increased their translation budgets were 50% more likely to report an increase in total revenues than their Fortune 500 peers.

Even so, among the websites surveyed, a surprisingly large number rely solely on English, says Don DePalma, founder of Common Sense Advisory, in spite of what he says is a clear desire among the world’s consumers to be addressed in their own language.

DePalma cites another of the firm’s studies, called Localization Matters, which gauges both consumer and buyer attitudes in foreign countries toward engaging with vendors in English versus their native tongue. In seven out of eight countries, close to 100% of respondents expressed a strong preference for material in the local language. “Even in Sweden, which has a very high level of proficiency in English, 86% still want to see things in Swedish. And that preference increases in the post-purchase process. I call it the ‘pajama effect.’ Even if you speak English at work, it’s not your primary language. And if you’re sitting in front of the computer at home shopping online, you’re relaxing, engaging the ‘home’ part of your brain.”

In spite of the clear data, adds DePalma, “some companies are late in recognizing the reality. The need for language services only comes to them as an afterthought, after they’ve saturated local markets. If you’re just selling in English, you’ve left a good portion of the world’s population outside, looking in.”

Communicating to consumers in their own language can bolster a company’s credibility and increase relevance while maintaining brand integrity and building loyalty.
Lionbridge is the #1 Translation Company in the World.*

Lionbridge enables more than 800 world-leading brands to increase international market share, speed time to global markets and engage their customers in local markets worldwide. With innovative cloud technology platforms and a global crowd of more than 100,000 in-country professionals, Lionbridge delivers unparalleled quality, innovation and knowledge.

THE RESULTS

40% faster time to global markets

30% reduction in global marketing costs

15-40% increase in global website traffic

35% improvement in global campaign results

*Source: Common Sense Advisory Language Services Market: 2013
Engaging consumers in their own languages isn’t just a concern for businesses that export goods and services. Companies operating solely in the U.S. are also guilty of leaving money on the table; approximately 9% of people in the U.S. don’t speak English, a sizable market waiting to be tapped.

Last year, Aetna partnered with CyraCom International, a Tucson-based language services provider specializing in over-the-phone interpreting, to set up multilingual call centers in an effort to “reach audiences on their own terms,” says Tito Colon, head of Aetna’s multicultural marketing.

“The U.S. demographic has shifted, and so has our market. Aetna recognized that we needed better capabilities to connect with consumers in the way they want to be spoken to. We have to engage the customer through the lens of their culture and language.”

Since integrating language services into its operations, Colon says, “We’ve probably touched on 90 languages, including Navajo. It very much affects the front line of our interaction with our membership.” The move is already reaping benefits. “It’s helping us empower our customers in their health care. And it’s also been a market differentiator for us that has positively impacted business.”

**THE BOTTOM LINE**

Communicating to consumers in their own language can bolster a company’s credibility and increase relevance while maintaining brand integrity and building loyalty. It also boosts the bottom line— if it’s done right. But doing it wrong can have devastating consequences.

The Obama administration has been excoriated for the troubles that have plagued its Affordable Care website, http://healthcare.gov, but as the Associated Press reported last month, the Spanish-language version, http://CuidadoDeSalud.gov, has fared even worse. Debuting two months late, the site’s insurance plan details, originally written in English, had been translated so badly that workers helping to enroll Spanish speakers have been forced to translate the translation. Enrollment by Hispanics, a major target of the Affordable Care Act, has lagged far behind hopes and expectations.

“Language services go straight to the core of a company’s promise to its consumers: its brand,” says Donald Plumley, president and CEO of Elanex, a San Francisco-based company specializing in finance, tech, energy, and M&A projects. The company developed expressIt, a technology that automates workflow to speed turnaround, but it counts on specialist human translators to get things right. “Each earnings season,” says Plumley, “we do volumes of analyst reports every night, meeting incredible performance standards. Technology plus skilled professionals make the difference.”

**SECOND-OLDEST PROFESSION**

The translation and interpretation business, some in the industry quip, is the second-oldest profession in the world. “It’s been around forever, as long as people from different cultural backgrounds have been trying to understand one another,” says Craig Buckstein, CEO of Geneva Worldwide, Inc. and president of the Association of Language Companies, a national trade group representing about 200 providers. “There’s no foreseeable point in the future when the need for language services diminishes.”

