

Choosing the Right Multilingual Voice Customer Support Solution

Hindi
Japanese
Dutch
Spanish
Italian



Organizations have three primary options for serving customers across language barriers:

MULTILINGUAL AGENTS

Hiring bilingual or special language staff provides native-level communication but requires significant investment and the creation of separate language queues for the same work which can lead to operational complexity and inefficiency.

HUMAN INTERPRETER SERVICES

Third-party interpreters act as intermediaries between agents and customers during calls, translating for each party. While they provide professional translation quality, the tradeoff is increased operational complexity and diminished customer experiences because of the disconnect between the agent and the customer.

REAL-TIME AI VOICE TRANSLATION

AI platforms enable instant voice translation, allowing any agent to serve multilingual customers with high accuracy and operational efficiency.

The following comparison analyzes these solutions across key metrics to help you choose the best approach for your organization.

METRIC	MULTILINGUAL AGENTS	HUMAN INTERPRETER (E.G., LANGUAGELINE)	AI VOICE TRANSLATION (E.G., ALORICA REVOLT)
Cost	High premium salaries, training, attrition. Cost is reduced with common languages	High per-minute interpreter fees, operational updates required	Much Lower up to 50% cost reduction with rare languages, contract rationalization and ops streamlining
Scalability	Low-Medium limited by talent pool, slow to ramp	Medium scalable via interpreter pool, but subject to availability	High scale rapidly, leverage any agent
Integration Requirements	High requires hiring, training, and often system localization	Moderate requires integrating external resource with call routing	Moderate desktop app, no complex API integration needed
Operational Complexity	High scheduling, training, workforce mgmt per language	Medium call routing, interpreter scheduling	Low centralized ops, single agent queue
Implementation Timeline	Months recruit, train, onboard - agents take close to a year to achieve proficiency	Months contract, train, integrate interpreters	Months post-deployment, new languages can be added quickly
Resource Utilization	Inefficient low occupancy in rare language queues and during seasonal fluctuations	Moderate interpreters used as needed	Highly Efficient flexible staffing, single queue
Scalability Requirements	High difficult to scale for peaks, new languages	Medium can add interpreters, but with lead time	Low add languages easily, rapidly ramp <i>We recommend agents handle up to 3 languages only for optimized performance.</i>
Customer Satisfaction	Variable depends on agent skill, coverage	High native-level fluency, but longer call length can create frustration	High 97%+ translation accuracy, seamless experience
Net Promoter Score (NPS)	Variable impacted by agent skill and coverage gaps	Good May suffer from wait and join times	High improved conversion, revenue, and customer satisfaction
Average Handle Time (AHT)	Low for supported languages; high for rare ones	High interpreter join increases AHT by ~80%	Low real-time, no handoff delays
Security & Compliance	High internal controls, but risk with distributed teams or training inconsistency	High can be certified and compliant, but varies	High PCI DSS v4.0 certified, native redaction
Customization	Medium possible, but slow and costly, requires training changes	Low-Medium limited interpreter training	High customizable for client, industry, brand terms
Reporting & Optimization	Manual fragmented via site manager reports	Manual via vendor reports	Automated continuous monitoring and optimization with Alorica oversight

Key Takeaways



Real-Time AI Voice Translation delivers the highest operational efficiency, scalability, and cost savings, with rapid deployment and robust compliance features without sacrificing customer experience. This solution excels particularly when supporting rare, low interaction volume languages like Japanese, Korean, and Dutch. It empowers any agent to serve multilingual customers, centralizes operations, and drives improved conversion and revenue metrics while maintaining high translation accuracy and customer satisfaction.



Human Interpreter Services provide high-quality, native-level conversations but introduce call delays, higher costs, and integration complexity while diminishing customer satisfaction and reducing rapport between agents and customers.



Multilingual Agents offer the most natural customer experience for common languages but require significant investment and can be difficult to scale operationally, especially for rare languages.

Want to learn more about **real-time AI Voice Translation** solutions like Alorica ReVoLT?

Let's talk