



How to find customers for your telephone interpreting system



The market

Industry Sector	Percent of Sample	Respondents
Health care	58.3%	112
Social and government services	13.5%	26
Public safety	6.3%	12
Legal services	6.3%	12
Insurance	3.1%	6
Financial	3.1%	6
Telecommunications	3.1%	6
Utilities	0.5%	1
Other	4.7%	9



Percentage healthy buyers and non healthy buyers

Monthly TI Usage of Survey Respondents (Minutes per Month)

Usage minutes per month	Healthcare	Non-Healthcare
Less than 1,000	26.3%	40.4%
1,001 - 5,000	35.4%	28.8%
5,001 - 10,000	10.1%	15.4%
10,001 - 25,000	20.2%	9.6%
25,001 - 50,000	3.0%	3.8%
50,001 - 100,000	4.0%	0.0%



The vast majority reported increases with the most popular increase in the range of 6 to 10% per year

Buyer-Reported Growth in Demand for TI Services From 2007 to 2010	Health Care	Non-Healthcare
1-5% per year	19.2%	30.8%
6-10% per year	22.2%	17.3%
11-15% per year	11.1%	3.8%
16-20% per year	2.0%	3.8%
21-25% per year	4.0%	0.0%
26-30% per year	4.0%	1.9%
31-40% per year	2.0%	0.0%
41-50% per year	3.0%	1.9%
More than 50% per year	2.0%	1.9%
I don't know the number, but it has been growing.	22.2%	28.8%
I don't know the number, but it has stayed the same.	4.0%	5.8%
I don't know the number, but it has been decreasing.	4.0%	3.8%



Anticipated Growth in Demand for TI Services From 2011 to 2013

	Healthcare	Non- Healthcare
1-5% per year	19.2%	30.8%
6-10% per year	27.3%	19.2%
11-15% per year	17.2%	13.5%
16-20% per year	7.1%	7.7%
21-25% per year	6.1%	7.7%
26-30% per year	4.0%	7.7%
31-40% per year	4.0%	1.9%
41-50% per year	2.0%	3.8%
More than 50% per year	3.0%	0.0%
It will stay the same.	6.1%	7.7%
It will decline.	4.0%	0.0%



Spanish as a Percentage of Total Call Volumes

	Healthcare	Non-Healthcare
90% or more	24.2%	28.8%
80-89%	23.2%	21.2%
70-79%	8.1%	5.8%
60-69%	4.0%	9.6%
50-59%	13.1%	5.8%
Less than 50%	27.3%	28.8%



Because Spanish is typically the language of highest demand for TI consumers in North America, one common misconception is that perhaps the demand for Spanish can be fully met by hiring Spanish-speaking staff members. In fact, Spanish typically accounts for 70% or more of the usage for typical accounts in the United States. Still, bringing more Spanish work in-house is usually an option, so we also asked buyers about their intentions to do this.

For non-healthcare and healthcare buyers alike, the largest groups stated that they did not expect to see any major changes in how they meet Spanish TI needs. **In fact, for non-healthcare buyers, nearly half said that they believed their Spanish and non-Spanish needs would remain constant. Large numbers of non-healthcare buyers (41.9%) planned to continue outsourcing more, most, or all of their Spanish interpretation needs.** However, a large percentage of healthcare buyers (23.2%) said that they intended to bring most or all of their Spanish interpreting needs in-house over the next five years.



Procurement of Non-Spanish Telephone Interpreting Services from Primary Vendor

	Healthcare	Non-Healthcare
We use this provider for all non-Spanish interpretation.	51.2%	51.3%
We use this provider for non-Spanish overflow interpretation volume (in addition to internal capacity face to face or internal call centers)	46,3%	33,3%
We do not use this provider for non-Spanish (we use this provider Only for Spanish interpretation).	2,4%	15,4%

Important is do not focus on only spanish medical market and make sure your prices per minute are attractive



Importance of Using One Telephone Interpreting Vendor as Opposed to Several

	Healthcare	Non- Healthcare
Very important	60.6%	46.2%
Somewhat important	27.3%	40.4%
Not that important	7.1%	5.8%
Not at all important	5.1%	7.7%

Conclusion: Stick to one vendor is very important for your client



Why should a Telephone interpreting buyer outsource?

