


Business
Is the
International
Language



We
Speak It
Fluently.

WEST LANGUAGE SERVICES



There are enough barriers to effective communication. West Language Services ensures that the language your customer speaks, isn't one of them. We provide a full suite of language services including, over the phone interpretation (OPI), document translation, website localization and voice recording. West connects businesses, government agencies and organizations with their limited English-speaking customers.

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Interpreters who understand what you say — and what you mean

West Language Services understands that there's far more to interpretation and translation than what is said. Our people represent the best of the best when it comes to language proficiency and accuracy. Not only are they fluent in more than 150 languages, but they are also adept at understanding the culture and meaning behind the words. So, whether communication is spoken or written, it is clearer, more impactful and more meaningful.

As a result, West Language Services is the trusted choice for businesses, organizations and government agencies that interact with people who do not speak the primary language you transact with.

Over-the-phone interpretation

The telephone remains one of the primary modes of communication today. You need to ensure that your provider can respond quickly and effectively. That's the power of our people at West Language Services.

Our diverse pool of highly skilled interpreters offer proficiency in both native and non-native languages. What's more, they understand the cultures behind the languages they speak, as well as critical industry terminology to deliver a level of service that provides the following:

- Faster call resolution
- Reductions in callbacks
- Improved caller satisfaction



Nearly 19 percent of U.S. buying power comes from a population that does not speak English as a first language.

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Document translation

The spoken word tells only part of the story. West Language Services lets you communicate effectively with the written word, too. This is critical for organizations with a multinational footprint or those serving diverse groups of people, nationalities and cultures. With West, you can confidently translate a variety of written communications, accurately and efficiently:

- Employee handbooks
- Technical and training manuals
- Legal contracts
- Brochures and catalogs
- Reports
- Materials intended for the spoken word, such as scripts and presentations



*West was named the 2010 Frost & Sullivan
North American Contact Center Outsourcing
Company of the year.*

Website localization

For businesses and consumers, websites have increasingly become a primary source of information. West Language Services ensures that your site takes full advantage of the opportunities that each local market presents.

From content localization, graphics, images and voice-over for video streaming and training, to specialized approaches for search engine optimization (SEO) and search engine marketing (SEM), West enables you to maximize the results generated from your investment. And, as these change, West ensures that you can remain responsive, with the following:

- Multilingual versions
- Localized SEO and SEM
- Video streaming and localized voice-over



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West does what no one else can

There really is a difference in what West does, how we do it and the ways you benefit as a result. Whether you're reaching out to new constituencies, responding to emerging customer groups or markets, conducting a meeting or trying to forge new relationships, West Language Services is the one resource you need for over-the-phone interpretation and document translation services.

In fact, our services, solutions, technologies and people come together in ways that are simply not possible anywhere except West Language Services. So, you have access to everything you need to succeed.

Dedicated to providing superior, uninterrupted service

Depending on your needs, calls can be processed through our state-of-the-art interactive voice response platform (IVR). Able to integrate seamlessly with your current contact center program, the West IVR platform offers the following abilities:

- Automatically route to the best interpreter possible for that specific call
- Provide more efficient call flow and data capture
- Reduce call hops
- Improve call response/delivery time

Online service reporting and call recording

With West, there's never any question about what is happening on your account. A user-friendly client portal enables you to track call volumes, traffic and usage — by date, time and the service analytics you require. In addition, calls can be recorded and are available at any time to ensure quality assurance.

Dedicated account management

Your account team engages with you from the beginning to understand your business and they are committed to providing the best possible service. So, you are never further than a phone call, text or email away from the people dedicated to your success.



