

Multilingual Hubs

BUSINESS TRANSFORMATION FOR HIGH GROWTH, MULTINATIONAL COMPANIES



72% of customer experience leaders report that native language support significantly increases customer satisfaction.

Everise Customer and Digital Solutions elevate the experience with native speaking Champions and scalable, AI-powered conversational assistants.









Scaling Multilingual Support

According to the World Economic Forum (2019), Asia is forecasted to have the world's largest GDP and will overtake the GDP of the rest of the world combined. By 2030, the region is expected to contribute roughly 60% of global growth. Asia Pacific will also be responsible for the overwhelming majority (90%) of the 2.4 billion new members of the middle class entering the global economy. However, scaling in Asia can be challenging as the continent is not homogeneous and each country has unique cultural and language requirements from a customer experience perspective. It is difficult to identify a single partner able to effectively scale talent and technology for multilingual Asian consumers. The talent pool is shallower than it's been in decades due to a wave of change and uncertainty brought on by a global pandemic.


The Everise approach to business transformation is repeatedly proven successful at meeting the unique Customer Experience requirements of high growth companies experiencing rapid growth across national and cultural lines. We are able to solution high quality multilingual talent and our culturally diverse team can help brands with any cultural or language translations required. We deliver the talent and technology solutions you require to enable frictionless multilingual customer experiences across Asia.


Keys to Success

People-First Culture: Everise is a people-first company and we have worked hard to build a diverse and inclusive culture that unlocks team potential. Our culture is core to our success as it enables us to scale rapidly and retain the best talent.


 <p>ATTRACT</p>	<p>7 – 14 DAYS</p> <p>Scale local languages rapidly.</p>	<p>14 – 28 DAYS</p> <p>Rapidly hire native speakers from abroad.</p>	 <p>BEST USE OF RECRUITMENT TECHNOLOGY TOOLS</p> <p>Employee Experience Awards, 2021</p>	
 <p>RETAIN</p>	<p>2.5%</p> <p>2021 average attrition in Malaysia & Japan.</p>	<p><4.0%</p> <p>2021 average attrition in the Philippines.</p>		 <p>4.7 ★★★★★</p> <p>Industry leading Glassdoor score from independent employee reviews.</p>
 <p>SCALE</p>	<p>1,200 English</p> <p>Within 30 days for a leading food logistics player.</p>	<p>200 Multilingual</p> <p>Within 60 days for a leading food logistics player.</p>		 <p>BEST COMPANIES TO WORK FOR IN ASIA 2019, 2020 & 2021</p> <p>HR ASIA AWARDS</p>


Investments in Our Champions: Everise invests in our teams beyond compensation and benefits so that we attract only the best people and continue to establish high-performing teams to produce exceptional results. Our Champions are our biggest assets, and we will continue to support both their personal and career growth.

 **Health, Financial, Mental Wellness**
Everise is committed to sponsoring programs driving fitness, health maintenance and prevention, financial education, and mental wellness (including on-site counseling) to invest in the complete health of our employees.

 **Culture, Diversity & Inclusion**
We celebrate diversity as a core value. It runs deep in our DNA - from the creation of a diversity council, to targeted recruiting and leveraging diversity as our strength in innovation.


 **Social Responsibility: Community & Environment**
Through our Everise Cares Foundation and programs, we engage with our communities on a local level, including fundraising walks, tree planting, mental health awareness, volunteering and more. Our experience Centers are plastic-free and are committed to sustainable practices. We share a common purpose to give back to the communities where we operate.

 **Rewards & Recognition**
Our champions are provided with a gamified experience for recognition based on performance and innovation. We host regular recognition events to celebrate success as a team and maintain high levels of energy in innovating for our clients.


 **Career Growth & Development**
We design, develop and execute a comprehensive training programme for our champions. We have multiple online training, career pathing, and mentorship programs that result in an 80% internal fill rate for our leadership roles.

Multi-Geo Approach: Everise is strategically located in the rare sweet spots of low labor costs and high political and infrastructural stability. This enables a combination of domestic, near-shore and off-shore resources that ensure our customers settle into the kind of outsourcing mix that keeps CSATs high and expenses low – often 65% less than the cost of in-house Customer Experience teams and 10-20% compared to other vendors.






- Japanese
- Korean
- Mandarin
- Cantonese
- Malay
- Bahasa
- Khmer
- Laotian
- Tagalog
- Urdu
- Hindi
- Thai
- English



- Japanese
- Korean
- English



- English
- Tagalog
- French





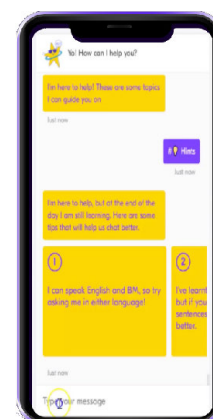
Operational Resilience: Everise launched remote work in 2017, making us a pioneer of the home-based Customer Experience model. Today, 95% of our workforce delivers remote support to over 45 brands, all connected via secure cloud technology. We have the ability to serve your customers uninterrupted, even in the face of significant viral, climate or social disruption.

