



CASE STUDY

“A Multilingual customer base needs a Multilingual helpdesk”

A LEADING GLOBAL PROVIDER OF IT PRODUCTS AND SERVICES IMPROVED ITS CUSTOMER SATISFACTION AND BUILT STRONG CUSTOMER RELATIONSHIPS WITH COGNATE'S SPECIALIZED MULTILINGUAL TECH SUPPORT

The Industry:

IT products and services

The Client Profile

Our client is a leading provider of IT products and services for the global marketplace including hardware, software, networking, business solutions and more.

The Client Requirement:

The client was in **immediate need of French / Spanish speaking Tech Support** candidates for their customer relationship management.

The Cognate Approach:

The client provided IT products and services for the global marketplace including hardware, software, networking, business solutions and more. They needed French / Spanish speaking tech support candidates for customer relationship management and struggled to find that skill set in the Silicon Valley region.

Cognate leveraged their experience in providing multilingual tech support by insightfully discussing the position needs the hiring manager. We created a specialized and customized job advertisement contemplating those special requirements.

Using an enhanced database, Cognate recruited perfect matches that not only fit the exact job requirements, but performed so well that they were eventually hired by the client as permanent staff.

The tech support agents were key to the client's overall customer satisfaction improvement.

The Benefits

With this injection of talent into the tech support area, the client was able to:

- **Communicate effectively** with customers across languages.
- **Establish a strong commitment** to the French / Spanish speaking customer base.
- Successfully **engage** its customers, **improving the brand reputation, service effectiveness and eventually, profits.**