

# Managing Bilingual Contact Center Agents for Peak Performance

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*How to Empower Spanish-Speaking Agents  
to Optimize Conversations*

Tuesday, August 9, 2022

***Welcome to today's webinar! We will begin shortly.***

# Welcome to Today's Webinar!

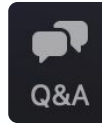


**Andres Ramirez**

Strategic Account Executive @ Balto  
*Webinar Host/Moderator*



Today's session will be about **45 minutes** with time for **Q&A**.



Use the **Q&A button** on your screen to submit questions.



All registrants will receive the **video recording** and **slides** following the broadcast.

# Today's Agenda

- Meet the Panelists
- Stats: Spanish in US
- Panel Discussion
- Q&A
- How Balto Can Help:

**Balto in Spanish**



# Meet the Panelists



**Phil Bennett**

Customer Service Operations  
Manager @ Empire Today



**Aaron Nelson**

Senior Director, Operations  
@ Progrexion



**Andres Ramirez**

Strategic Account Executive  
@ Balto



**Why focus on excellent customer experiences for Spanish speakers?**

# Spanish Speakers in US

**62 Million+**

Spanish speakers in US,  
as of 2020

[Source: [Pew Research](#)]

**1 in 3**

By 2050, 1 in 3 people in the  
U.S. will speak Spanish

[Source: [Forbes](#)]

**\$1.7 Trillion**

Purchasing power of  
Spanish-speakers in US

[Source: [Forbes](#)]

- 13% of US population speaks Spanish at home – most common non-English language
- US has more Spanish speakers than Spain, and is second only to Mexico
- US Hispanic population grew by 23% from 2010-2010 (vs. 7% overall pop. growth)

# Panel Discussion

**In what ways do you see customer experiences differ for Spanish-speaking customers compared with English-speaking customers?**



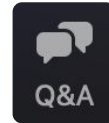
**What challenges, difficulties, or hurdles do bilingual agents experience when serving Spanish-speaking customers?**

**How does your team support bilingual agents  
to ensure their success?**

**How do you structure your team to best accommodate inbound or outbound calls with Spanish-speaking consumers?**

**What future opportunities do you see within the Spanish-speaking market for your role, team, and company?**

# How can Balto help your team?



Use the **Q&A button** on your screen to submit questions.

**Next: Q&A →**

## Real-Time Guidance

# Guide Every Agent in Real-Time

### Balto keeps your agents on track.

We help agents get your call flow right every time.

### Guide agents through make-or-break moments.

We'll show reps the best discovery questions, responses, and rebuttals—exactly when they need them.

### Measure what works and scale it instantly.

Get insight into what's happening on 100% of calls, then scale the most effective practices to your whole team.



James

That's out of **my budget.**

### Budget

Let's see if we can find an option that works with your budget.

- Aside from price, how well does the product we discussed match what you were looking for?

✓ I understand. Let's see if we can find an option that works with **your budget.**



Next: Q&A →

# How can Balto help your team?

## Close Revenue All Day

Empower agents to convert, save, and retain sales opps live on the call.

## Delight Customers

Communicate with customers in ways they love, consistently, on every call.

## Ensure Perfect Quality

Get record-breaking quality scores and real-time visibility for 100% of calls.

## Bulletproof Compliance

Adhere to federal, state, and company guidelines on every single call.

**Next: Q&A →**

## Real-Time Guidance Guide Every Call



James  
That's out of **my budget**.

### Budget

Let's see if we can find an option that works with your budget.

Aside from price, how well does the product we discussed match what you were looking for?

✔ I understand. Let's see if we can find an option that works with **your budget**.



## Real-Time Coaching Coach Critical Moments

### Alert

Kelly Kapowski

#### Compliance Alert

Chat Stop Listening

Live Transcript

Kelly K. You're sure to be qualified.  
Caller: Are you 100% certain?

### Chat

JD Agent: Kelly K

Avoid qualifying over the phone.

8:15 a.m.

Got it

## Real-Time QA Score 100% of Calls

### Dashboard

Dashboard

Overview Agents Tags (Michael) (Northwest) Filter

Include manager?

Average scores so far today (Last update: 4:10 p.m.) Export

Agent name	Overall score	Compliance	Opening	Customer service	Resolution	Closing and recall
Zach Morris	85%	98%	99%	99%	98%	98%
Kelly Kapowski	85%	85%	91%	91%	79%	90%
Lisa Turtle	94%	94%	84%	94%	94%	84%
Screech Powers	87%	87%	76%	87%	87%	84%
AC Slater	93%	93%	84%	93%	93%	84%
Jessie Spano	91%	82%	92%	91%	91%	92%
Bob Diaz	79%	79%				
Northwest	100%	100%				
Monica Carter	100%	100%				
Max Franklin	99%	99%				
Bill Webster	87%	87%				
Marissa Carter	89%	89%				
William Jackson	99%	99%				
Geoff Whitford	88%	91%				

Agent	Overall	Compliance	Opening
Zach Morris	76%	98%	99%
Kelly Kapowski	85%	85%	91%
Lisa Turtle	94%	94%	84%
Screech Powers	87%	87%	76%
AC Slater	93%	93%	84%
Jessie Spano	91%	82%	92%

# See Balto in Action!

Click the link in the chat to schedule a demo.

Or visit: [www.balto.ai/get-demo](http://www.balto.ai/get-demo)



Next: Q&A →



# Q&A



Use the **Q&A button** on your screen to submit questions.

**Next:** Learn more about  
Balto in Spanish →

## Balto Real-Time Guidance in Spanish

- ▶ Help agents improve conversion and CSAT on every conversation
- ▶ Complete real-time guidance solution for bilingual teams
- ▶ Maximize productivity and compliance for Spanish speaking agents

### CHECKLIST

- Es posible que tengamos planes que pueden ayudarlo, que funcionan por separado de su plan de salud primario. Verificaremos para ver para qué califica
- ¿Puede buscar su tarjeta de seguro y su tarjeta de Medicare para que podamos ayudarlo?
- ¿Me podría verificar su nombre completo, Fecha de nacimiento y código postal?
- ¿Sabe qué tipo de cobertura tiene actualmente con su Medicare, o no realmente?
- ¿Hay algo más que sea importante para usted que aún no hayamos cubierto?





# Thank you!

For more information and to  
schedule a demo, visit **balto.ai**