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Platform from ezispeak breaks down language barrier

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Ezispeak chief executive Rebecca Haynes says the company can provide instant connectivity between multiple parties. Picture: David Geraghty Source: The Australian

A PUSH to transform the traditional interpreting services market drove Melbourne-based company ezispeak to deploy a cloud-based contact centre platform.

The national on-demand interpreting service wanted to better manage its customer support and staffing requirements.

"One of the reasons we founded ezispeak was to change the modality of service delivery because it is a 40-year-old market," ezispeak chief executive Rebecca Haynes says.

"Today the majority of the market is made up of on-site interpreting services where you get people (who) speak a particular language physically travelling to a dedicated location to provide that occasion of service."

Ezispeak provides instant phone and video-based interpreting on demand that overcomes the costly logistical challenges and delays previously incurred by services relying on face-to-face interviews.

The 18-month-old company, founded by Haynes in conjunction with a number of investors, wants to use technology to innovate. It sought a platform that could automate most of its business process for the connectivity between the parties.

Having worked previously with Interactive Intelligence on another deployment, Haynes favoured its cloud-based contact centre platform for ezispeak.

The Customer Interaction Centre platform allows ezispeak to manage all inbound calls and automates multimedia queuing and routing processes. It includes comprehensive reporting to help management

continually improve the customer experience.

Ezispeak clients call a 1300 number and use a specific user ID, or, based on their existing phone number, the technology can determine which customer is calling through to the service. The caller nominates their language and they are connected within 60 seconds. Traditional providers using agents to manually conference interpreters to customer calls can take up to 15 minutes.

Ezispeak employs a virtual workforce model, with all of its professional interpreters working from remote locations.

Ezispeak's customers are mainly in the enterprise sector from employment and utilities services and it has plans to expand to the public sector. They can access on-demand or scheduled telephone or video interpreting services.

The company has more than 1000 interpreters, who specialise in more than 120 languages, based in Australia.

Ezispeak has been using the Interactive Intelligence platform for about a year.

Haynes says the platform allows the company to provide instant connectivity between multiple parties that require an on-demand interpreting service, which can make a difference in an emergency situation.

"So if there are issues around interpreter context or the quality of their service delivery, there are things embedded into the Interactive Intelligence technology that allows us to quality assure our services, which doesn't exist today in the market."

It also allows on-demand transfers through to live agents if there is a problem with the call.

Haynes says the Interactive Intelligence platform is the backbone of the process automation.

"We are able to track additional information for each call or for each interaction as a consequence of the type of technologies that we use."

The platform has helped lower costs for users. Ezispeak is about one-third of the price of traditional interpreting services.

The Interactive Intelligence platform also allows ezispeak to monitor interpreter availability using presence management.

Haynes says more than \$1 million was invested in the technology, including the platform, professional services and hosting.

The company is looking at developing a road map focused heavily on web services, to which the Interactive platform would fully integrate and with which it is compatible.

"We have video now in beta and we should be rolling that out in the next two to three months," Haynes says.

"The evolution of our model is instant accessibility across any device."

Case Study: ezispeak

PROBLEM: A need for a cloud-based contact centre platform to help transform the traditional interpreting services market.

PROCESS: Customer interaction centre, the contact centre platform from Interactive Intelligence.

RESULT: Able to manage all inbound calls, automate multimedia queuing and routing processes as well as comprehensive reporting to help improve customer experience.

