

Multilingual interpreting helps **We Are Group** make essential services accessible

Case Study



Introduction

Reaching more than 100,000 service users with training, advice and guidance

We Are Group is a social impact company with a clear vision of **‘a world where no one is left behind’**.

Based in Coventry, they specialise in the delivery of Training, Advice and Guidance programmes that empower people to live better lives. Their work provides people with the skills, tools and confidence they need to engage effectively with a range of essential services.

Established to offer digital training to local communities, We Are Group quickly grew into a national support service, equipped with a delivery network consisting of third-sector partners across 40 regions. And since 2012, more than 100,000 service users have been supported through a blend of training, advice and guidance.

Today, We Are Group manages programmes for clients including HM Courts & Tribunals Service, the Home Office (Windrush Scheme), UK Visas and Immigration (UKVI) and UK Power Networks, while keeping their commitment to social impact at the centre of everything they do.

Before partnering with Clear Voice, We Are Group used freelance interpreters as and when they were needed, but this approach lacked a consistent, reliable process. After securing a government contract, they saw the need for a more reliable approach.





The Challenge

When essential services aren't accessible

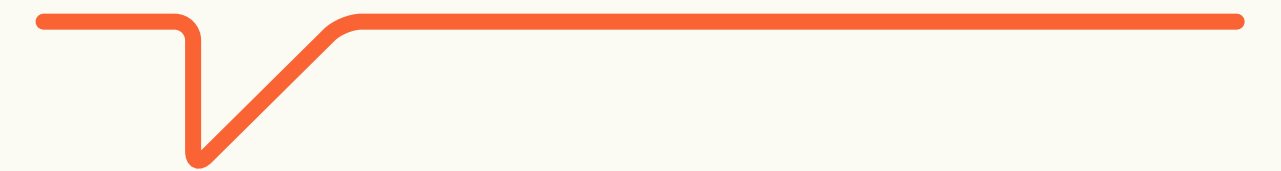
We Are Group helps people build skills and confidence through Training, Advice, and Guidance programmes.

One ongoing challenge We Are Group aims to alleviate is digital exclusion and how it prevents people from accessing essential services such as online visa applications. Those people that have no digital device or data, no digital skills, or lack confidence are excluded from the transition to a digital immigration system. Alongside digital exclusion, language barriers further prevent people from accessing essential services.

For other contracts, including those for HM Courts & Tribunals Service, the Windrush Scheme, and Digital Inclusion projects, language barriers can stop people from accessing vital services. Even in community digital programmes, people risked falling further behind if they couldn't participate in their own language.

“When it comes to making an online application for a UK visa, an applicant's needs can be quite unique. The process is quite complex with many options.

That's where support makes such a difference”



Karen Everall · Head of Customer Success
We Are Group

The Solution

Removing the barriers to communication

Since 2019, Clear Voice has supported We Are Group with solutions to ensure that everyone can access the support they need.

Specialised UK visa application support

Trained advisors work with applicants to guide them through the UK visa process. In each thirty-minute phone session, an advisor helps the applicant understand the questions and move through the system with confidence.

On-demand telephone interpreting

Across multiple contracts, Clear Voice provides on-demand telephone interpreting, with more than 260 languages available. Wait times are kept to a minimum, with users connecting to a qualified, professional interpreter in under 40 seconds on average. The service covers contracts including HM Courts & Tribunals Service and the Windrush Scheme.

Many Clear Voice interpreters have lived experience of migration or displacement and bring empathy and understanding to sensitive conversations.

