



CONSOLIDATE MULTI-LINGUAL OPERATIONS FOR VENDORS AND OFFSET LOCATION CHALLENGES

Sutherland Translate AI™ Enables Global Support By Leveraging Best-in-Class Machine Translation Engines For an Enhanced Customer Experience.

ARE YOUR CONTACT CENTERS LIMITED BY LANGUAGE BARRIERS?

Contact centers are the front line for CX and are critical brand-builders when it comes to customer satisfaction and retention. Machine translation engines enable contact center associates to communicate effectively and efficiently with customers based around the globe. But translation solutions can fall short – especially when communicating without localized context.

If you have a global customer base, your business needs to be equipped to drive superior CX for a diverse set of customers and overcome the challenges of language barriers. A translation solution that is built to deliver customer satisfaction with a human connection is critical.

Sutherland Translate AI™ transforms CX, empowers scalability, enable ease of business and facilitates optimized OPEX.

REINVENT YOUR LANGUAGE TRANSLATION

Sutherland Translate AI™ is an AI-powered, automated, scalable, multi-lingual translation solution that provides real-time non-voice support. Translate AI™ enables organizations to deliver enhanced CX while expanding support services to new geographies - all while reducing operating costs. It drives improved speed to proficiency, consultant onboarding, productivity, and reduces OPEX by overcoming multi-vendor and -location challenges.

95.5%
Reduction in
Onboarding Time

150+
Languages

20%
Reduction in
OPEX

90%
Accuracy

A TRANSLATION SOLUTION THAT CREATES VALUE

Translate AI™ effectively minimizes the complexity of aligning customer support in diverse languages and dialects by eliminating the challenge of hiring regional language speakers and reducing OPEX costs drastically. Your support organization can scale in size and into new regions instantly, without being hindered by language, talent, or cost barriers.

Drive CX by transcending language barriers without breaking the bank.



Experience. Build positive customer relationships by delivering support in their native language. Seal the language gap by providing quick and exact translations of responses and thus limit the wait time on both ends.



Scale on Demand. Advisors and customers can interact seamlessly in a multilingual text-based customer support system. Translate AI™ eliminates language dependency by allowing existing consultants to be deployed for new support regions.



OPEX Optimization. Local language support requires recruiting and training native speakers, and getting the right talent on time can be challenging and cost-intensive. Translate AI™ enables you to choose the right support team and their region of operation while lowering OPEX.



Human Parity. Powered by AI, Translate AI™ delivers contextually robust outcomes, by recognizing even the subtlest of cultural nuances, delivering human parity.



Trust and Value. Ensure a consistent Quality of Service on every interaction, and localize services to your customers with hassle-free, long-term support.



Effortless Integration. Translate AI™ seamlessly integrates with your existing CRM, empowering your omnichannel support strategy.

Sutherland Translate AI™ enables a customer to raise a query from anywhere in the world, and an advisor can instantly respond to the query in their choice of language. An advisor communicating in Hindi or Filipino could effortlessly interact with a customer communicating in German or Mandarin.

Don't let language dependency hinder your customer support.

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 customers and employees. For over 35 years, we have cared for our client's 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.