Reasons for Outsourcing Telephone Interpreting	Strongly Agree	Agree	Disagree	Strongly Disagree
Legislation requires that we provide interpretation services.	52.8%	33.3%	8.0%	5.7%
It reduces our liability and risk.	49.4%	35.6%	9.1%	5.7%
We primarily use telephone interpreting for Spanish overflow and for almost all other languages.	40.2%	28.7%	22.9%	8.0%
Telephone interpreting is not a core competency of ours.	24.1%	24.1%	29.8%	21.8%
It is generally less expensive to outsource than to provide it ourselves through face-to-face interpreting or through bilingual call centers.	18.3%	31.0%	21.8%	28.7%
We cannot recruit enough bilingual staff to handle the volumes ourselves.	28.7%	27.5%	24.1%	19.5%

Healthcare

Reasons for Outsourcing Telephone Interpreting	Strongly Agree	Agree	Disagree	Strongly Disagree
Legislation requires that we provide interpretation services.	44.1%	25.5%	16.2%	13.9%
It reduces our liability and risk.	27.9%	25.5%	27.9%	18.6%
We primarily use telephone interpreting for Spanish overflow and for almost all other languages.	27.9%	39.5%	23.2%	9.3%
Telephone interpreting is not a core competency of ours.	27.9%	39.5%	20.9%	11.6%
It is generally less expensive to outsource than to provide it ourselves through face-to-face interpreting or through bilingual call centers.	25.5%	46.5%	25.5%	2.3%
We cannot recruit enough bilingual staff to handle the volumes ourselves.	41.8%	44.1%	6.9%	6.9%

Non-Healthcare



Other importance for outsource

Consideration	Most Important	Second Most Important	Third Most Important	Fourth Most Important	Fifth Most Important	Rating Average
Interpreter Qualifications	74.6%	15.1%	5.7%	2.5%	1.2%	4.59
Connection Speed	1.8%	41.5%	35.8%	11.3%	9.4%	3.15
Price	9.8%	35.2%	29.5%	15.4%	9.8%	3.20
Customer Service	12.2%	6.1%	30.6%	32.6%	18.3%	2.61
Number of Languages	6.6%	23.3%	18.3%	26.6%	25.0%	2.60
Industry Expertise	10.5%	15.7%	0.0%	21.0%	52.6%	2.11
Supplier Financial Health	50.0%	0.0%	0.0%	50.0%	0.0%	3.50
Referrals / References	0.0%	0.0%	25.0%	25.0%	50.0%	1.75
Location of Interpreters	0.0%	0.0%	28.5%	28.5%	42.8%	1.86
Performance Guarantees	4.1%	8.3%	16.6%	50.0%	20.8%	2.25
Reporting Tools	3.5%	3.5%	3.5%	25.0%	64.2%	1.57
History/Relationship with Provider	0.0%	0.0%	21.4%	28.5%	50.0%	1.71



Marketing techniques

- Email marketing
- Cold calling
- Articles/Press release/SEO
- Analyse your competitors
- Social media (see our other free course)
- Tenders/suppliers database



It is all about leads....

Build up your database with potential telephone interpreting clients and use ready made packages like ZOHO.



Marketing message

Your strong points

1. All language combinations
2. 24/7 system
3. Affordable prices
4. Free recording of calls
5. No start cost
6. No minimum fee
7. No reservation needed



Setup a marketing campaign

Offer to try out 10 minutes of free calling when purchasing 30 minutes for example

Give the number to free try out the system of the general telephone interpreting number.

Ask extra questions when you have a warm lead.



Keep them informed

The most important thing is keep your leads warm. Inform them about new developments within the company with a news letter or press release. Social media connections extremely important these days. So I all advise you to follow also the free course about Social Media and what it can do for you.

Keep in touch!!

- We love to keep in touch, we want to have your feedback, we give you all the support you need. Get connected with our social media.



<http://www.facebook.com/Telephone.Interpreting.Service>

<http://twitter.com/#!/PhoneInterpret>

<http://www.linkedin.com/company/telephone-interpreting-service>

<http://www.telephone-interpreting-service.com/blog/>