



# CASE STUDY



INDUSTRY: FINANCIAL SERVICES

FINTECH, LENDING, CONSUMER FINANCIAL PRODUCTS

A fast-growing financial services provider faced mounting pressure to expand its customer support capacity to serve a rising volume of Spanish-speaking clients—an essential component of its 2025 growth strategy.

## THE CHALLENGE

With limited in-house bilingual support and rising service demand, the client risked losing market share and customer satisfaction if it couldn't staff and retain culturally aligned teams quickly enough.

## World Connection's Solution

World Connection...

- activated a dedicated bilingual support team
- trained on both customer sentiment and financial products
- aligned staffing models to match the client's forecasted growth
- collaborated with HR and ops to refine agent profiles, increasing cultural fluency and reducing early attrition

**World Connection isn't just a staffing vendor—they're a strategic partner for fintech and financial institutions looking to expand into multilingual markets with quality, speed, and confidence.**

**"World Connection is playing a central role in helping us grow our Spanish-speaking operations—one of our most critical strategic goals."**

## Outcomes

Multilingual CX coverage aligned with growth markets

Clear improvements in retention across bilingual agents

Cultural fit created smoother interactions and lower escalations

Strengthened roadmap for Hispanic customer engagement

**Scaling into Spanish-speaking markets? Let's talk about how WC builds culturally fluent, high-retention CX teams to match your growth.**