

Solution Overview

SUTHERLAND TRANSLATE AI®

Is your business equipped to drive superior CX for a diverse set of customers, overcoming the challenges of language barriers? Can your customer from anywhere in the globe receive support in their preferred language quickly and efficiently? Does your contact center have the capability to give your business scalability at an optimal cost? If you have a global customer base, choosing a translation solution that is built to deliver customer satisfaction with a human connection is critical for your business.

Drive CX by transcending language barriers without breaking the bank.

Sutherland Translate AI® is an AI-powered, automated, real-time translation solution that enables organizations deliver superior CX while expanding support services to new geographies - all while making absolute economic sense.

A customer from anywhere in the world can raise a query in their choice of language and a consultant from anywhere in the world can instantly respond to the query in their choice of language. Translate AI® challenges the standardized process of regional support by eliminating the complexity of hiring regional language speakers and reducing OPEX cost drastically.

Sutherland Translate AI® is highly recommended by organizations that have implemented translation solutions earlier. Powered by AI, Translate AI® delivers contextually robust outcomes in terms of translated output, by recognizing even the subtlest of cultural nuances.



Customer
Experience



Scale on
Demand



OPEX
Optimization



Human
Parity



Trust and
Value

Translate AI®

Translate AI® is built keeping in mind the need for businesses to provide localized support while expanding globally. Your support organization can now scale up in size and scale into new regions instantly, without giving in to language, talent, or cost barriers. A consultant communicating in Hindi or Filipino can now effortlessly interact with a customer communicating in German or Mandarin.



Drive Customer Experience

Translate AI® ensures businesses to cater to customers beyond geographical boundaries. We build positive customer relationships by delivering support in their native language. We aim to seal the language gap by providing quick and exact translations of responses and thus limit the wait time on both ends. We help your business foster better relationships with customers by supporting them in the language of their choice.



Drive Scale on Demand

Translate AI® offers a multilingual customer support in a text-based support system so consultants and customers can interact seamlessly. Translate AI® eliminates language dependency by allowing existing consultants to be deployed for new support regions. More than a simple translation, it gives your business a closer connection to your customer by communicating in their language.



Drive OPEX Optimization

Serving a customer in the preferred language is easier said than done. A local language support team requires recruiting and training native language speakers – getting the right talents on time can be both challenging and cost intensive. Based on the mandates of your finance strategy, Translate AI® allows you to choose the support team and their region of operation that is most conducive for your business and money.



Drive Human Parity

With 13+ widely spoken languages already incorporated for automated text support and with the capability to translate 98 languages, Translate AI® allows instant language-specific support to customers. Powered by AI, Translate AI® delivers contextually robust outcomes, by recognizing even the subtlest of cultural nuances, delivering human parity.



Drive Trust and Value

No matter where the customer is from, Translate AI® ensures businesses deliver a consistent Quality of Service on every interaction. Translate AI® enables businesses to have hassle-free, long-term support through localizing services to your customers. Our consultants can communicate seamlessly with customers in their preferred language and add value with added knowledge on the local language nuances.

We help businesses address challenges and transform into organizations of economic success and CX success. Translate AI® effectively minimizes the complexity of aligning customer support in diverse languages and dialects.

100+
Languages

Upto 20%
Reduced OPEX

90%
Accuracy

We make digital
human™

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Sutherland is an experience-led digital transformation company. Our mission is to deliver exceptionally designed and engineered experiences for our customers and employees. For over 35 years, we have cared for our clients' customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another. We call it One Sutherland.