Case Study

sanas

International Shipping Enterprise Boosts First Call Resolution with Sanas Accent Translation

Client	Global Logistics Enterprise
Industry	Shipping and Logistics
Solution	Sanas Accent Translation for Customer Support

Challenge

A Fortune 50 shipping and logistics enterprise faced accent-related communication barriers that hurt customer satisfaction. Customer Experience Scores averaged 3.5 (below target), First Call Resolution was just 57% (vs. 65% goal), and customers often needed multiple interactions to resolve issues. These challenges created operational inefficiencies and put brand loyalty at risk.

Solution

The company deployed Sanas across 200 agents in an 8-week pilot, enabling seamless communication by translating accents during live customer calls while preserving agents' natural speech patterns and personality. This allowed the diverse workforce to deliver consistent, professional service without linguistic barriers, and supported the enterprise's SPEAK behavioral framework through high-definition clarity, confidence, and customer engagement.

The Results

24% ▼
Longest Hold Time Rate

9% ▲
Customer Experience Score Improvement

14% ▲
First Call Resolution Increase

9% ▼
Average Handle Time Improvement

> “With Sanas, I do not need to undergo accent training and I can speak naturally in English. I don’t want to work without Sanas.”

AJ, Agent
Philippines

Conclusion

By removing linguistic barriers, Sanas drove a 125% increase in customer likelihood to recommend while maintaining operational efficiency.

More broadly, the results highlight Sanas’ potential to transform international customer service by empowering diverse, talented workforces to deliver world-class experiences without accent-related obstacles.