



INTERACTIVE INTELLIGENCE
Deliberately Innovative

Case Study



ezispeak™ introduces Interpreting On Demand™, hopes to transform the marketplace.

Customer Interaction Center™ from Interactive Intelligence sets the stage for it.

Summary

Customer: ezispeak™



Head Office: Melbourne, VIC

Industry: Teleservices

Product(s) Replaced:

New company; no legacy systems or old infrastructure to replace

Number of Users:

- Business Users: <5
- Remote Users: >1,000

Challenge:

To find a UC platform that enables delivery of remote professional interpreting services.

Product(s) Deployed:

- *Customer Interaction Center™ (CIC)*

Benefits:

- Automated connections to professional interpreters. Customers can communicate easily with consumers in any language. 95% of incoming requests are connected in under 60 seconds;
- Telework is modus operandi. Interpreters manage how often they want to work using applications that control their availability;
- Power to become a borderless business because CIC is a hosted solution; no geographical limitation on business;
- Scalable infrastructure leverages itself for growth;
- Ability to easily customise applications improves operational efficiencies for customer environments.

About ezispeak™

ezispeak is revolutionising the way interpreting services are sold and delivered within Australia. Through a clever combination of best-of-breed technologies and a virtual workforce of language professionals, ezispeak™ provides an instant phone and video based “Interpreting on Demand” service that eliminates the costly challenges and delays of services that rely on face-to-face interviews. Clients include employment agencies, health services and commercial organisations.

Rebecca Haynes, ezispeak Chief Executive Officer, established the company after spending nearly seven years working in the interpreting services market. She knew the diversity of Australia’s growing population ensured a large future market for interpreting services. Having worked on major telephony, contact centre and cloud-based deployments in the past, she was also frustrated by the market’s seeming reluctance to use technology to innovate.

With the formation of ezispeak™, Haynes was determined to create a technology company that would change the way the market accesses and uses interpreting services. “I could see a fantastic opportunity to potentially transform the marketplace. It’s something I am quite passionate about,” Haynes admits.

www.ezispeak.com.au

The Platform is Key

The foundation of ezispeak’s on-demand service is *Customer Interaction Center™ (CIC)* from Interactive Intelligence. This contact centre platform allows ezispeak to manage all inbound calls, automates multimedia queuing and routing processes, and includes comprehensive reporting that is helping ezispeak management to continually improve the customer experience.

“The decision to use CIC was all about scalability, flexibility and redundancy. We plan to grow quickly, so it didn’t make sense for us to have dedicated on-site infrastructure. The risks associated with on-premise solutions have major commercial implications in the event that something goes wrong. We wanted to be in the cloud and de-risk our business and our customers’ businesses.” Haynes explains.

“I had worked with CIC in a prior role, so I had a sound level of understanding of the platform and the potential of CIC in the broader market. In fact, CIC was one of the core reasons for founding ezispeak – to take that type of vision and rebuild the way interpreting services are delivered. We could have used an alternative product, but we would have had to spend around three to five times the capital to achieve a similar result – or one that wasn’t as strong. This cost saving technology also underpins our commercial model, enabling us to pass these savings onto our clients.” Haynes adds.

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Optimising the Client Process

Whenever a client phones ezispeak with an interpreting requirement, the cloud-based CIC solution quickly assesses the caller's need and the language required to route the call to the most appropriate agent. As ezispeak employs a virtual workforce model, all of its professional interpreters work from remote facilities. Therefore, call routing frequently involves assigning the call to a language professional – regardless of geographical location.

Cutting Costs for the Customer

Customers have responded with enthusiasm to the convenience of an on-demand service.

Organisations such as hospitals are often called upon to provide interpreters for patients. In the past, this has required ready access to local interpreters with skills in a diverse range of languages. Even when interpreters were maintained on staff and located in the building, a delay could occur in bringing together interpreter and client or patient.

“A number of providers in the market have not embraced automation in delivery of these services and still use agents to manually conference language professionals to customer calls - a process that can take up to fifteen minutes. In situations of distress or emergency, long wait times can be life threatening to the person needing an interpreter, potentially exposing the service provider to legal and financial risk”. Haynes said. “Ezispeak optimises the process by using contact centre technology to connect those in need with professionally accredited interpreters, all within sixty seconds.”

“We're operating in a forty-year-old market that hasn't embraced any real form of technology or innovation. We've removed the need for customers to pay for interpreters to physically go onsite. By using a voice or video solution, organisations can still get the information they need, but it comes at a fraction of the previous cost”.

“Part of our company vision is to help buyers transform the way they purchase interpreting. We look at their business processes and see how they manage their day-to-day interactions. Some of our customers are achieving cost reductions of up to 40 percent,” Haynes estimates.

Building quality of service

Using CIC, language professionals can manage their availability, which determines their earning capability. Being an on-demand interpreting service, customers require instant access to a quality language professional with the transaction monitored for quality assurance.

“In addition to having one of the highest compensation rates in the market for interpreters, we are building a culture of rewarding our language professionals who deliver exceptional services to our customers using a range of contact centre best practice metrics. Our interpreters are our product”. Haynes notes.

Information to grow

With client and call numbers continually rising, accurate information about workloads and call centre demand is critical for Haynes. Major metrics such as peak periods of demand, agent availability, average call duration, and pick up times are carefully monitored using CIC reports. “We need to understand how many calls are being transacted during the day, how many call drop outs we have and so on. These all relate to the quality of service for our customers,” Haynes notes.

A multichannel future

At present, voice calls form the major part of ezispeak's business; but Haynes expects demand for video services to increase rapidly in the coming years. When it does, thanks to Haynes' vision and some solid planning, ezispeak will be prepared.

“Our model is to be a true on-demand interpreting service. Predictions from some of Australia's most prominent executive leaders such as Google's Nick Leeder and MYOB's Tim Reed believe that within the next decade, voice calls will be as obsolete as a posted letter with audio visual interactions driving mass market consumption. So, regardless of how the language request comes in, we will offer clients the same fast access to a professional interpreter. CIC is the backbone of our process automation for delivering those services.” Haynes concludes.



Interactive Intelligence Group Inc. (Nasdaq: ININ) is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are in use by more than 5,000 organizations worldwide. Interactive Intelligence was founded in 1994 and is headquartered in Indianapolis, Indiana, U.S.A. with offices throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific.

World Headquarters

7601 Interactive Way
Indianapolis, IN 46278 USA
+1 317 872 3000 voice and fax

www.inin.com