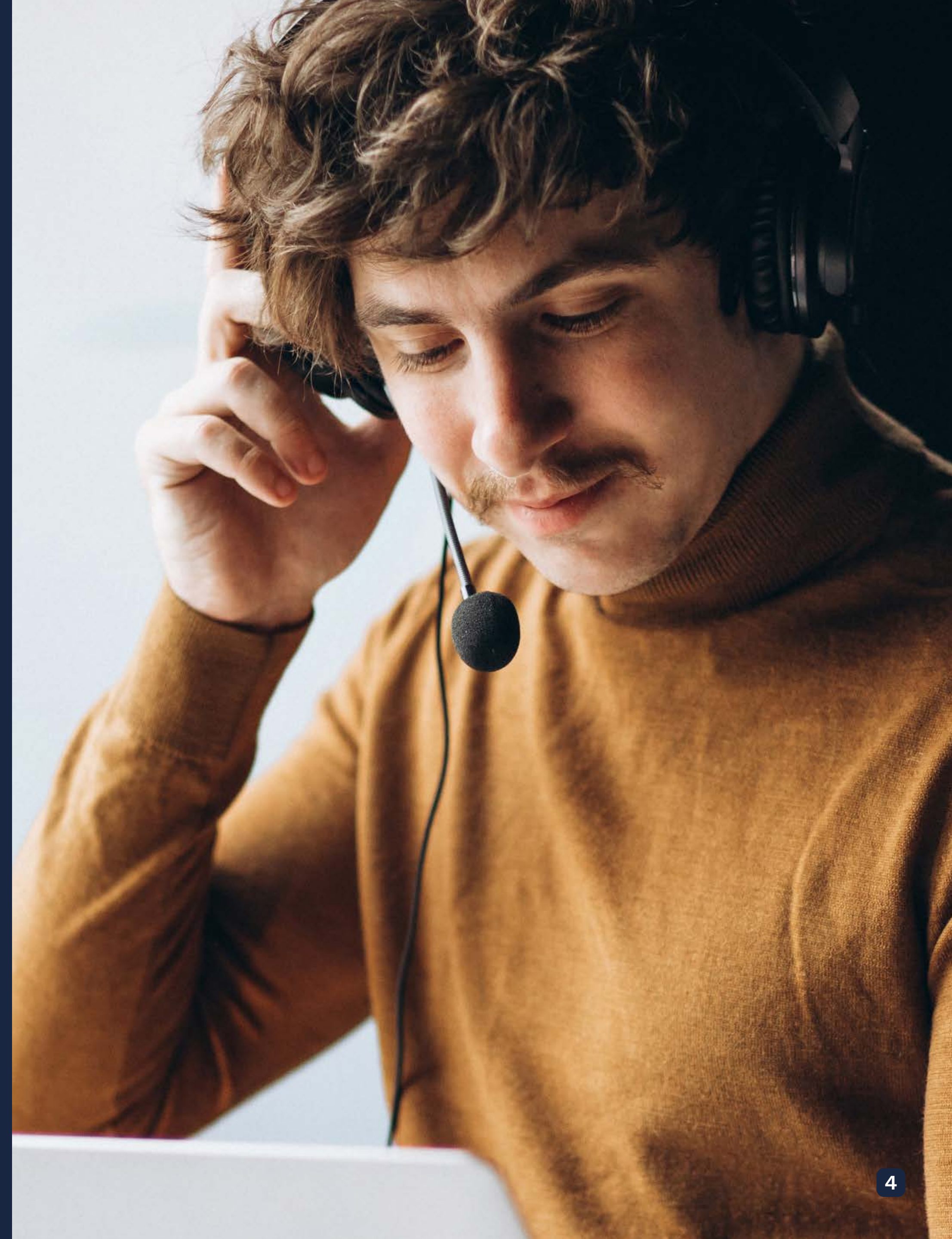
“Applicants are often anxious when they come to us, because the forms are long, technical and easy to misinterpret. Clear Voice’s linguists take that stress away.

They explain, in plain English, what the system is asking and make sure people can get through the process without unnecessary delays or mistakes.”

Karen Everall · Head of Customer Success
We Are Group

“For our agents, it’s very business-as-usual. Calls connect quickly, interpreters cover every language we’ve ever needed, and it’s made a huge difference.”

Danny Lasek · Contact Centre Manager
We Are Group





The Outcome

Fast, reliable support that delivers lasting and meaningful impact

Quick access to high-quality interpretation services means that agents can keep conversations moving, even in urgent situations.

On occasion, the service has also been used to effectively backstop another service provider when they weren't able to meet the need. Clear Voice was able to provide the necessary skills at the point of demand, thus keeping services running and ensuring service users got the help they required.

Higher customer satisfaction and trust

We Are Group's customer satisfaction (CSAT) scores consistently exceed 9 out of 10 across contracts. According to Karen Everall, the Head of Customer Success at We Are Group, reliable language support is one reason those scores are so strong.

Customer interactions transformed

Boosting confidence for contact centre teams whilst improving customer service

Agents in the contact centre are the first to notice the difference that professional interpreters can make. Many customers arrive anxious, but that changes once an interpreter joins the call and the language barrier is overcome.

As Danny Lasek, Contact Centre Manager, puts it...

“

You can hear the relief in a customer's voice when an interpreter joins the call. It's the moment they realise they're going to be understood, and that transforms the whole interaction.





Looking Ahead

A trusted partner for bids, tenders and contracts

We Are Group now routinely involves Clear Voice in requests for proposal (RFPs) for new contracts, due to the reliability of the service provision, as well as the professionalism and empathy that the interpreting team bring to bear.

With the prospect of additional contracts from both government and utility sectors, interpreting support is factored into the equation from an early stage, ensuring that language doesn't create a barrier and that people can quickly, simply and easily take advantage of the services offered by We Are Group.

“

If I had to describe Clear Voice it would be simple, reliable, and a fantastic service.



Danny Lasek
Contact Centre Manager
We Are Group



“There’s no complicated set-up or delays. Agents know they can press a button and get the right interpreter almost instantly. That speed keeps conversations moving and prevents customers from losing confidence in the process.”

Danny Lasek · Contact Centre Manager
We Are Group



We make services accessible in **every language**

Everyone should be able to access the services they need, in the language they require. We are here to help you make this a reality.

Talk to us about your language requirements

findoutmore@clearvoice.org.uk · 0800 817 4777