

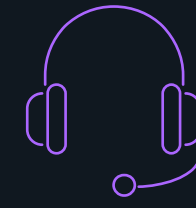
Case Study



LanguageLine Solutions Switches from Avaya to Flexible, Scalable NICE CXone Solution

LanguageLine Solutions® provides innovative language access services including high-quality phone, video, and onsite interpreting. Trusted by more than 25,000 clients, they deliver fast access to highly trained and professional linguists in more than 240 languages 24/7/365. To better support their 32 million interactions a year, LanguageLine needed a scalable, customizable contact center solution that could support high call volumes and omnichannel interactions, including video.

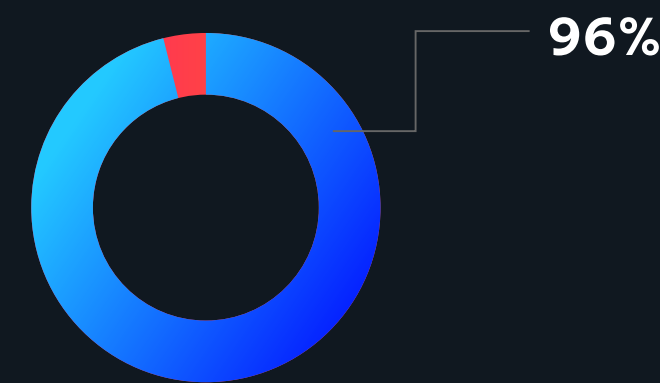
32 MILLION INTERACTIONS ANNUALLY



8,000 INTERPRETERS WORLDWIDE



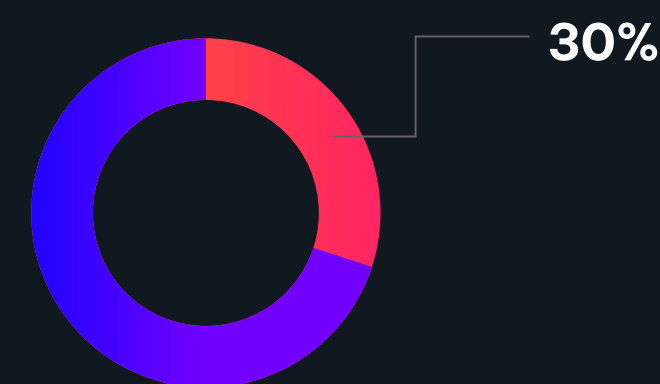
96% CUSTOMER RETENTION RATE



\$18 MILLION SAVED IN OPERATING COSTS



30% REDUCTION IN QUEUE TIMES



CUSTOMER PROFILE

ABOUT LanguageLine Solutions® provides innovative language access services including high-quality phone, video, and onsite interpreting. Trusted by more than 25,000 clients, they deliver fast access to highly trained and professional linguists in more than 240 languages 24/7/365.

INDUSTRY Service

WEBSITE www.languageline.com

LOCATION Monterey, CA, U.S.A.

SIZE 17,000 +

- GOALS**
- Assist customers from any location
 - Providing an omnichannel experience to support customers
 - Obtain a customizable platform that supports LanguageLine’s unique requirements

- PRODUCTS**
- [NICE Quality Management](#)
 - [NICE Interaction Management \(recording\)](#)
 - [NICE Omnichannel Routing](#)
 - [NICE Open Cloud Foundation](#)

- FEATURES**
- Customization supports unique business requirements
 - Analytics enable decision making in real-time
 - Data-driven insights drive efficiency and consistency



01 THE BEFORE

Old Avaya System Lacked Scalability and Flexibility

LanguageLine's previous on-premises contact center solution was from Avaya, Inc., and supported voice only. The lack of flexibility and scalability in Avaya's software drove LanguageLine to look for a solution they could customize to support their unique business requirements. Jeff Cordell, Vice President of Technology and Chief Information Officer at LanguageLine, explains, "We've seen a shift in our customer needs including supporting video interpretation, e-911 or text interpretation, and other channels. We realized we needed to move to a cloud-based contact center solution that could scale with our requirements and support omnichannel. We selected NICE CXone to provide these core services."

02 DESIRE TO CHANGE

Supporting from Anywhere in Every Language

"LanguageLine chose CXone because we needed a more scalable solution to satisfy our customers' needs as our business grew. With CXone, we now have an omnichannel environment so we can provide traditional voice and all of the other channels that our customers will require, such as video, mobile, and future innovations."

CXone's ability to support on-demand interpreting sessions regardless of location whether from a call center or a work-at-home model, has become an important part of LanguageLine's strategy to support a diverse range of languages. "Our customers use our services and language access applications for everything from 911 phone calls to interpreting for doctors and patients in an emergency room. We can



support over 240 languages at various proficiencies. That creates a challenge for languages of lesser diffusion, such as Navajo or Fukienese, because the interpreters who speak those languages often aren't located at our brick-and-mortar contact center. With CXone, they can be connected to a customer quickly to offer assistance."