According to Common Sense Advisory’s 2014 Market Report, growth in the language services
business slowed last year to 5.13%, after gains of 12.17% in 2012 and 7.41% in 2011. The firm attributes the drop to a number of factors, including pricing pressures, technology buyers that altered purchasing behaviors, low-growth economies that squeezed demand, the effect of foreign-exchange issues, and even U.S. military drawdowns overseas. Still, says DePalma, “growth of more than 5% is something a lot of industries would envy.”

The same report counted almost 28,000 language service providers worldwide. The vast majority are privately owned companies; many are small businesses with few employees that may have started years ago as one-person translation operations. Translation, which refers to converting written words from one language to another, is still the largest sector of the industry, taking a 45% slice of the market.

The second-largest slice, about 15%, is comprised of interpreting services—the conversion of spoken words into another language. Of that, onsite, in-person interpreting accounts for the lion’s share, but interpreting over the telephone is increasingly important to government, business, and health care providers.

Over-the-phone interpreting (OPI), which offers time efficiencies and lower costs compared to in-person services, is sought by companies like Aetna that want to reach and serve diverse communities. Growth in demand has also come from federal, state, and local governments that have been mandated to provide language assistance to people with limited English proficiency.

OPI, which is often critical for 911 calls and other emergency services, is used frequently by hospitals, especially emergency rooms, to quickly overcome language barriers and enable staff to proceed with diagnosis and treatment. In hospital and other health care settings, for example, CyraCom employs a dual-handset phone; one handset is for the doctor, the other for the patient, with the interpreter on the line facilitating conversation between the two.

Much of the OPI sector uses home-based interpreters working independently. But CyraCom, which boasts a client list that includes banks, hotels, and insurance companies, as well as educational districts and emergency services, staffs three call centers, which better support data security and confidentiality, and enable performance tracking, says chairman and CEO Jeremy Woan. “Clients are becoming more sophisticated, and they’ll increasingly be looking at whether you can really do what you say,” says Woan, who has overseen growth of 25% a year at the company since he arrived in 2008.

USER FRIENDLY
Like web language localization, which creates a user-friendly interface, over-the-phone interpreting can help generate a positive customer experience. That’s the conclusion of research underwritten by CyraCom and conducted by the International Customer Management Institute (ICMI), which recently surveyed 443 contact-center leaders in the U.S.

For more information visit paragonis.com
CyraCom helps industry and government communicate with U.S. consumers—in more than 200 languages.

When you first hear about businesses that need language services, you probably think of companies selling goods and services abroad. You’d be right, but don’t overlook demand for interpreters and translators right at home. The domestic market is surprisingly robust—and growing.

Just ask CyraCom International, a Tucson-based firm providing services in more than 200 languages to over 3,000 U.S.-based clients. With more than $60 million in 2013 revenues and an annual growth rate of better than 25% during the past six years, CyraCom has established itself as the country’s eighth-largest language services company and one of the fastest-growing overall.

“Doing business overseas is important,” says Jeremy Woan, CyraCom’s chairman and CEO. “But so is the ability to deal with a wide consumer base right here.”

The company got its start in 1995 after its two founders patented the first dual-handset phone, enabling doctors and patients who didn’t speak the same language to communicate with each other through an interpreter. CyraCom, which received an exclusive endorsement from the American Hospital Association in 2009, is now the world’s second-largest provider of over-the-phone interpretation.

CyraCom delivers its interpretation services in-person and via video remote. It also provides document translation, training, and assessment for health care and other clients, ranging from federal, state, and local government agencies to courts, utilities, 911 dispatchers, and consumer-oriented businesses.

Since 2000, when then-President Bill Clinton signed a directive mandating recipients of federal funding to provide guidelines for language assistance, the market for CyraCom’s interpreting and translating services has grown. “About 9% of people in the U.S. are ‘limited English proficient,’” says Ivan Venzin, director of marketing. “If you don’t provide language services, you’re excluding almost a tenth of your potential market.”

While pricing of language services has declined, says Woan, “A key part of our focus is not how much could we sell the service for, but asking if we are selling it at a price that represents truly good value to our clients. We’ve increased service levels and objective performance metrics while making our pricing extremely cost-effective.”

CyraCom, adds Woan, strives to not only be a vendor that provides high-quality, cost-effective language services, but also a trusted business partner. Toward this end, it emphasizes best practices, top-notch security, and deep knowledge of regulatory requirements. “Regulation is increasing, and a lot of it is around data privacy protection,” he says. “We’re in a position to say, ‘We can support you in those efforts, and help you be compliant.’”

