

VOLATIA | 2021 WHITE PAPER

# Achieve Consistent Growth & Scalability

Advancing LSPs through Access to Compliance Support, Shared Resources, Automation Technology, and Cost-Cutting Best Practices



VOLATIA | REACHING UNLIMITED RECRUITING SCALABILITY

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## 02 | Introduction – The #1 Challenge Facing LSPs: Scalability

The language access industry is characterized by localized service opportunities that can reveal a Language Service Provider's (LSP) difficulty performing on-demand scheduling, sourcing, recruiting, and retention of qualified interpreters. An LSP's ability to secure highly flexible, uniquely qualified, and expertly trained interpreters is predicated on their capacity to quickly scale operations up or down to meet robust client requirements.

LSPs that pivot quickly learn, sooner rather than later, that highly selective client requirements should drive, not detour, their strategy to effectively onboard interpreters and implement exceptionally responsive Onsite, Over-the-Phone, and Video Remote interpreter services for languages that are either common or rare.

### Industry Snapshot

In the U.S., more than 3,000 firms employ over 55,000 professionals in various aspects of language services according to the U.S. Bureau of Labor Statistics. Despite positive projections for the industry, the number of interpreters today is down 6.7% from 2012, as the need for interpreters and translators continues to increase by as much as 29%.

LSPs need to continuously build and refine their access to additional human resources to consistently win and appropriately service new, larger, and more complex business opportunities, while flexibly harnessing the talents of available interpreters. Interpreters who are qualified to meet growing language needs are choosing to work on-demand, for multiple LSPs, within a responsive work model to ensure they build a pipeline of consistent assignments for themselves.

### Client Wishlist

In direct response to this shift, today's language services buyer employs precision searches for all-in-one service providers who can meet their well-defined expectations and deliver the following feature-rich benefits on-demand:

- Access to Phone and Video Interpreters
- Support for Rare Languages
- Language Services Compliance Support
- A technology Platform with a Seamless UX Interface
- Capacity for Complex Appointment Scheduling
- Flexible, Scalable, Billing Structure
- Expansive Custom Reporting
- Infrastructure to Respond to RFPs
- On-demand Client Service Support

### 03 | The Volatia Solution – Anatomy of the Pivotal LSP

Understanding the traps and pitfalls of remaining competitive and cost-conscious at the same time requires continuous improvement. Volatia's best practices create opportunities for dynamic scalability by engineering better, faster, access to on-demand and pre-scheduled interpreter pools, elevated recruitment and retention strategies, and a technology infrastructure that was purposely built to handle enterprise-level service scheduling and coordination.

LSPs today may ask themselves, "How can I scale business operations to accommodate larger contracts while working with flexible, 1099 contract interpreters, using best practices that keep costs down?" Joining the Volatia Partner Network is the only solution that answers that question today, tomorrow, and into the future of the language services industry.



**The Volatia Network of Interpreters and Translators hosts 18,000+ skilled linguists, located across the U.S. It is comprised of Volatia-recruited and trained linguists, and linguists recruited and trained by Volatia's partner LSPs. The network is supported by a national Contact Center, advanced technology, cost-cutting shared resources, and is accessible 24/7/365.**

#### On-demand Access to Phone and Video Interpreters

The core of any effective LSP's service offerings is Over-the-Phone Interpretation (OPI) and Video Remote Interpretation (VRI). OPI is the most widely used mode of interpretation on the market today, followed by Video Remote Interpretation (VRI). As a Volatia partner, your clients will be able to easily connect to an interpreter in any language using any Internet-ready phone or mobile device. **Volatia has simplified access to phone and video interpreters to a click of a button. Either by using the Volatia website or downloading our mobile app from the Apple or Google stores, your clients can log in, click the desired language needed, and an interpreter will be connected within seconds.** If their service recipient is not in the same room with them, they can add the participant through an email or text invitation, generated by the terpX Platform by Volatia™, the most advanced cloud-based system offering the following solution-centric scheduling and management tools built specifically for the language industry:

- 📞 Automated work order scheduling tool
- 📞 Interpreter Profile Management tool
- 📞 Interpreter Payment tool
- 📞 Client Billing tool

As a Volatia partner LSP, you gain immediate access to our OPI, VRI, and On-site service resources to supplement your own. Plus, you receive immediate access to terpX™ through a comprehensive onboarding process.