Spanish Fr. Canadian Chinese Korean Vietnamese

Call Summary by Language Report

Language	% of Total	Calls Offered	Service Level %	Average Speed of Answer
Spanish	47%	904	98%	3
Fr. Canadian	32%	627	94%	6
Chinese	13%	258	91%	7
Korean	5%	101	90%	7
Vietnamese	3%	62	92%	7

24x7 network operations

The West Network Operations Center (NOC) ensures that the resources you need are always accessible and available — enabling us to see minute-to-minute details, detect changes and control all customer contact operations from a central location. One of the most advanced systems of its kind in our industry, the West NOC:

- Oversees billions of telephony minutes and millions of customer transactions
- Operates 24 hours a day, 365 days a year
- Addresses disaster recovery and business continuity concerns

Across continents and time zones

With West Language Services, there's no limit to the people you can reach and build relationships with. As one of North America's largest communication services providers, we can support your efforts with the resources you need — whenever and wherever you need us.



*Only one out of 12 interpreters meets
West's stringent hiring and quality standards.*

Quality control

Quality assurance procedures for West Language Services ensure that callers have the best possible experiences that exceed program goals and expectations with the following:

- Call monitoring and evaluation daily by quality assurance professionals
- Real-time agent feedback via automated reporting
- Real-time agent performance tracking via WebOps™



Expertise across industries and applications

Knowing the language is one thing. Understanding how to apply it to specific situations and scenarios is another. That's where West excels, with the ability to support virtually any segment of any industry:

- **Consumer Products** — Computer hardware, technology support, rebate processing, customer service, direct response and product activation
- **Utilities** — Electric, gas, water; waste and recycling, cable, satellite and Internet
- **Travel and Hospitality** — Hotels, restaurants, entertainment, airlines, car rental services, train and bus transportation
- **Financial Services** — Banking, investment firms, credit card services and collections
- **Insurance** — Private health insurance, home and auto, employer liability insurance, dental and eye care
- **Healthcare** — Hospitals, nursing homes, nursing lines, clinics, physicians' offices and social service organizations
- **Government** — Law enforcement, government agencies and departments and municipalities
- **Telecom** — Landline telephone services, wireless, telecommunications, data and specialty providers



Nearly 70 percent of consumers hang up if they have trouble understanding someone on the other end of the line.



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Meet the demands of regulatory compliance

When you communicate with people it is critical that you address their data with care. West Language Services continues to make the necessary investments in its best-in-class security framework that protects the confidentiality, availability and integrity of sensitive data by adhering to the following regulatory compliance requirements:

- **HIPAA** (Health Insurance Portability and Accountability Act)
- **PCI-DSS** (Payment Card Industry Data Security Standard)
- **ISO 27002** (formerly ISO 17799)
- **FTC/FCC** (Federal Trade Commission and Federal Communications Commission)
- **TCPA** (Telephone Consumer Protection Act)
- **FDCPA** (Fair Debt Collection Practices Act)



One provider, everything you need

The need for interpretation and translation services is growing rapidly as companies, government entities and organizations address the realities of a multicultural marketplace within the U.S. and abroad. West Language Services delivers the capabilities you need in order to respond — with the depth and breadth of resources and offerings you require.

Our people are the best asset to our company — and to yours. Their ability to speak your customers' language with ease and expertise contributes to successful call resolution, while enhancing the caller experience. At West, every client has an account manager whose job it is to ensure that you always have someone available who understands what's happening on your account and is responsive to your needs.

And, West brings all the strengths of proven best practices that come from serving as a leading provider of technology-driven, voice-oriented solutions, including the proven platform, technology and resources to ensure seamless delivery of services, regardless of the scope or complexity of the engagement.

Ultimately, we understand that the value of the services we provide must be measured in results. West Language Services delivers on every count:

- Global presence
- Standards of excellence
- Call center and measurable metrics
- Full-service offering
- Interpreter quality
- Hardened and industry-tested infrastructure
- Quicker response times



Now, more than ever, it's critical to make the most of your communications. With West Language Services you can.



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They say business is the international language...
we say speaking to your customers in their language is good business.

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west

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West Language Services

Call

1-800-862-1000

to continue

the conversation,

or visit us at

westlanguageservices.com

to find out more.