Why Do You Need Multilingual and Bilingual Call Centers?

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Providing multilingual call centers has become crucial in a global environment where the number of ethnic groups in North America continues to grow, and as businesses increasingly pursue international and diverse markets. Having the capability to communicate in multiple languages will enable your business to experience opportunities in a range of markets and benefit from a higher customer acquisition rate. Languages such as Spanish, French, Italian, German, Dutch and Portuguese increase opportunities for businesses to pursue international and diverse markets.

When deciding which of the multilingual call centers is the best fit for your company, look for one that places a strong emphasis on assessing their agent skills on reading, writing, speaking and translation skills, in both English and the language of the queue they will be working in. Other important factors:

â€¢ The location of the centers and the availability of multilingual call center agent labor pool will ensure that you maintain accent-neutral queues.

â€¢ Multilingual call centers should enable agents to converse with callers in one language throughout the duration of their shift, increasing the quality of each call through consistency of communication.

Latin America is becoming the world's next BPO hot spot due to the region's unique ability to offer dynamic, bilingual call centers for a wide range of global markets. Driving these market forces include:

â€¢ U.S. companies seeking BPO services in close proximity and time zone, as well as a workforces with a similar business culture and strong English and Spanish speaking skills;

â€¢ Spanish language companies looking to global sourcing options for affordable customer support services and skilled bilingual call centers; and

â€¢ Global businesses looking to diversify beyond the confines of the traditional sourcing markets such as the Philippines and India, which are feeling the pressure of maturing competition for skilled labor.

Bilingual call centers in Latin America offer a perfect fit.

Why Do You Need Bilingual Call Centers?

â€¢ Spanish is the second most common language spoken in the United States after English

â€¢ Spanish is the fastest growing minority group in the United States

â€¢ Spanish is the most widely taught non-English language in U.S. secondary schools and institutions of higher education.

When a caller asks for assistance from a call center or a customer service provider, many times he asks the questions in a language unknown to the person answering the call. If the call center agent does not know the language of the customer, the company has the potential to lose their business. Bilingual call centers offer a perfect solution for the Spanish influence in the United States and multilingual call centers can be a great solution for those companies with a global presence.

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