



### Overview

Country: U.S.

Industry: Language Services

Website: [linguisticainternational.com](http://linguisticainternational.com)

### Customer Profile

Linguistica International offers face-to-face, phone-, and videoconference-based interpreting and translation services to clients worldwide.

### Challenge

Procure translation and interpretation services more quickly in response to clients' needs — yet without raising costs.

### Solution

Linguistica integrated its customer relationship management (CRM) solution with the Nexmo Cloud API for SMS services. It now reaches out to interpreters and translators via SMS.

### Benefits

By integrating with the Nexmo Cloud API, Linguistica can reach 50 interpreters in as little as 30 seconds. Prior to deploying Nexmo, that task might have taken 2 hours. It has also reduced call center labor costs by 50%.

## 96% Improvement in Responsiveness Means “Good Business” in any Language

**“Our call center was instantly able to connect with large groups with the click of a button. Contacting 50 interpreters went from taking 2 hours to less than 30 seconds.”**

— Joel Lewis, Call Center and IT Manager, Linguistica International

### The Challenge

You're an emergency room doctor trying to help a woman injured in a car accident. She's urgently trying to tell you something in a language you don't understand. What do you do?

If you're in the know, you reach out to Linguistica International, a translation and interpreting service supporting business, government, healthcare, and first responder clients around the world. At any time of day or night, Linguistica can tap into its database of interpreters — covering more than 170 languages — and have an interpreter on the phone with you in less than a minute. In many locations, an interpreter could be at your side in less than 20 minutes.

Linguistica was not always able to respond so quickly. To find an available interpreter in the past might have involved phone calls to 50 different people and taken more than 2 hours. Today, Linguistica can contact the same 50 interpreters in less than 30 seconds. What's the secret to this quantum shift in responsiveness? The Nexmo Cloud SMS service.

### The Solution

Linguistica has linked its customer relationship management (CRM) system, where it maintains information on all its interpreters and translators, to the Nexmo Cloud API for SMS. Now, when it needs an interpreter, it simply has its CRM system send out a text message to all the speak-

ers of a particular language. The same 50 people it used to take two hours to reach? With Nexmo's Cloud SMS services, Linguistica can now reach all of them in less than 30 seconds. Those who are eager to work respond quickly. As a result, Linguistica can usually have an interpreter on the phone with a client less than a minute after the request has come in. If the client needs an interpreter on site, the speed of the Nexmo SMS solution makes it possible for Linguistica to get an interpreter on site in less than 20 minutes.

“Nexmo was incredibly easy to implement,” says Joel Lewis, the Call Center and IT Manager for Linguistica. “Our CRM is built in PHP and RESTful APIs as well. The pre-built libraries from Nexmo are well documented and easy to understand. It took our developer only two hours to implement the Nexmo solution.”

### The Results

For Linguistica, the benefits of integrating its CRM solution with the Nexmo Cloud API for SMS were immediate and obvious. The company had previously tried implementing an SMS-based outreach system using other providers, but the solutions never worked consistently or predictably. “With Nexmo, deliverability and response rates improved immediately,” says Mr. Lewis. “Messages get delivered every time, with no delay in sending. Our customers immediately noticed a decrease in response times to their requests.

**“For what amounts to less than \$10 per day in SMS fees, we lowered our call center costs by 50% — and those savings have made a huge difference in our ability to provide our service at a competitive rate.”**

— Joel Lewis,  
Call Center and IT Manager,  
Linguistica International

“The metric that is most important to us most is deliverability,” Mr. Lewis goes on to say. “We need to contact as many people as possible in the quickest time possible. Nexmo meets these needs.”

The ability to contact large numbers of people quickly using the Nexmo Cloud API for SMS has also reduced the load on Linguistica’s call center, and that has had a significant effect on both operational costs and productivity.

“Our call center underwent a major transformation,” says Mr. Lewis. “Without the need to call each interpreter individually we were able to move some of our call center staff out of the call center and into

revenue-growing activities. For what amounts to less than \$10 per day in SMS fees, we lowered our call center costs by 50% — and those savings have made a huge difference in our ability to provide our service at a competitive rate.”

For Linguistica, working with the Nexmo Cloud SMS services translates into competitive advantage. It has reduced its costs and improved its responsiveness all in one move.

“Nexmo has done exactly what we needed from day one,” says Mr. Lewis. “We have never had an outage or problem, and this is the only time I have ever used a service for a year without any problems.”

scenario

*Efficiency is our language.*

