

# LanguageLoop

## CXone translates efficiency into customer experience excellence for LanguageLoop

LanguageLoop needed a flexible cloud-based contact center solution with comprehensive interactive voice response (IVR) services to futureproof its customer experience operations. Implementing CXone let LanguageLoop streamline its internal processes and more quickly connect customers with translating and interpreting services.

**Enhanced**  
self-service capabilities



**More efficient**  
workflow management



**Improved**  
flexibility and scalability



### Customer profile

#### About

LanguageLoop is Australia's leading language service provider. LanguageLoop has more than 40 years of experience and an extensive network of over 3,000 interpreters and translators who speak over 190 languages. LanguageLoop helps organizations connect with over 500,000 non-English speakers every year, through its extensive range of services including telephone, in-person, and video interpreting, translations and other digital language solutions.

#### Industry

Translating and interpreting services

#### Website

[www.languageloop.com.au](http://www.languageloop.com.au)

#### Location

Located in Melbourne, Australia

#### Agents

15 agents, 40 office staff in total

#### Products

- NiCE CXone platform
- Omnichannel Routing

#### Goals

- Transition to modern, cloud-based contact center solution
- Improve operational efficiencies
- Improve self-service capabilities
- Enhance customer experiences

#### Features

- Improved self-service for better customer experiences
- Streamlined IVR solutions for more efficient workflows

## 01 Before

### Streamlining translating and interpreting services

As Australia's leading full-service language provider, LanguageLoop delivers essential translation and interpreting services to customers across key industries, including finance, insurance, health, education, energy, law, business, and government. Its contact center operations are supported by 40 staff, of which 15 agents field more than 500,000 customer interactions annually and connect customers with over 3,000 contracted interpreters.

LanguageLoop was experiencing significant limitations in call volume handling with its incumbent solution and needed to move to a more flexible, cloud-based solution with comprehensive interactive voice response (IVR) services. It also needed a solution that would futureproof its customer experience operations and deliver an enhanced customer and user experience.

## 02 Desire to change

### Communicating excellence for all customer communities

LanguageLoop supports government and private sector companies, including big banks and energy companies, with translating and interpreting services for over 190 different languages and dialects. Its essential services include connecting customers with clinicians, doctors,

nurses, teachers, government workers, customer service staff, and emergency services personnel, so it's critical that LanguageLoop has an efficient solution underlying its operations to provide critical interpreting services.

The organization's contact center operates in two distinct ways, with 15 agents dedicated to handling upwards of 250,000 interactions annually for the organization's booking function and supporting LanguageLoop's automated telephone interpreting services to manage and connect upwards of 250,000 customer requests with over 3,000 contracted interpreters as needed.

LanguageLoop wanted a more flexible, scalable solution that would move beyond a simple migration to the cloud and deliver the empowerment it needed to make more significant business changes across its operations. In particular, LanguageLoop needed to move to a cloud-based solution that delivered unparalleled IVR services that it could self-service for more streamlined customer and agent workflows.

## 03 NiCE solution

### Creating a strong foundation

After reviewing the available solutions on the market, LanguageLoop selected NiCE CXone for its mature cloud contact center environment and advanced self-service functionality. CXone's studio functionality is simple and easy to use, which is essential for LanguageLoop to self-service and make simple, quick changes to its IVR, including creating new and bespoke IVRs for emergency situations such as flooding, bushfires, and more.

CXone delivered the foundational functions that LanguageLoop needed, including comprehensive reporting and monitoring capabilities, as well as advanced

conference functionality. With CXone, this was an out-of-the-box feature, whereas LanguageLoop needed to create its own solution with its incumbent system. The easy-to-use platform interface also lets LanguageLoop make direct and rapid changes to its solution without needing additional technical support.



## 04 Results

### Seamless automation transcends language barriers

Since implementing CXone, LanguageLoop can now more efficiently process its bookings for translating and interpreting services as well as change or establish new IVR services for its customers.

NiCE CXone lets LanguageLoop seamlessly automate its inbound interactions and quickly connect customers with available interpreters. This ensures the organization can provide an efficient solution for customers requiring essential communication services where English is not their first language, including in the event of an emergency. With CXone, customers can call in and use their LanguageLoop identification number to connect with translation and interpretation services in over 190 languages. CXone supports LanguageLoop's dedicated contact center staff in processing bookings for translating and interpreting services and seamlessly integrates with the company's booking system.

The benefit of CXone's open Application Programming Interfaces (API) let LanguageLoop more efficiently productize its service and go to market quicker with a better-rounded product portfolio.

LanguageLoop's agents can also now more quickly access relevant information ahead of time when speaking with customers, including being able to easily see which customer is attached to a booking and what booking needs to be cancelled or changed. With its previous solution, LanguageLoop was manually connecting its interpreters; now, with CXone, it is capturing 80 percent of pre-booked connections automatically, which is the equivalent of up

to 100 connections per day that can self-service and don't need to wait for a human agent. Additionally, LanguageLoop has seen significant improvements in the average handling time of customer interactions.

Since implementing CXone, LanguageLoop has streamlined its contact center workforce, which means it can more easily redistribute talent into other valuable areas of operation by automating part of its workflows through the system with the help of the selfservice IVR. The LanguageLoop team can also directly make changes to the system, as well as test and deploy, within short timeframes to ensure seamless experiences for its customers. CXone also gives LanguageLoop essential monitoring and reporting services, which helps to ensure greater quality control over its interpreting and translating services.

## 05 Future

### Comprehensive reporting and analysis for improved rostering

As LanguageLoop continues to explore the features and functionality of the CXone platform, the organization will continue to realize the benefits of its innovative contact center platform. LanguageLoop is currently exploring the potential for the Workforce Management module, which will help the organization to deep dive into its operational insights, including historical call volumes, for more efficient forecasting and rostering.

LanguageLoop is also currently discussing the potential to include Quality Management and Analytics in its CXone roadmap with the support of NiCE. As the business continues to build out its CXone functionality, more benefits will be realized and the business will be better positioned to deliver even greater customer experiences.

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NiCE CXone brings together all the individual pieces of the LanguageLoop contact center into a more connected solution that delivers greater efficiencies for the business. With the support of seamless IVR workflows, CXone empowers LanguageLoop to transcend language barriers and better support its customers in times of great need.

**George Bisas**

Chief Executive Officer  
LanguageLoop

## About NiCE

NiCE is transforming the world with AI that puts people first. Our purpose-built AI-powered platforms automate engagements into proactive, safe, intelligent actions, empowering individuals and organizations to innovate and act, from interaction to resolution. Trusted by organizations throughout 150+ countries worldwide, NiCE's platforms are widely adopted across industries connecting people, systems, and workflows to work smarter at scale, elevating performance across the organization, delivering proven measurable outcomes.

[www.NiCE.com](http://www.NiCE.com)

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