Key to those efforts, Woan believes, is staffing call centers to provide interpretation, rather than relying solely on the industry practice of routing calls to individuals working remotely from home. The company operates two call centers in Arizona (where it has been named one of the state’s leading job producers) and one in New Mexico.

In the summer of 2013, CyraCom opened a satellite office in downtown Tucson—in one of the city’s busiest districts—after one of its young employees suggested it could attract talent interested in living there. Good decision, says Woan, who tries to encourage a culture of employee ownership and innovation: “It’s now generating excellent results and providing our business with incredible potential.”

For more information visit cyracominternational.com
DO YOU SPEAK 200 LANGUAGES?

9% of the US population is not proficient in English

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US employee interpreters
Information privacy from US Contact Centers
Inc. 5000 fastest growing company 5 years in a row
and abroad, in every major industry, seeking hard data about why private organizations choose multilanguage customer service.

While the full findings have not yet been released, the organization reports that about three-quarters of those surveyed said they felt providing support in a person’s native language improved their customers’ overall experience, as well as their satisfaction with customer service. Some 58% felt it increased brand loyalty. Overall, respondents said they were motivated to use language services because they offer potential for higher customer satisfaction, the ability to scale a growing customer base, and competitive differentiation.

Video remote interpreting (VRI), another service provided by CyraCom and others, can offer an even more intimate experience than OPI. Although VRI currently accounts for only a tiny share, just over 1%, of the language services market, it’s gaining attention and traction. “There’s been a lot of interest in video for a long time, but the demand from consumers has not really followed,” says Woan. “The real catalyst now is easier equipment access, but a pretty major pricing shift is also going on. Telephonic interpretation, which used to be very expensive, has become very cost-effective. There’s a price premium now for video, but as soon as you see prices start to decline in the same way, you’ll start seeing real demand take shape.”

LanguageLine Solutions, based in Monterey, Calif., is the fourth-largest language services provider worldwide and the largest interpreting company globally. “Over-the-phone interpreting is the biggest part of what we do, and a significant part of our business is translation,” says president and CEO Scott W. Klein. “But video interpretation is the fastest-growing part of our business.”

Last year the company began offering a video remote interpreting (VRI) service, Language U®. “It’s been a great way for us to leverage technology,” says Klein. “And it’s enabled us to seamlessly help our clients communicate in spoken languages and with the deaf and hearing-impaired. You can imagine using American Sign Language over the phone. It doesn’t work.”

VRI has actually been around for about 20 years. “It’s not anything new,” says Klein. “VRI that’s easy to access and works well—that’s brand-new. Our service can be delivered on any computer, iPad, Android, or iPhone. Video interpreting can be available literally on a moment’s notice to facilitate interaction between a patient and a doctor. Instead of dealing with heavy equipment, the doctor can just pull an iPad mini out of his lab coat and he’s ready to go.”

Education and training, another specialty in the language services industry, is another rapidly growing component of LanguageLine’s portfolio. The company’s LanguageLine Academy offers testing and training for any firm’s bilingual staff. The diverse courses include advanced medical training and cultural competency.

Additional sectors of the industry include those that address media applications like voice-overs, dubbing, and captions for film and TV, while other specialties focus on the adaptation of rich media like games, training, and e-learning. Still other sectors include providers of translation for software technology; software and web localization; testing and QA that examine the functionality of translation and localization software; and internationalization, also known as 118N, a design process that ensures products can be easily adapted for numerous locales and languages.
Organizations that embrace language as part of an overall customer experience strategy will win the hearts and minds of customers.” So says Kathleen Bostick, vice president of North America Language Solutions at SDL, who adds: “In today’s customer-driven era, language is a key element of engaging with global customers and providing a relevant and personalized experience that drives bottom-line results.”

Bostick has been in the language services business since 1996. During these years, there’s been a remarkable evolution in the industry, and nowhere is it more evident than at SDL. “We started out focused on language only. Today, we’re a provider of complete global customer experience management solutions,” says Bostick.

With 2012 revenues of slightly over $445 million, SDL is one of the largest language solution providers in the world, as well as offering a unified suite of solutions for web content management, campaign management, social intelligence and analytics, e-commerce, language, and documentation via its SDL Customer Experience Cloud.

With international business continuing to grow and digital content exploding, SDL was quick to recognize that language isn’t a standalone solution. “Language is one part of the puzzle,” says Bostick. “Successfully engaging global consumers spans the ability to understand what customers want, deliver relevant content and communications at the right time, and personalize experiences across channels and devices.

