



Elevating the Service Experience

**BILINGUAL**  
SOLUTIONS

## *Why do you need a bilingual Spanish customer service or sales model?*

Spanish is the second most spoken language in the US today. According to the US Census Bureau, over 35.5 million people in the US over the age of five speak Spanish as the primary language in their home; and another 10 million speak Spanish as the second language at home.

Now, consider the fact that only about half of the Spanish-speakers in the US self report as speaking English "very well." By our math, that leaves about 25 million people in the US who prefer to communicate in Spanish.

These are your customers, your members, your clients, your prospects and indeed, your potential employees!

The sharp rise in the Latino community in the US has increased the need for Spanish language Customer Service and Sales Support. There is a steep demand for bilingual employees in all industries. Some states, such as California, require that all state offices and anyone who provides services on behalf of these offices must do so in Spanish as well as English. Synergy Solutions is poised to fill this growing need.

Having a bilingual Spanish customer service and/or sales model means truly enabling your Spanish-speaking customers to feel at ease, knowing that you fully understand and embrace their unique needs and can communicate in a culturally relevant manner.

Synergy takes a holistic approach to providing bilingual Spanish service solutions. This means we provide an environment and culture that attracts the very best bilingual staff. Our premier bilingual contact centers employ full, top down teams of Spanish-speaking bilingual individuals. Everyone involved with our bilingual programs is able to communicate and delight your customers and clients in both English and Spanish, verbally and in writing. Our tools, training programs, coaching sessions and scripts are not only translated into Spanish, but are in essence, transformed into communication channels that build loyalty and trust with your Spanish-speaking callers.

## *Solutions Synergy Offers:*

- ✓ *Custom Acquisition and Order Entry*
- ✓ *Customer Care and Technical Support*
- ✓ *Customer Retention/Save a Member Calls*
- ✓ *Welcome Calls and Verification Calls*

**From the top down, Synergy's premier bilingual sites provide a full suite of inbound and outbound offerings.**

Synergy hires and recruits in areas of the country where there are dense communities of Spanish-speakers. Our staff is immersed in both the English and Spanish-speaking cultures and is focused on delighting the consumer in their language of preference.

Whether you are trying to reach out to new communities or simply provide a better experience for your existing Spanish-speaking callers, Synergy has the bilingual customer contact solution for you.

Synergy Solutions is a premier provider of outsourced service solutions for many industries, including insurance, financial services, healthcare and retail.

Our vast experience in all aspects of contact center management allows us to provide scalable, quality, cost-effective solutions for our prestigious client base. Synergy prides itself on its high customer retention which is earned through our commitment to customer delight.

Synergy offers both dedicated and shared services staffing models and expanded, 24/7 coverage hours. Synergy has partnered with premier technology providers to offer a secure and stable work at home environment in addition to our **traditional "brick and mortar" centers.**

Synergy provides client interaction solutions for many of the nation's largest organizations including many Fortune 500 companies.

*For More Information:*

Lori Fentem, President  
602.296.1601 ph; [lfentem@callsynergy.com](mailto:lfentem@callsynergy.com)

Shannon Hays, Business Development Director  
607.584-0216; [smhays@callsynergy.com](mailto:smhays@callsynergy.com)

Visit us at: [www.synergysolutionsinc.com](http://www.synergysolutionsinc.com)

