



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.