“Today’s consumers are connected, well informed, and full of expectations. Being able to successfully meet their needs—often shaped by linguistic and cultural factors—is a key differentiator for companies.”

Bostick also believes that the ability to quickly and easily translate information from within business applications is essential today: “SDL makes this possible by providing seamless integration to its language solutions, enabling companies to rapidly respond to market requirements and achieve a greater level of engagement.” She goes on to say that “Innovation also has a key role. Advanced machine translation solutions, such as those developed by SDL, are revolutionizing how organizations communicate internationally. They make it possible to translate broader and bigger volumes of content than ever before. Used for real-time translations of social media, to automatically translate user reviews and enable multilingual chat, among other applications, machine translation is opening up a world of possibilities for enterprises. “Matching the right content with the right type of translation is critical. We advise our clients on the best solutions for their content. We have clients that use our network of nearly 1,000 in-house translators for their highly nuanced marketing copy, our own machine translation technology for their online user forums, and our hybrid human and machine translation solution for their product documentation.

“By offering an integrated set of language solutions, we make every interaction in the customer journey multilingual,” concludes Bostick. “We make it easy to speak the customer’s language.”

SDL has launched the Voices of Global Innovation series, calling on some of the most successful experts on globalization today, including:

- Anna Schlegel, NetApp and Women in Localization
- Rajal Shah, Juniper Networks
- Regina Bustamante, Guidewire and Women in Localization
- Paul T. Liotti, Carestream
- Daniel Jonathan Valik, Microsoft
- Luciana Vecchi, NetApp and Women in Localization
- Render Chiu, Intuit

Hear what they have to say at: www.sdl.com/globalinnovators
language services to NET-A-PORTER and other global brands, is a good example. It maintains offices in 26 countries, utilizes more than 100,000 independent professionals, and uses a cloud platform for workflow efficiency. Lionbridge works primarily with U.S. companies that export to the world, concentrated in technology, life sciences, media, and content. The Lionbridge roster of more than 800 clients includes Microsoft and Porsche, as well as a large search engine company.

Lionbridge had estimated sales of $483 million in 2013, making it the world’s No. 1 translation provider. Much of its revenues comes from translation and “other services where translation is embedded in other functions of global-scale content management,” says chairman and CEO Rory Cowan.

Cowan is very bullish on what the company calls its “Crowd-in-the-Cloud” model for delivering services on a global scale. “When I first talked about this in 2004, I was laughed at,” he recalls. “But we recognized early on that with cloud technology we could manage our enterprise crowds remotely in multiple countries simultaneously. Another ah-ha moment came when we realized we could take what we learned in the translation business and apply it to other business needs of large enterprises.”

The company now offers services that include testing, search optimization, digital marketing, video localization, customer support, content marketing, and search engine testing to ensure results are customized to the specific needs of each culture in each market, all over the world. And it makes sure that everything is relevant to local audiences. “Lionbridge has spent 10 years building this capacity,” says Cowan. “And now our clients are ready for it. We do more than just manage processes for them. We act as their global business partner.”

Driven by technology and the evolving needs of global enterprise, the offerings of language services companies have become extremely diverse. In many cases they are easily integrated with core business functions, so much so that one large player in the field believes “language services” is no longer an appropriate term for what they do. “Language solutions industry” is the preferred term at U.K.-based SDL, one of the largest global players.

“With the emergence of the digital economy and content explosion, we have evolved from providing language services to offering a full solution for language management, including technology for workflow efficiency and increased automation,” says Kathleen Bostick, vice president of Language Solutions at SDL. “In fact, SDL offers solutions that address more than just language. We have technology that is fully integrated with our language capabilities and that helps companies create and deliver seamless global customer experiences across all channels, devices, and languages.”

Founded more than 20 years ago in the U.K., SDL believes that in order for companies to successfully engage with customers globally, it is essential they consider language as one part of their overall customer experience strategy. For example, translating a website is just step one. How do you then manage this content on a global scale, publish it across multiple channels and devices, and ensure that information is relevant for each customer interaction? This is a complicated process all global enterprises face today, and one that SDL helps streamline.

SDL plays a leading role in the language solutions industry. Its translation memory technology is used by the majority of translators worldwide. This technology re-uses previously translated material, enabling translators to focus on new content and improve efficiency. SDL was a pioneer in machine translation, and has nearly 1,000 in-house translators in 40 offices around the world.