## Support for Rare Languages

There are 7,000 languages spoken around the globe today, with potentially innumerable dialectic variations across localized markets in 195 countries. Forward-thinking LSPs must bridge gaps in their service pipelines to both anticipate and serve rare language variations using an appointment pre-scheduling format when the need arises.

**Volatia currently supports 280+ languages on-demand, with more being added continually. These languages cover most of the interpreter services/translation needs encountered, which means we can likely accommodate any interpretation or translation need in the U.S.**

Through a combination of on-demand interpreter access within seconds and pre-scheduled appointments reaching metropolitan and distant rural locations, you will be able to proactively support rare languages by leveraging our national network of interpreters and translators.

Volatia shares human resources with Volatia partner LSPs who resell our services and use terpX™ to expertly manage their own client appointments. Along with savvy project management time, cost, and resource tracking to manage in-person interpreter services that require languages of lesser diffusion, Volatia has built flexibility and scalability into the foundation of our responsive, automated workflow model.

## Language Services Compliance Support

As the progressive coordinator of a versatile ecosystem of LSP partners, **Volatia offers partner LSPs end-to-end language services compliance support, linguist background checks, industry-rated interpreter training, liability and workers' compensation insurance coverages, and HIPAA, FISMA, ISO27001 compliance assistance.** Volatia clients can also maximize the value of the Platform to manage their own in-house interpreters in addition to scheduling and coordinating Volatia interpreters. As Volatia clients they are given full access to the Platform through a comprehensive implementation and onboarding process.

## Technology Platform with Seamless UX interface

terpX™ is the most advanced cloud-based information management system offering a complete, turnkey suite of integrated information management tools built specifically for the language access industry. The system leverages next generation automation technology to streamline on-demand work order scheduling using the following interconnected tools:

- 🌐 Automated work order scheduling tool
- 🌐 Interpreter Profile Management tool
- 🌐 Interpreter Payment tool
- 🌐 Client Billing tool

terpX™ utilizes Microsoft Azure public cloud architecture, one of the top three leading cloud platforms in the Infrastructure-as-a-Service (IaaS) market. **Azure is Windows-compatible and ensures an easy user experience with a recognizable interface, with solid state**

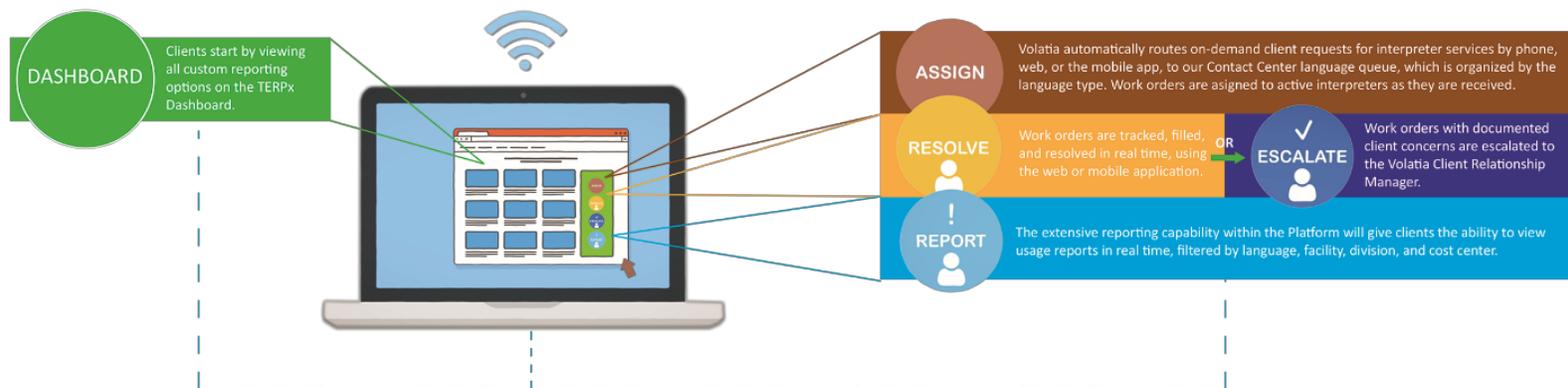
disk (SSD) storage and up to 60 percent faster processors.

