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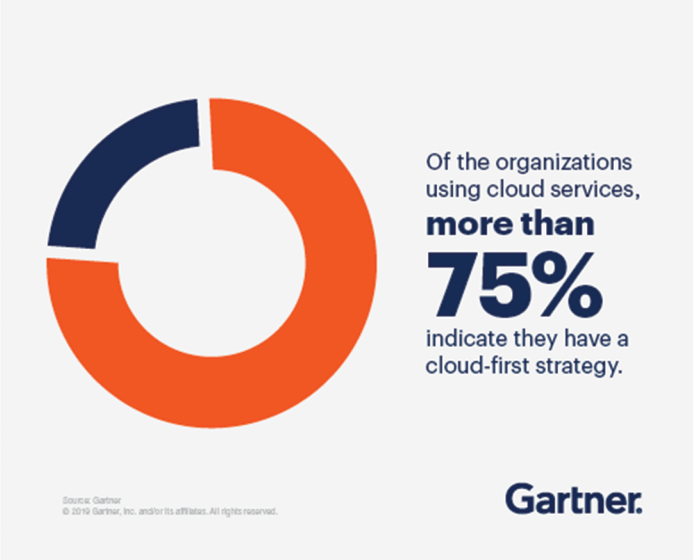
Multilingual Contact Center
White Paper

Leveraging Global Resources - The world is flat and getting flatter as global trade and services reach new levels and continue to expand. From the advent of mercantilism in the Middle Ages to today's Age of Information, the implementation and demand for Multilingual Contact Center Services function as the lifeblood for most companies.



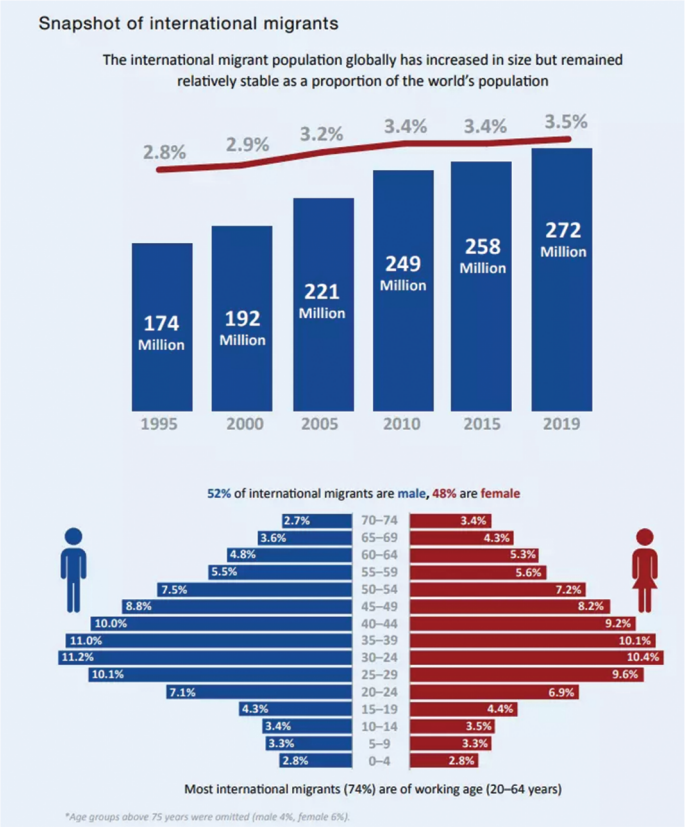
Cloud computing, Software & Remote Staffing - Data moves at the speed of light through the internet and cloud services. This has helped to streamline the effectiveness of remote staffing by allowing companies to have employees in multiple locations while still being able to cooperate as a team seamlessly. Connectivity, cloud computing and software such as CRM and HRM systems, have allowed companies with multiple locations to operate more productively than they would be able to, even if all their employees were under the one roof.

Most people under 40 years of age can't even begin to imagine the process of delivering tasks, work orders, customer/employee data or reports manually throughout different departments using only manual systems and hard copies. But now this is achieved across all departments and even across the globe in just seconds with the click of a button. According to a recent Gartner study, more than 75% of companies surveyed have a "cloud-first" strategy in the way they conduct their business.



Cloud computing, Software & Remote Staffing - According to Wikipedia, "Multiculturalism is a word that describes a society where many different cultures live together." That being said, the hottest markets in the world whether in developed or emerging countries are very culturally diverse and becoming increasingly so.

There is lots of movement in the world these days, enough to make Moses's exodus look like a walk in the park. In just the past few decades, hundreds of millions of people have immigrated to places like North America and Europe. The World Economic Forum estimated that there were around 272 million first generation migrants throughout the world in 2019.



That being said, this is a two-way street as large scale movement is not only coming to developed countries but also from people in developed countries moving to and/or doing business in emerging economies around the world. Mexico, India, Singapore and the Philippines are some notable mentions of where this is happening.

The US State Department reports that around 6.8 million US citizens live abroad while as many as 65 million travel abroad for business and leisure. These statistics are from the United States but an even higher percentage of Canadians, Europeans, Australians and Asians are moving around the world in even greater numbers.

Seize New Business Opportunities - Having Multilingual Contact Center operations will allow your business to expand your product or service offerings to new markets. As there are large populations of bilingual people living in other countries, you can immediately increase your company revenues by appealing to these audiences.

According to the US census data of 2019, over 41 million people in the United States speak Spanish. That being said, other reports suggest that there will soon be more Spanish speaking people in the United States than in Spain.

While English and Spanish are the most widely spoken languages in global commerce, there's a steady increase of demand for French, Chinese, Hindi, Tagalog and more.

Source: United States of America Census Bureau https://Data.Census.gov	United States			
	Total		Percent	
Label	Estimate	Margin of Error	Estimate	Margin of Error
Population 5 years and over	308,834,688	±22,314	(X)	(X)
Speak only English	241,032,343	±213,182	78.0%	±0.1
Speak a language other than English	67,802,345	±204,379	22.0%	±0.1
SPEAK A LANGUAGE OTHER THAN ENGLISH				
Spanish	41,757,391	±139,962	13.5%	±0.1
5 to 17 years old	8,584,628	±64,652	2.8%	±0.1
18 to 64 years old	29,127,154	±98,070	9.4%	±0.1
65 years old and over	4,045,609	±18,777	1.3%	±0.1
Other Indo-European languages	11,465,631	±82,928	3.7%	±0.1

In Conclusion - Multilingual Contact Center solutions are not only about being able to service your current customers but also about being able to increase your bottom line by expanding your market reach. While most of the Fortune 500 already take advantage of these global resources, the future of doing business in this new flat world also requires small and mid-sized companies to avail themselves of these services.

For more information please contact:
Russell Meiselman
President of ClarkStaff.com
Russell@ClarkStaff.com