



Vodafone speaks interpreter's language

Make the most of now

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Company All Graduates

Industry Interpreting and Translation services

State Victoria

Business need

All Graduates receive approximately 400 requests daily for translation and interpreting services. They needed a quick and reliable way for call centre staff to communicate with the company's 1,000-strong network of translators and interpreters to place job requests. All Graduates also wanted to expand the success of their online booking system and further automate the system so that call centre staff no longer have to individually phone interpreters for job bookings.

Vodafone solution

Vodafone business plans on BlackBerry® have enabled the All Graduates team to easily and efficiently communicate with their large network of contractor interpreters. Job requests are now entered into All Graduates' database and then automatically emailed to the BlackBerry® devices of appropriate Interpreters. Interpreters are then able to respond to job requests on-the-go.

Business benefits

All Graduates has seen a dramatic increase in productivity and efficiency. Interpreters can respond instantly to job requests and call centre staff have minimised the time they spend calling interpreters to book jobs. Interpreters email their acceptance of new jobs directly into the All Graduates database, enabling clients to track in real-time the jobs requests that have been allocated.

A Melbourne-based translation and interpretation service's 1000-plus network of interpreters and translators are all speaking the same language now thanks to Vodafone.

Leading translation and interpretation business, All Graduates, recently made the decision to work with Vodafone to deploy out BlackBerry® devices across their network in a bid to stay in touch with their interpreters on-the-go and dramatically improve the efficiency of their communications.

Now everyone's talking about how quickly the company is able to assign client requests, according to All Graduates' General Manager, Ismail Akinci.

"Prior to switching to Vodafone and moving to BlackBerry®, a client would ring our call centre to book a job, then my staff would need to individually call each appropriate interpreter until the job was filled," Ismail explains.

"My staff would also need to monitor the online bookings system to place these job requests as well. The only way my interpreters could see what jobs were available was by ringing the call centre, or manually logging onto the database. The whole process of finalising a job could take up to 4 hours.

"Now, as soon as a job request is received the details are entered into the database. The system automatically sends an email to each appropriate interpreter with a BlackBerry®. These interpreters can reply to the 'yes' or 'no' link in the email. Once the job is accepted the system then sends the job confirmation to the interpreter and logs this in the client's account. This way we've also increased the accuracy of job information we are passing onto our interpreters.

"My clients are amazed that jobs are now being filled in five minutes! Since the switch to Vodafone, I'd estimate we are now processing a third of the 400-odd booking we receive daily on BlackBerry® and have a higher capacity to handle large volumes of work quickly.

"We couldn't have done this if we hadn't already set-up our online booking system, which was an Australian first. With Vodafone's assistance we are getting the most out of this previous investment we made to automate our system."

For Ismail, the most noticeable difference of the switch to the company's BlackBerry® system with Vodafone has been the cost and productivity saving, estimating the company has improved its efficiency by 80 per cent.

"My call centre operates seven full-time staff booking jobs. I'd say the BlackBerry® is equivalent to two additional highly efficient senior staff so the saving would be at least \$100,000 a year, if not more. In addition, Vodafone's Business Plans come at a competitive rate which gives us confidence that it will be financially feasible to continue rolling out BlackBerry® devices across our entire network.

"We've been able to significantly reduce our outgoing calls costs thanks both to Vodafone's Business Plans and the increase in email communication. The call centre team also have more time to spend on incoming calls as more outgoing calls are filtered through email."

All Graduates rely on a Vodafone Business Cap plan offering them the flexibility to suit the needs of their growing business. All Graduates also get the peace of mind of low call rates between all members of their team, control over what numbers those on the plan can access and the freedom to tailor their plan with data add-ons and other services when required.

The ultimate blend of brains and beauty, the BlackBerry's® push email function means users are continually alerted to new emails, so that All Graduates call centre staff can be sure their emails are received instantly.

In an increasingly competitive market, Ismail is keen to ensure that his team meet the varying needs of their key clients such as Melbourne Health, St Vincent's, Western Health and the Victorian Department of Education.

"We've had fantastic response from clients about our productivity improvements which is helping us to grow the business and giving us an unbeatable competitive advantage," Ismail says.

"The majority of the interpreters who work with us regularly are not exclusively contracted to All Graduates. We need to get to our preferred interpreters first so that we are always securing the best staff for our clients. In the end, I want my client to know that when they need a skilled interpreter in an instant, we're the team to call."

For more information
call us on **138 328**
or visit **vodafone.com.au/business**