## Capacity for Complex Appointment Scheduling

Large corporations, government agencies, and school systems offer multiple touch points for LEPs, and often require bulk appointment setting for interpreter services. **To manage complexity at the client level, your clients will be able to use terpX™ to schedule and replicate an appointment order or set an appointment order as recurring, to be fulfilled on an ongoing basis.** When an order is replicated, duplicates of it are sent to several offices, departments, or facility locations that an LEP individual interacts with. Replicated orders can also be set as recurring appointments. Each office will receive and be able to plan for the recurring appointment.

**Reducing scheduling errors is a function of the Platform’s dynamic build-out. The Interpreter Scheduling tool allows language services buyers to reduce errors by intricately defining critical work order parameters upfront.** Scheduling parameters include: Worksite Facility, Cost Center ID, Department, Suite, Floor, or Room #, by Service Type, LEP/Recipient Name, LEP/Recipient ID or D.O.B, by Language Request, Service Date and Time, by Service Provider, Interpreter Preferences, and by Special Instructions.

To further eliminate order errors and cost overruns, LSPs can add and respond to detailed notes in each work order that are visible to all eligible end users. Only eligible language services buyers will be authorized at the client level to order pre-approved service types. terpX™ powers dynamic, detailed reporting at the time intervals the client chooses for strategic, real-time problem solving.



## Flexible, Scalable Billing Structure

The value of a language access program is determined by the efficacy of the billing structure for the annual amount of spend the program sustains.

**terpX™ empowers LSPs to facilitate billing scalability by enabling them to bill clients at varying rates for each language, based on the commonality or rarity of the language in each market.** For example, terpX™ allows an LSP to bill a client \$50/hr. for Spanish while charging \$80/hr. for all other languages. Once a client’s billing structure is configured, the system will automatically bill each work order according to the language preference selected on the work order.

## Expansive Custom Reporting

Clients expect custom reporting to make critical projections for annual language services spend, based on greater visibility into work order fill trends. The ammunition they gather to make accurate cost efficiency decisions also allows them to expand contracts that save them money.

**The extensive reporting capability within terpX™ will give your clients the ability to view usage reports in real time, filtered by language, facility, division, and cost center.** A custom document center is accessible by your clients. Using the document center, LSPs and clients can see all documents that have been uploaded to the client's account. These may include Service Level Agreements, BAAs, or any Quick reference guides created to help them navigate their services.

## Infrastructure to Respond to RFPs

A thriving, scalable business development strategy for an LSP includes the capacity to source and respond to targeted Requests for language services Proposals (RFPs), originating from government agencies, private health systems, schools, and large corporations. **Volatia has a fully staffed proposal development department that is equipped to provide consultative support to LSPs at every career level.** We have access to bid matching services, expertise in best practices, and an editorial/production staff that will prime LSPs for this aspect of business development. Fee structures for this service are determined according to unique service contracts that fit the individual needs of each LSP.

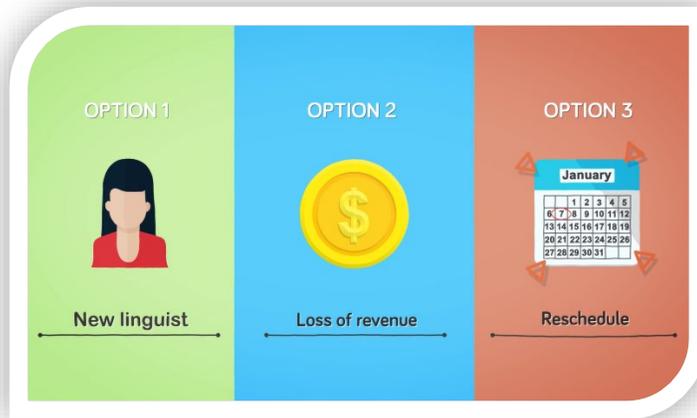
## On-demand Client Service Support

LSPs can commit to expansion and growth to triple their prospects when they have access to a 24/7/365 Contact Center, staffed by well-trained, professional Client Service Specialists and a Client Relationship Manager.

