

Multilingual Support Guidelines

(Arabic/English)

Department: Customer Support (MENA Operations)

Guideline ID: CS-GL-002

Objective: Standardize service quality for both English and Arabic-speaking enterprise clients, ensuring cultural competence and technical accuracy.

1. Language Prioritization and Triage

- Ticket Queueing:** All incoming tickets are processed by a language detection model. They are then routed to the **English Queue** or the **Arabic Queue**.
- L1 Assignment:** Only certified bilingual agents (internal certification required) are allowed to work the Arabic Queue.
- Technical Terminology:** When responding in Arabic, use widely accepted, modern technical Arabic terms (e.g., - بوابة واجهة برمجة التطبيقات - سيرفر API Gateway or Server) to maintain clarity and professionalism.

2. Communication Best Practices

- Tone:** Maintain a highly professional and formal tone in Arabic correspondence, reflecting the importance of enterprise communication in the region.
- Translation Tools:** Agents may use internal, approved translation tools (like the in-app Gemini Assistant) for initial understanding of complex, colloquial Arabic tickets, but **all final outbound communication must be reviewed by a certified bilingual agent** for accuracy and cultural nuance before sending.
- Escalation:** If a technically complex P1 ticket is written in Arabic, the L1 agent must provide a concise **English Summary** (including all technical details) before escalating to the L2/L3 Engineering team, as not all R&D staff may be fluent in technical Arabic.

3. Knowledge Base (KB) Management

- Mandate:** All critical KB articles relating to SSO, Data Residency, and P1 incident troubleshooting **must** have an up-to-date Arabic translation (KB-XXX-AR).
- Review Cycle:** Arabic KB articles must be reviewed quarterly by the Head of Support to ensure linguistic and technical accuracy.