SDL also operates a cloud translation platform, offering both machine and human translation, as part of the recent release of its SDL Customer Experience
Cloud. SDL Language Cloud enables companies to engage customers in their preferred language across all interactions, quickly and cost-effectively.

**WORKING TOGETHER**

As SDL’s example illustrates, automated translation is now a core component of the industry. Often referred to as “machine translation,” it’s currently a hot topic. Advanced machine translation technology, such as SDL’s, which can be trained and customized to produce highly accurate output, is allowing for the translation of more content than ever before. This gives companies the opportunity to increase their global customer engagement and efficiently drive international revenue.

As options like Google Translate have proliferated—offering easy access, usually at no cost—they have created competition for language services companies. They are one of the key factors that have driven down the price of professional translation. But even that is not entirely a bad thing for business, say those in the industry, because it offers companies a chance to differentiate themselves by providing higher quality.

“The growth of machine translation is actually increasing the demand for professional services,” says Donald Plumley, president and CEO of Elanex. It draws attention to the value of connecting with a global customer base in their own language, leading to greater numbers of potential clients who are evaluating professional translation for the first time.

There is also a need to verify accuracy and enhance material generated by machine translation systems.

Most language services professionals say that automated translation definitely has a place in the world of translation. For functions that require a great deal of translation, but for which high-quality services would be cost-prohibitive, machines can get the job done in a fairly efficient manner. User reviews and real-time chat, for example, fall into this category. But industry experts caution that for any projects or content that are mission-critical, it’s crucial not to depend on machines alone.

“There are free tools like BabelFish and Google that rely on crowdsourcing,” says Hanne Mintz, president of Los Angeles-based Paragon Language Services. “And then there is very sophisticated machine-based translation that’s mainly used for technical and other clear-cut text. It’s absolutely a way of expediting the process. But those machines have to be trained. It takes a lot of time and resources to build up their memory, so you still need human beings at both ends who have experience.”

In some cases, machines just won’t suffice. “If there’s any ambiguity in the source text,” says Mintz, “it’s best not to use machine translation. Only humans can figure that out, and even then, it takes time, effort, and careful attention.”

That’s the primary reason why Elanex, for one, insists on using translators who have expertise in the subject matter they work with—for example, hiring locals in Mongolia with experience in the mining industry who can accurately translate critical mine equipment documentation and training materials for a mine in their country. It’s also why Mintz and her staff analyze every piece of written information they get before they translate it. “We tear source documents apart, mark them up, and send them back, asking, ‘Is this what...”

It’s no wonder San Francisco-based Elanex, which works mostly with M&A, energy, tech, and financial firms, is “known for delivering great translations, reliably, in demanding situations.”

The company received an urgent request to translate changes to a website terms-of-use agreement into 43 languages—a day before the Christmas holiday. “That’s not a trivial task,” says Plumley, “we layer in artificial intelligence. There are some things in which humans are indispensable. We believe in using technology where it makes sense.”

Discover why Elanex is the world leader in fast and accurate translation: www.elanex.com

“**If you want to communicate with someone, speak to them in their language.”**

—LORI THICKE
OWNER OF LEXWORKS AND FOUNDER OF TRANSLATORS WITHOUT BORDERS
you really mean?’ or saying, ‘It looks like you may have introduced a couple of errors; here’s what we suggest.’

“Translation is highly sensitive linguistically and culturally,” concludes Mintz. “You’re entrusted with your client’s message to adapt it to work in another language. You have to understand your client’s business, as well as the target audience, and then ensure the translated content is absolutely clear and delivers the same impact as the original message.”

**PREVENTING TRAGEDY**

While striving to meet high language standards is a key strategy for business, in some situations it can also avert human tragedy. Just as language can affect the life-or-death outcome of a 911 call or a trip to the emergency room, it plays a crucial role when disaster strikes.

After Typhoon Haiyan hit the Philippines last November, says Lori Thicke, the owner of Lexworks, a Paris-based translation provider, she followed accounts provided by a doctor there with Doctors Without Borders. “They said that the English-speaking media tried to get the word out, telling people to move away from coastal areas in advance of the ‘storm surge.’”

In spite of the warning, thousands of Filipinos were swept to their death. “Many survivors said they didn’t anticipate the sudden increase in water levels because they had no idea what the term ‘storm surge’ meant,” says Thicke. “A chill went down my spine when I heard that. How many people could have been saved if they had understood what was being said, in their own language?”

