



HOW MULTILINGUAL CALL CENTER OUTSOURCING (GLOBAL CALL CENTERS) EMPOWER E-COMMERCE EXPANSION?

Abstract

Globalization has helped customers access products in a global market. Customers prefer to interact with a brand that can communicate in their language. According to a recent survey, 70% of the respondents were more loyal to brands that offer multilingual support. Multilingual customer service helps businesses transcend language barriers and provides a competitive edge in a global market. Multilingual call center outsourcing enables brands to communicate effectively with their customers in their preferred language while being sensitive to diverse cultures.



Online shopping has become a norm worldwide and most brands now offer products through e-commerce storefronts. Gartner forecasts that by 2025 80% of sales interactions of B2B companies will be

completed digitally.

One of the critical elements for the success of an e-commerce business is e-commerce customer service. This is because e-commerce customer service

is the channel where the brand directly communicates with the customer and customers perceive the brand based on their interactions.

Some important aspects to consider:

- A majority of customers are likely to spend more on an online brand that offers great customer service.
- For most buyers, customer service is a factor on which they base their decisions on whether to continue with a brand.
- A large number of companies that offer above-average customer experience have performed better than their competitors.

This data highlights the significance of e-commerce customer service in recent times. But satisfying the customer is an

uphill task, especially in a world where diversity is celebrated and customers are no longer restricted by geographical borders.

Thanks to globalization, today, customers can purchase products in a global market and expect customer services tailored to their unique needs. They prefer to interact with a brand that can communicate in their language. Customers are more loyal to brands that offer multilingual support. Hence, e-commerce businesses must offer multilingual customer services so that they can cater to the needs of global customers.

Multilingual customer service helps businesses transcend language barriers and provides a competitive edge in a global market. It makes your customers feel understood and supported. It facilitates effective communication leading to quicker issue resolution. Multilingual conversations enhance your reach to new global markets and demographics. However, providing multilingual customer service to cater to a wide demographic comes with its own set of challenges.

Challenges in multilingual customer service

Managing language diversity

Multilingual customer service requires you to deal with nuances, idioms, and cultural sensitivities of multiple languages. Offering customer services with accurate translations and cultural relevance across multiple languages can be a daunting task.

Ensuring translation quality

In customer service, translation is not limited to just converting the content to another language. It requires maintaining consistency in terminology, dialect, tone, style, etc., across multiple languages. This is a tough task especially when working with multiple translations or translation agencies.

Ensuring cultural sensitivity

Customer service agents need to be

culturally sensitive and respect different cultures. Therefore, businesses need to focus on training their agents to manage different cultural norms and preferences. Training customer service agents to cater to a wide market can be highly challenging.

Meeting customer demands

Customers expect a seamless experience when interacting with a brand. Hence, your customer service agents must have a good understanding of customer needs and behavior. Ensuring that your customer service agents are sensitive to the individual needs of customers across geographies and provide a personalized experience can be difficult.

Sourcing multilingual staff

Finding customer service agents who are not only fluent in different languages but also have the required cultural sensitivity, is a daunting task.

Difficulties in scaling

Customer service demands are not constant. Hence, you need the flexibility to cater to the variations in demands.

Fortunately, these challenges can be overcome by multilingual call center outsourcing!

Outsourcing multilingual customer services implies that a third party manages your customer service activities and provides customer support services in multiple languages to your customers.



Benefits of multilingual call center outsourcing

Helps minimize costs

Outsourcing customer service to an external agency instead of maintaining an in-house team minimizes recruitment and training costs of customer service agents.

Provides access to efficient multilingual customer service agents

Outsourcing partners have teams with customer service agents who are experts in different languages and have the required cultural sensitivity. Having the right agents

can enhance customer experience and lead to customer loyalty.

Drives growth

Effective communication with a wide audience in their language helps businesses tap into new markets and grow.

Helps build trust with customers

Providing customer support services in the native language of customers helps build trust. This is because when someone speaks to a customer in their language and

has the sensitivity required, it makes the customer perceive the brand as one that understands and values them leading to customer loyalty.

Boosts brand image

With a growing focus on **diversity and inclusion**, buyers now prefer brands that cater to diverse needs. Multilingual customer service that caters to a diverse audience helps build a brand reputation. This not only attracts new customers but also helps retain the existing ones.

Best practices for successful multilingual call center outsourcing

Choose the right agency

While choosing your outsourcing agency, make sure to assess their proficiency in the required languages. This will help you ascertain if they can deliver accurate and effective support.

Select an outsourcing partner who operates in strategic locations so that you can benefit from the diverse pool of multilingual agents who can cater to your target markets.

Establish goals

While working with an outsourcing partner, you must establish your expectations right

at the start. You should specify aspects like how quickly your problems should be resolved, when support should be available, etc.

Maintain effective communication

Ensure regular meetings, conference calls, and reporting systems that cover all relevant bases. Open communication channels help address issues and clarify expectations.

Train the agents

Training agents in aspects such as product knowledge, industry, tools and technologies, cultural sensitivity, etc., helps

offer effective customer service support. Technology is an important part of multilingual customer service outsourcing. Translation tools help translate basic content. Other tools enhance translation, make it more accurate and maintain the same message across customer chats. AI-based chatbots are available 24/7 and they can answer customer queries in multiple languages. These chatbots comprehend customer queries and offer customized responses. AI-based systems also direct customer queries to the assigned personnel ensuring timely resolution.

How can Infosys BPM help?

Infosys offers [call center outsourcing services](#) to global clients. We understand the specific needs of our clients and

address them comprehensively and sustainably. We provide end-to-end

customer support solutions that deliver a holistic omnichannel experience.

For more information, contact infosysbpm@infosys.com



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