**Volatia automatically routes on-demand client requests for interpreter services by phone, web, or the mobile app, to our Contact Center language queue, which is organized by the language type required.** Qualified interpreters that are online and logged into the target language queue, answer calls in the order in which they are received. When LSPs choose to utilize the Volatia Contact Center, their own interpreters are queued first. Any call that is not answered by their interpreters will be routed to Volatia's network of interpreters. Contact Center calls are answered by the third ring, and no call goes unanswered.

## 06 | Problems LSPs Face

LSPs either organically create or structurally inherit a host of problems with consistently filling language services work orders on time, and with the highest degree of quality. Some issues result from the wrong service models being employed, coupled with a lack of best practice knowledge across the board. Other problems are a byproduct of structural flaws in workflow processes that are routinely misapplied.



LSPs stumble over the hurdle of recruiting and retaining new linguists. Each opportunity to take on new clients requires steady access to flexible talent. The options to either pass on an assignment or reschedule, aren't viable.

To get ahead of problems, an LSP must intimately understand them, their origin, and what factors contribute to their growth. In diary fashion, smart LSPs document problems as activity-based costs. They also document the impact each problem has on their productivity and their solvency. They conclude by implementing and documenting the tasks that address problems in real time. The following breakdown of costly activities make LSPs problematic in nature:

- **Problem-driven, not Solution-centered:** Problematic LSPs spend too much time quickly reacting to problems with a focus on their financial impact, rather than aggressively identifying and strategically responding to opportunities for creative solutioning.
- **Manual Workflows:** Problematic LSPs incorporate too many manual scheduling and interpreter management processes that require too much human-interaction for daily, repetitive tasks that can be automated.
- **Siloed Business Functions and Communications:** Problematic LSPs have no way to access additional human resources and best practices to fill an increase of work orders or work orders for rare languages outside of their own business functions and their silo of interpreters and information.
- **Old School Recruitment and Retention Practices:** Problematic LSPs rely on outdated recruitment and retention tactics that don't necessarily quickly identify and connect the most qualified interpreters for on-demand assignments in specific markets.
- **Less Responsive Client Service Support:** Problematic LSPs don't have access to 24/7/365 client support in a fully staffed Contact Center. They resort to designating one or two employees to conduct phone support in a limited capacity.
- **Eyes Off the Prize:** Problematic LSPs can't afford to scale their operations to take on new project goals because they have not counted the cost of expansion and they have not built expansion parameters into their best practices, client service models, and their information management technology.

## 07 | Call to Action – Join the Volatia Language Network

Volatia's service offerings, workflow management processes, language services best practices, and our technology, converge to establish the Volatia network as an innovation in the industry. Our partners who resell and use our services and technology stride over multiple obstacles at once,

saving time while advancing their businesses at as much as a 50% cost savings. In addition to working with staffing agencies that specialize in sourcing interpreter talent across multiple markets, Volatia has created a video production studio dedicated to producing recruitment and retention-related video content for social media. Our content features three company brand awareness components: Our vision and mission, our company presence as a technology innovator in the industries we serve, and our demonstrated commitment to diversity, inclusion, and equity.

## Why Volatia?

How many languages do you support now? When you gain access to terpX™, you can immediately scale your operations by tapping into our network of interpreters across the country and begin filling interpreter requests for the 280+ languages we offer globally. In addition, we can help you

implement the technology required to offer phone and video interpreter services using your own white label mobile application with direct access to terpX™. You will be able to fill more assignments from your current clients and go after bigger accounts and more sources of recurring revenue while saving as much as 50% on the cost of operations through shared resources.



**Our pricing model is simple and transparent. You pay a low fee each time you assign an interpreter to a job, and that's it - no licensing fees, no costs for additional seats, no subscriptions. It's a straight-forward pricing plan that keeps costs low and strictly aligned with revenue.**

You won't need workarounds and hacks to make terpX™ work for your interpreter management needs because it already does. We built, tested, and revised the system by using it to run our own language services business, so we know it will work for you. And only a language services company could provide you with a technology solution connected to an interpreter network that leverages time-saving workflow automations to improve the quality of your interpreter and your client interactions. As a Volatia Partner you will be able to advance through access to compliance support, shared resources, automation technology, and cost-cutting best practices.