Thicke is the founder of Translators Without Borders (TWB), the charity of choice for many language services companies, which provides volunteers to translate material in life-threatening situations of all kinds that can have a profound effect on peoples’ lives. In the immediate wake of the devastation in the Philippines, the UN called on the organization to help translate key messages to the people.

The first time Thicke fully realized how critical translation could be was when she traveled to Kenya, looking into material being disseminated there about health practices. “It was excellent,” she says, “but it was all in English.” She traveled to a small village four hours from Nairobi, where she talked with a group of children who’d been orphaned by AIDS. She had to use an interpreter. “No one in the village spoke English. I wondered whether these children’s parents would still be alive if they had been able to access health information they could understand.”

Thicke got the idea for Translators Without Borders when she became involved in work for nonprofits at her French translation company. Doctors Without Borders asked for a quote on a translation project and suggested that if it were done for free, they would be able to help more people. After she set up TWB in the U.S. in 2010, Lionbridge and Elanex were the first major donors, signing on with pledges of money and pre-vetted professional translation volunteers.

Since then, TWB has translated more than a million words a year for organizations like Oxfam America and Thicke’s original inspiration, Doctors Without Borders. It all adds up to more than 4.5 million donated words so far, a figure that’s tallied on TWB’s website. In Kenya, which has 42 languages, TWB keeps a small full-time staff to translate health material. Save the Children recently provided TWB with its first major grant, for assistance with major disaster relief responses.

Despite TWB’s activities and progress, Thicke says the unmet need is enormous. When Common Sense Advisory surveyed translators who worked in Africa, a shocking 63% said they had a friend or family member who had died because they didn’t have access to translation.

Thicke is very clear about the message she wants to get across: “If you want to communicate with someone, speak to them in their language.” It’s a powerful message that goes to the very heart of human interaction. It’s also a takeaway for everyone, from businesses anxious to expand into new markets and governmental agencies looking to provide services they’ve promised to deliver, to people attempting to save lives.

— Robin Micheli
TRANSLATING HUMAN NEEDS INTO BUSINESS SUCCESS

"Our company touches the lives of more than 50 million people every year," says Scott W. Klein, president and CEO of LanguageLine Solutions. "We enable communications that empower relationships in important ways that save time, save money, and even save lives."

Since Klein was named CEO in 2012, he has organized the company’s resources to sustain a single-minded focus on doing what it takes to make a difference. He says, “We are committed to total and complete client satisfaction.”

LanguageLine Solutions is trusted by more than 60% of companies on the Fortune 500 list for their interpretation and translation needs. The company supports over 25,000 clients in finance, insurance, health care, and other major industries through a vast network of more than 6,000 experienced, professional linguists.

LanguageLine Solutions is the industry leader in interpretation. With revenues of $300 million, LanguageLine ranks No. 1 by a very wide margin on the latest Top 15 Interpreting Companies list, published by market research firm Common Sense Advisory.

“One of the primary reasons we are ranked number one is the quality of our interpreters,” Klein proudly states. LanguageLine invests more than $12 million annually in interpreter training and quality control. Interpreters receive up to 140 hours of training and nearly two years in a structured development program.

“Language should never present a barrier to building relationships with your customers,” says Klein. He states that by tapping into multicultural consumer segments, clients can grow their businesses by leaps and bounds. To do so, it’s essential to provide services to customers in their language of choice, across an array of touch points.

LanguageLine Solutions offers the most comprehensive suite of solutions to help businesses capture their fair share of this growing market. The LanguageLine solution set includes over-the-phone, onsite, and video remote interpreting, in every language a client may need, including American Sign Language. Klein proudly states that its new video remote interpreting service, known as LanguageUC®, is by far the easiest to use platform. LanguageUC® is available on iPhone, iPad, Android mobile, tablet, PC, and desktop devices. Additionally, businesses often turn to the company’s translation and localization division for websites, software, e-learning, and training projects, to name a few.

Klein says, “Our solutions are sophisticated and flexible. We listen closely to our clients to create unique offerings that help them meet their challenges and realize their business goals.” Additionally, he says, “We are always innovating our solution set on their behalf. It’s our job to find the next best language solution, so our clients can focus on doing their jobs.”

LanguageLine Solutions’ work is compelling. At any given moment, interpreters may answer a gut-wrenching 911 call, help a mother through a difficult birth, or facilitate a straightforward business transaction, like opening a new business banking account.

“This is much more than a business for us,” Klein says. “Our work has an impact on the daily lives of people; as a result, we make sure that every call counts.”

For more information visit www.languageline.com

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