



# Language Line Services

INTERPRETING YOUR NEEDS



**Every 19 seconds**

*A new immigrant enters the U.S.*



*Language Line Services can help you  
communicate with each one.*



## A Life in the Balance

IN THE MIDDLE OF THE PACIFIC, a Japanese fisherman falls gravely ill. His worried crewmates send out a distress signal. A U.S. Coast Guard vessel responds, but no one on board speaks Japanese. The Coast Guard contacts a Japanese interpreter and quickly determines an open water rescue is the fisherman's only chance. The interpreter

helps coordinate as the Coast Guard and Air Force rappel onto the fishing boat, and airlift him to safety. A close call. But the fisherman's life is saved.

*This really happened. And the interpreter works for Language Line Services.*

# The Rising Need for Global Interpretation Services

The melting pot is alive and well. According to the U.S. Census Bureau, the United States' foreign-born population has recently swelled to 12%. And that number continues to grow as a new, limited-English speaking immigrant enters the U.S. every 19 seconds. One out of five (or 48 million) U.S. residents speaks a language other than English. And these residents are nearly four times more likely to do business with companies that communicate in their native language.

And the U.S. isn't alone. Statistics are similar in other English speaking countries. Canada has the highest per capita immigration rate in the world. One in six (or 5 million) Canadians speak non-official languages as a first language. In the United Kingdom, more than 2.5 million immigrant workers have arrived since 2002. One new immigrant worker registers every minute, and this does not include non-workers such as spouses or other dependents.

*"Being able to communicate with our clients in their own languages is a critical part of effectively serving our clients," said Mori Taheripour, Vice President of Corporate Diversity at the American Red Cross. "As a volunteer-based organization, the American Red Cross is grateful to be able to rely upon the affordable and immediate support that Language Line Services provides, especially in the wake of a major disaster when time is of the essence."*

*—Mori Taheripour,  
Vice President of Corporate Diversity  
at the American Red Cross*



**American Red Cross**

## A COMMITMENT TO COMMUNICATION

Language Line Services began as a volunteer organization when it was founded in 1982. Since then, our commitment to multi-lingual communication has made us the world leader in over-the-phone interpretation. Each day, 20,000 customers around the globe rely on our skilled, professional, interpreter workforce.

The Language Line® Over-the-phone Interpretation Service enables you to communicate with customers, within a matter of seconds, from any phone in any country, in more than 170 languages. We're here to help bridge the language gap, quickly and conveniently, day or night, anywhere in the world.



## Not a Moment Too Soon

AN OFFICER GLANCES UP FROM HIS COFFEE as a taxi speeds by. The driver makes eye contact but doesn't slow down. The officer and his partner pull the taxi over, and out leaps the driver screaming, "Hurry! She's in labor." The officers find a terrified young Asian woman lying in the back seat. She speaks no English, so they radio in for an

interpreter. Within moments, the interpreter announces the woman is about to give birth, there and then. With the interpreter's help, the officer comforts the woman, and together they deliver her healthy baby boy.

*This really happened. And the interpreter works for Language Line Services.*

# The Strength of Leadership and Innovation

In 1982, the City of San Jose was having trouble keeping pace with its expanding interpretation needs. We created a service to meet their needs, and the over-the-phone interpretation industry was born. Our services have since grown and evolved into the comprehensive offerings listed below.

**Language Line® Over-the-phone Interpretation Service** – One toll-free call interprets your English into more than 170 languages.

**Language Line® Video Interpreter Service** – A video-based interpretation for American Sign Language and spoken languages provided in partnership with Cisco and Paras & Associates.

**Language Line® On-site Interpretation Service** – In-person, on-site interpretation and translation services.

**Language Line® Phone** - An easy-to-use dual handset phone to improve efficiency and maintain privacy.

**Language Line® Document Translation** – Document and written translation services, ranging from signage to websites.

*“We are committed to making sure that we bring all communities together. With [Language Line Services] Your World, Your Language<sup>SM</sup> and 1-877-TU-LINEA, we are knocking down barriers and uniting people in a way that has never before been accomplished. In doing so, we are strengthening our ability to be more competitive in the global marketplace.”*  
—Fabian Núñez,  
California State Assembly Speaker



**Language Line® University** – The industry's most effective tool for training and assessing interpreters.

**Language Line® HealthPort** – A computer-based service available in multiple languages to help bridge the communication gap.