CXone's ability to support additional platforms, such as video, is critical to LanguageLine's growing service offerings. "American Sign Language is another service that we offer, which can't be provided over the telephone, it requires a video interface," says Jeff. "We've extended the CXone platform to provide those types of video interfaces, as well as iPad and mobile capabilities, using the core of CXone and adding customization on top of it."

03 THE SOLUTION

Customizing the CXone Platform to Satisfy their Unique Requirements

To support their unique business requirements, LanguageLine used CXone's APIs to customize the platform to their needs. Jeff explains, "We've extended CXone's functionality using APIs and other types of interfaces. That includes everything from our traditional

desktop that has been tailored for interpretation purposes to providing business intelligence and analytics that allow us to make real-time operations decisions. We've also integrated extensions from other service providers, such as video or texting, to CXone. If call volumes exceed our anticipated peaks, the CXone system is scalable so we can quickly and easily add more agents."

04 THE RESULTS

Voice as a Service Provides Reliable Voice Quality

LanguageLine also needs reliable voice quality and CXone's Voice as a Service (VaaS) is helping ensure positive customer experiences. "It's critical that we have a consistent, reliable voice quality experience. Historically, we depended on phone services over telephone lines with various network providers scattered across the U.S. and the world. That type of service isn't as reliable as VaaS. We've partnered with CXone to use Voice as a Service so we can monitor and score the quality of every single phone call. With that kind of data, we can drive reliability and call consistency to ensure that every interpreting session is of the highest quality."



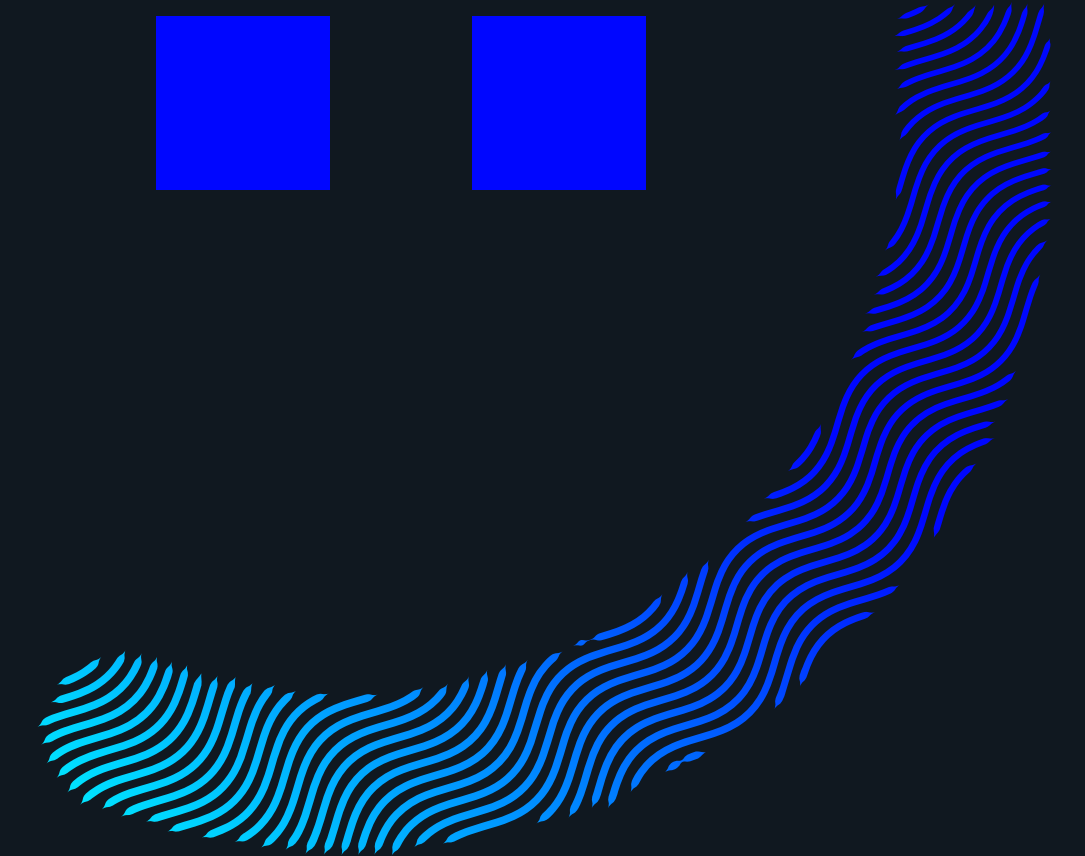
05 THE FUTURE

CXone is a Partner in LanguageLine's Growth

Jeff concludes that CXone has helped LanguageLine achieve its business outcomes. "It's been a journey for us to migrate over 8,000 interpreters to the CXone platform. We very much appreciate our partnership with NICE and the CXone team's willingness to support us. Our customers are happy and our business is growing. CXone helps us extend our services as quickly as possible to add more features and products that our customers care about."

"With NICE CXone Voice as a Service, we can drive reliability and call consistency to **ensure every interpreting session is of the highest quality.**"

JEFF CORDELL
VICE PRESIDENT OF TECHNOLOGY
AND CHIEF INFORMATION OFFICER
LANGUAGELINE SOLUTIONS



About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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