

QUALITY ASSURANCE PROGRAM FOR OVER-THE-PHONE INTERPRETATION (OPI) SERVICES

CTS LanguageLink has been providing over-the-phone interpretation (OPI) services since 1999. We have such a high commitment to quality that we have a documented Quality Assurance (QA) program that is adhered to by our interpreters and staff with every customer interaction. The objectives of our Quality Assurance program are summarized below:

- *CTS LanguageLink shall provide scheduled and unscheduled OPI interpretation services for limited English proficient (LEP) individuals 24 hours a day, 7 days a week, 365 days a year.*
- *CTS LanguageLink shall provide OPI services in over 240 languages and dialects.*
- *All interpreters provided for interpretation services shall be pre-qualified, tested and trained for industry-standard terminology.*
- *Interpreters' qualifications /certifications will be matched to client's need (legal, medical, etc.)*

Questions for Identifying and Preventing Deficiencies in Quality

- How long did it take the Interactive Voice Response system (IVR) or Customer Service Representative (CSR) to answer your call?
- Did the IVR or CSR gather the appropriate information and was it done in a timely manner?
- Did the CSR provide you with courteous and quick service?
- How long were you on hold before being connected with an interpreter?
- Did the interpreter introduce himself/herself using a first name and ID number?
- Did the interpreter provide you with courteous service?
- Did the interpreter speak in the first person as you would in a normal conversation? For example "I have a fever" instead of "she says she has a fever."
- Did the interpreter have a side conversation with you or the client? Did he/she relay everything said back to you or your client?
- Did the interpreter discuss anything other than what was related to the call?
- Did the interpreter ask you to explain some things in more detail? Some terminology and concepts may not have an equivalent in the target language.
- Did the interpreter thank you for calling and make sure there was no additional need for their services?
- During the call was there any problem or question that was addressed to the interpreter and if so, how did the interpreter handle this? Did the interpreter report it or get the correct people involved?
- Did you receive accurate billing and reporting?

10-STEP QUALITY ASSURANCE PROCESS

CTS LanguageLink goes through a multi-layered process of checks and reviews in order to ensure the highest degree of quality. We have developed a 10-Step Quality Assurance process that enables us to deliver the highest quality for over-the-phone interpretation.

STEP 1 Answer Time

Our in-house IT staff has created a real time dashboard tool enabling us to constantly monitor the average answer time for our services. Those customers utilizing our IVR system are greeted within 3 seconds. For customers being serviced by live operators, our average answer time requirement is 12 seconds. Not only do we monitor the dashboard in real time, we also receive daily reports to ensure we are meeting this requirement.

STEP 2 Data Collection

Every customer account is configured based on custom requirements. Both our IVR system and our live operator answer process require this information in order to proceed with the call. The Customer Service Representatives run daily checklists on each of their calls to ensure all information was obtained. The Call Center Manager also runs a weekly report to ensure we have all of the necessary data in order to bill for each and every call.

STEP 3 Call Center Customer Service

We monitor two calls per week per CSR to ensure we are providing the best possible customer service. We specifically monitor each CSR to ensure that:

1. The CSR answers the phone appropriately, based on the incoming calls through caller ID so that each call taken or outbound calls are made in the correct context of the individual account/client. The CSR asks the appropriate questions and;
2. The CSR displays a courteous and positive tone to the customer.

STEP 4 Interpreter Connect Time

Included in our real time dashboard tool is the ability to see our average connect time by language and by customer. In addition, we run daily reports to ensure we are meeting our interpreter connect time requirement. Our average connect time agreement is 20 seconds.

STEP 5 Interpreter Greeting

We specifically monitor two calls per week per interpreter to ensure that the interpreter has introduced himself/herself with his/her language, ID number, and first name.

STEP 6 Interpreter Customer Service

With permission from the customer, we monitor 20% of a new customer's calls during the first month of service, looking specifically for interpreter customer service issues. Did the interpreter display a courteous and positive tone? Did he/she provide the same customer service to the limited English proficient (LEP) client that the customer provided? If everything is going smoothly, we reduce this monitoring to 5% moving forward.

STEP 7 Interpreter Code of Ethics

During our monitoring of calls, we watch specifically for interpreter Code of Ethics issues. This includes the following:

- Background Noise – What is the quality of the phone call? Are all parties able to hear each other and provide a successful interpretation?
- Paraphrasing – The interpreter is trained to interpret word for word. There should be no paraphrasing of the call.
- Summarizing – The interpreter should not be summarizing what the provider or the call host is saying.
- Advocating – The interpreter is to have no side conversation with the client and no additional conversation other than interpreting what the customer is saying. The interpreter should not be advising the LEP client on how to respond or what to do in a situation.

STEP 8 Closing the call

All interpreters are to close the call by thanking both parties, asking if there is any additional need for their services, then informing the customer that they are now disconnecting.

STEP 9 Conflict Resolution

If there was a complaint or problem during the call we expect the interpreter or Customer Service Representative to report the issue. If the issue was not reported by internal staff, this will be addressed with the interpreter or the Customer Service Representative. We always view any conflict resolution as a training opportunity and a chance to improve our services.

STEP 10 Billing and Reporting

Our Quality Assurance process does not end with the OPI call. We ensure that our customers receive an accurate bill and report. After the first OPI call, a member of our staff will call you to make sure everything was to your satisfaction. You will then receive another call from our billing representative after we have sent our first invoice to ensure you do not have any questions or need any additional information.

If you have additional questions about our Quality Assurance process, please contact us at 1 800-208-2620 or email: sales@ctslanguageink.com