

Why English Matters

Webisode #4 SYKES

“Business Is Calling for English”

Dennis Arciniegas

LATAM Senior Regional Director Human Capital and Communications, SYKES

I’m—I’m—I think I’m nervous.

[Music]

Title:

Why English Matters

Documentary Series

Business Is Calling for English

Onscreen Text:

SYKES is an international contact center company with 46,000+ employees working in

70+ global centers worldwide.

They’re growing exponentially in Latin America.

Dennis Arciniegas

LATAM Senior Regional Director Human Capital and Communications, SYKES

The English language is critical for SYKES and our clients. We provide customer service and technical support to Fortune 1000 companies all over the world. And

basically the service we provide is in English. When you think call center, you think only about the phone, but also our business requires written skills. You can provide service through an email, through live chat, and also you need to document for problem resolution.

[Music]

Onscreen Text:

What is the impact of miscommunication in English?

Dennis Arciniegas

LATAM Senior Regional Director Human Capital and Communications, SYKES

Many things can go wrong if a customer service agent does not have the right language skills. If you are in the escalation queue, typically you might hear a complaint when the customer is angry. The customer might have difficulties understanding the agent. He will think that the agent is not knowledgeable and is not able to solve the issue. We need to hire the right level of English to be able to do the job well.

[Music]

Onscreen text:

Strong English builds strong customer relationships.

Dennis Arciniegas

LATAM Senior Regional Director Human Capital and Communications, SYKES

We're an extension of our clients, building loyalty to the company brands, so you try to have individuals that are very well trained, friendly, with good communication skills, and the best possible English you can find. Providing good service, in English, that's how we become an added value for our clients.

[Music]

Onscreen Text:

The global explosion of off-shoring services demands greater English proficiency.

[Music]

Dennis Arciniegas

LATAM Senior Regional Director Human Capital and Communications, SYKES

In the past years, many global companies are opening operations in different countries. SYKES has been a part of that. You see governments with language programs all over. This explosion and the need for shared services, contact centers, call centers, has increased the demand for English-speaking employees all over the world without a doubt.

[Music]

Onscreen Text:

The views and testimonies expressed in this documentary are of the individuals participating in it and do not necessarily reflect the views of SYKES.

[End of SYKES]