

# Why Your Business Needs Language Services



GLOBAL LANGUAGE  
**CONNECTIONS**

American businesses **lose over \$2 billion** each year because of *language or cultural misunderstanding*

- U.S. Committee on Economic Development

## Why Language Services?

As social and consumer markets become more global, the languages used to communicate in those markets are becoming more diverse and localized to specific areas. Consequently, for a business to gain market share in a developing economy or in a diverse community, that business will need to know how and what to communicate to its targeted consumers. To meet this new and upcoming demand for language localization in global and domestic markets, Global Language Connections (GLC) strives to create and cultivate meaningful connections by eliminating language and cultural barriers. We are the business of connecting people.

## For Business Development with Foreign Communities

When entering new foreign markets or communities, we become essential in helping you translate and interpret information during negotiations, sales and customer services. A study conducted by the U.S. Committee on Economic Development found that American businesses lose over \$2 billion each year because of language or cultural misunderstandings<sup>1</sup>. Hiring an outside language service allows professional, trained translators to do more than just interpret – they are able to provide you with an understanding of how you are communicating and the cultural practices potent to working with your new consumers. You need to ensure that you are culturally sensitive and culturally aware of your client-base as you grow and develop your relationship with the target community. In a survey conducted by Huffpost of 1,900 employees from over 300 global companies, over 50% of customer service and sales representatives stated “language training enabled them to serve a larger range of customers,” and 75% of all respondents believed “learning a language has made them more effective at their jobs,”<sup>2</sup>. Yet, while you may be able to hire someone who is bilingual to a position in your company, desired language skills may overshadow other important job qualifications, thus hurting your productivity and proving to be less cost-effective<sup>3</sup>. This is where GLC is able to help. We are professionally trained to communicate between languages and cultures.

## For Employee Productivity and Satisfaction

When communicating with your own employees and workforce, having access to language services may be extremely beneficial for you. As of 2017, 21.8% of U.S residents speak a language other than English at home, and 48.2% of residents in America’s five largest cities speak a foreign language at home<sup>4</sup>. It is more than likely that you have staff whose first language is something other than English. When you do not take the time to fully communicate with your employees, or your employees neglect to communicate their concerns and understandings of expectations with you, it can interfere with productivity and efficiency, lend itself to serious safety concerns and cause a loss business and revenue. IDG Research Services in cooperation with Rosetta Stone released a study that showed 90% of senior business leaders recognize language challenges in their companies as displayed in “less productive relationships, longer resolution time for customer support, and increased stress levels across the team,”<sup>5</sup>. Furthermore, in the United States, foreign-born Hispanic workers are 70% more likely to be involved in a work-related incident than American-born employees because of their limited literacy and confidence in English as a second language<sup>6</sup>. Language services can prevent these stressors. In findings published by the University of Wisconsin-Madison, ten Spanish speaking employees took part in an interpreter-supervised discussion about their employment in Spanish. They explained that they were more comfortable providing feedback and voicing opinions when speaking in their native language. Two custodians who took part in the discussion explained that it “helped them learn about [their] job duties and organization goals, and to understand benefits,”<sup>7</sup>. **GLC is here to help create greater understanding and connection among your employees to make your company more productive and cost-effective, as well as support you in your endeavors into foreign markets and communities.**

# Endnotes

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<sup>1</sup> "Not Lost in Translation: The Growing Importance of Foreign Language Skills in the U.S Job Markets," *New American Economy*, Report from March 2017, [http://www.newamericaneconomy.org/wp-content/uploads/2017/03/NAE\\_Bilingual\\_V8.pdf](http://www.newamericaneconomy.org/wp-content/uploads/2017/03/NAE_Bilingual_V8.pdf)

<sup>2</sup> Judy Verses, "Four Reasons Your Business Needs a Language Strategy," *Huffpost*, last modified August 5, 2016, [https://www.huffpost.com/entry/four-reasons-your-busines\\_b\\_7939746](https://www.huffpost.com/entry/four-reasons-your-busines_b_7939746)

<sup>3</sup> Judy Verses, "Four Reasons Your Business Needs a Language Strategy," *Huffpost*, last modified August 5, 2016, [https://www.huffpost.com/entry/four-reasons-your-busines\\_b\\_7939746](https://www.huffpost.com/entry/four-reasons-your-busines_b_7939746)

<sup>4</sup> Karen Zeigler and Steven A. Camarota, "Almost Half Speak a Foreign Language in America's Largest Cities: Nationally, one in five spoke a language other than English in 2017," *Center for Immigration Studies*, last modified September 19, 2018, <https://cis.org/Report/Almost-Half-Speak-Foreign-Language-Americas-Largest-Cities>

<sup>5</sup> Judy Verses, "Four Reasons Your Business Needs a Language Strategy," *Huffpost*, last modified August 5, 2016, [https://www.huffpost.com/entry/four-reasons-your-busines\\_b\\_7939746](https://www.huffpost.com/entry/four-reasons-your-busines_b_7939746)

<sup>6</sup> James Wilkins, Marilyn Alibutod and Anindita Nugroho. "Addressing Multilingualism in Construction Workplace Education: Results of Pilot Experiment," *Teacher College Record* 115, no. 1 (2013): <https://www.tcrecord.org/library/abstract.asp?contentid=17002>

<sup>7</sup> Greg Bump, "CLS Interpreters Break Down Language Barriers," *University of Wisconsin-Madison News*, last modified May 7, 2013, <https://news.wisc.edu/cls-interpreters-break-down-language-barriers/>