**Language Line® Direct Response** – Greet your limited-English speaking callers in their language to provide an improved customer experience.

**Your World. Your Language.<sup>SM</sup>** – The first multi-cultural lead generation service ever developed.

**Pre-paid Interpreter Cards** – A pre-paid card that makes interpretation easily accessible to consumers everywhere.

**Language Line® Language Trak** – Automatic alerts regarding changes in demographic and language patterns around the world.



## Millions on the Line

A NERVOUS FINANCIAL INVESTOR fidgets at his desk. He's about to make a call worth millions of dollars. The person he's calling doesn't speak English, and his company's interpreter isn't available. But he can't afford to wait. So he enlists the help of a third-party Spanish interpreter. He explains the gravity of the situation and

informs her they could be in for a long call. Several exhausting hours later, the deal is completed. The relieved investor expresses his overwhelming gratitude to the interpreter. "All in a day's work," she insists.

*This really happened. And the interpreter works for Language Line Services.*

# Serving the Global Village with Global Excellence

## **Our Experience**

We created over-the-phone interpretation. Our interpretation expertise now spans virtually every industry. Our world-renowned interpreter certification program is unmatched. And our training produces the most skilled professionals available.

## **Our Flexibility**

We can supplement your in-house resources or be your sole source of language interpretation. With our constant call monitoring and our round-the-clock, scheduled staff, we can adapt quickly to any volume of calls.

## **Our Compliance**

Language Line Services interpreters deal with very sensitive information. So we ensure that the highest standards of information privacy are strictly enforced. Our services comply with Sarbanes Oxley, Gramm-Leach-Bliley, and other security protocols.

## **Our Protection**

Our insurance policies, which provide global coverage in excess of \$15 million, include protection against

*"Your World. Your Language<sup>SM</sup> service has received a very positive response. Over 57% of the calls received have resulted in sales, proving that this line is not only beneficial to consumers, but to businesses as well."*

*—Jody C. Garcia,  
Vice President,  
AT&T Diverse Channels*



Theft and Disclosure of Confidential Information as well as other critical concerns.

## **Our Technology**

We invest millions of dollars annually to ensure 24/7/365 worldwide coverage and nonstop business continuity. With redundant technology centers, located in three geographically distinct regions, our clients remain protected in the event of a natural disaster or other regional service disruption.

## **Our People**

Language Line Services employs more than 3,000 interpreters worldwide. And our employee workforce will soon double. Each interpreter must possess fluent native-language and English skills, keen cognitive memory skills, and excellent customer service skills. Only 1 out of every 12 candidates who apply are hired.



**6.7 billion people**

*All deserving to be heard.*

# Value Beyond Words

## Our Commitment

We created the industry. We refined it. And we continue to lead the way. Each and every day, our interpreters enrich the world around them. They enable business opportunities. They even help save lives. In times of emergency, or in times of commerce, Language Line Services responds within seconds.

## Our Quality

We are the proud recipient of the prestigious Malcolm Baldrige and Eureka Quality Awards. And we've received numerous other accolades for performance, from institutions such as J.D. Power and The California Health Interpreters Association. These acknowledgements come primarily as a result of hiring, training, and scheduling our own employee workforce. Unlike other services, we don't risk using contractors for the majority of our work.

*"Language Line Services has shown a tremendous commitment in the fight to eradicate breast cancer through this effort. The 'Speak Pink' telephone will be both a means of communication for limited-English speaking patients, and a tool to raise awareness among this at-risk population."*

*—Tammy Wagner, Vice President of the American Breast Cancer Foundation*



## Our Promise

Our 25 years of dedicated service to clients around the world means a great deal to us. We listen to customers and stay abreast of technology, immigration, and global demographics. We will continue to provide innovative solutions to the world's language barrier challenges to ensure that our customers' needs never go unfulfilled.

# 210,506,824

*Customers served in the past 25 years*



Language Line  
services

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