

CXone Mpower SmartSpeak: Revolutionizing Multilingual Support in Contact Centers

Use Case

Introduction

Effective communication is paramount for success in the dynamic world of call centers. Language barriers have long constrained the reach and efficiency of these centers, but SmartSpeak Language Translation, a groundbreaking technology product from NICE, is reshaping the call center landscape by revolutionizing multilingual support.

The Challenge: Limited Language Support in Contact Centers

Traditional call centers contend with a variety of challenges including a reliance on a limited number of agents proficient in specific languages for handling inbound calls. These challenges extend to increased hold times, the risk of revenue loss, fluctuating interpretation quality, complexities in agent recruitment, and scalability constraints.

The Solution:

Real-Time Language Translation Enter SmartSpeak Language Translation, an innovative technology product seamlessly integrated into the call center's existing communication systems. When a non-English-speaking customer seeks assistance via a phone call, Smart Speak Language Translation springs is activated as follows:



Customers choose their preferred language or have the call seamlessly routed to the designated language from NICE's extensive database, encompassing over 96 languages and dialects.



SmartSpeak Language Translation's advanced AI engine swiftly translates the customer's language in real time to match the support agent's native language.



Empowered with precise information, the support agent can deliver tailored guidance, provide relevant information, and effectively troubleshoot issues.



To build trust and enhance the overall experience, customers receive a confirmation message in their native language.

The Results: Superior Customer Experiences with SmartSpeak Language Translation

- The customer receives expert guidance in their native language, enabling them to successfully resolve their issues and concerns.
- Support agents have the capacity to offer pertinent and valuable information and guidance, ensuring a consistently high-quality customer experience.
- Overall customer satisfaction is enhanced, cultivating trust, and establishing the organization's reputation for delivering superior service.

The Benefits: Global Market Support, Meet Customer Satisfaction

- Enhanced Market Expansion: Call centers can now cater to a diverse global audience, opening up new customer bases and revenue streams.
- Operational Cost Savings: Reduced reliance on specialized agents translates to cost efficiency, boosting the bottom line.
- Agile Growth: Call centers can rapidly adapt to changing market dynamics, ensuring they stay competitive and relevant.
- Elevated Customer Satisfaction: SmartSpeak Language Translation enhances the customer experience, fostering trust and loyalty.

SmartSpeak Language Translation breaks language barriers and empowers contact centers to thrive in a multilingual, global landscape while improving customer satisfaction and reducing operational costs.

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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