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Multilingual Digital Capabilities: Everise built multilingual conversational AI, creates an environment that inspires brand interaction, and encourages customers to speak in their native language. Our conversational assistants enable your customers to effortlessly switch between different languages by recognizing the language they are using. Bring your brand voice to life through an immersive multilingual digital avatar that can be deployed on multiple channels.

Our solutions are multilingual, data security compliant, easily integrated into users' everyday lives, proven able to handle up to 80% of inquiries — answering many and smartly escalating the rest. Most importantly, our bots successfully guide the user's decision making process.





Artificial Intelligence Support Solution

Cutting-edge, scalable, 24/7 customer support.

CASE STUDY: A Digital Solution for a National User Base

Client:
A leading ASEAN Telco.

Customer Experience Artificial Intelligence (AI)

exage is an end-to-end digital customer experience platform that combines Artificial Intelligence and cloud applications, enabling high-growth businesses to evolve their CX to the digital experience-age.

By understanding your customers' intent, our NLU enriches their experience, offering the right answers at the right time.

With smart integrations to your CRM, our chatbots act as the first point of contact providing customers with personalized responses and escalating more complex issues to a human agent.

Get real ROI with proven features:

- 70% reduction in call, chat and email inquiries
- 24/7 reliable AI support assistants
- 30% cost savings for customer service

The Everise Client Innovation Team specializes in identifying and implementing opportunities for effective AI support solutions.



CHALLENGE

The client tasked Everise to develop a progressive support solution for customers that would enable them to grow effectively over the next decade.

Planning to target into a new untapped consumer segment, they were conscious that this surge in customers would strain an already taxed call center support team running on a legacy support system. Most customers would call in to check on different plan options, understand their account status and ask about internet service interruptions – inquiries that are easily automated.



STRATEGY

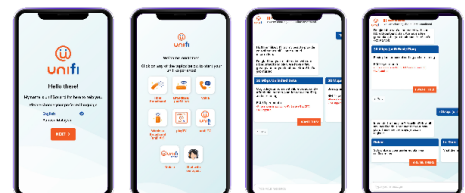
Everise deployed a live chat solution and developed a multilingual chatbot, powered by our Natural Language Understanding (NLU) engine, capable of communicating in English, Bahasa Malaysia and "Manglish", a locally used hybrid of the two languages. Built on the exage Dojo platform, the chatbot automatically responds to customer's enquiries and supplying product information, as well as being integrated into the Telco's support and ticketing systems.



RESULT

Everise's chat automation solution has reshaped how the Telco interacts with its user base. This solution uses customer insights and feedback to produce actionable reports that help guide improvements to user journeys and enhance products to meet customers' evolving needs.

Four months after launch, the solution was able to reduce call centre escalations by 70% affording call agents more time to ensure that customers with urgent issues have their problems resolved promptly.



70%

Reduction in
Call, Chat and
E-mail inquiries.

30%

Cost savings
for customer
service

24/7

Reliable AI
Support
Assistants



Case Study: Rapidly Scaling Multilingual Work-At-Home Support for a Unicorn

Client:

A global, high-growth, multifaceted logistics company.



CHALLENGE

The client's unexpectedly rapid success in the Japan, Taiwan and Korean markets resulted in an unanticipated surge of incoming contacts. Everise CX was tasked with rapidly but economically recruiting and training native speakers to guarantee ongoing premium support for the client's drivers and partners.



SOLUTION

Everise employed innovative recruiting techniques to quickly scale the program, while offering in-house English language training and unique perks to help our agents acclimatize to their new home of Kuala Lumpur, Malaysia quickly and happily.

When the global pandemic caused movement restrictions in Malaysia, demand for the client's food delivery service exploded. Everise once again nimbly and swiftly moved over one hundred support agents into a home-based environment within one week, ensuring the client's uninterrupted support.



RESULT

Everise's continuous improvements and rapid response have made us the client's number one partner on all productivity and performance metrics.

Everise consistently outperforms all client-assigned KPIs in addition to being the first to transition teams into a home-based model. Such agile responsiveness is a hallmark of the Everise approach to serving our clients and their customers.

#1

Partner in
productivity and
performance

200

Multilingual
within 60
days

2.0%

Average
attrition
per month





Delivering a smart, scalable multilingual experience.

Everise engineers oversee a constant stream of product advancement, making the multilingual AI-powered chat experience ever more individual and fluent.

As competition increases and customers come to demand more from brands, the key to winning is the kind of outstanding, economical yet personalized experience Everise innovators are building for you right now.

CONTACT US TO LEARN MORE

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