



# A Modern Guide to Multilingual Communication at Scale

How CX, HR and Accessibility Leaders are Using  
AI to Build Inclusive, Global-Ready Teams



# The Future of Workplace Communication Starts Now

## What's the cost of not being understood?

When people in the same meeting speak different languages, clarity breaks down fast. Misunderstandings, disengagement and delays pile up — and so do the associated costs, especially in business-critical conversations like all-hands updates, client briefings or onboarding sessions.

Poor communication leads to more than frustration and inefficiency — it can affect an organization's bottom line:

- **Lost Productivity and Revenue:**  
Communication breakdowns can lead to delays, errors and missed opportunities.
- **Increased Costs:**  
Rework, conflict resolution and potential legal issues can all result from inadequate language support.
- **Damage to Brand Reputation:**  
Failing to provide accessible and inclusive communication can negatively impact an organization's image and customer loyalty.



## The Good News

New tools make it easier than ever to break through language barriers and connect with global audiences in real time. This guide explores how forward-thinking customer experience (CX), human resources (HR) and accessibility leaders use real-time multilingual communication tools to make meetings, events, internal communications and customer service more inclusive and effective — without the cost and complexity of interpreters.

# Why Multilingual Communication Matters

Communication in the same language is hard enough.

Add multiple languages and cultures, and things get messy, if not broken. But it doesn't have to be this way.

Forward-thinking organizations break language barriers to create understanding, inclusion and growth.

**Here's what they may gain:**

- ✓ Better engagement and participation in multilingual meetings and events
- ✓ Access to new talent pools and customer markets
- ✓ Fewer miscommunications and accessibility gaps, improving productivity
- ✓ Compliance with language access regulations and requirements
- ✓ Cost-effective reach and scalability without complex interpreter scheduling
- ✓ Stronger culture, retention and customer trust across regions

Language inclusion isn't just the right thing to do — it's a competitive advantage.

# Why Traditional Language Solutions Fall Short

**Human interpreting is powerful, but not scalable.**

Many organizations rely on in-person or remote interpreters for live spoken-language translation. Interpreters remain essential for high-stakes scenarios like health care, legal or emergency settings — where nuance, accuracy and real-time dialogue are critical.

**For day-to-day business communication, however, traditional approaches have real constraints:**

- Complex scheduling and limited availability
- High costs, especially for live or multi-language coverage
- Limited accessibility for internal meetings or spontaneous conversations

**As a result, many organizations must choose: support a few languages well or include none at all.**



# Meet AI Live Speech Translation

## A Game-Changer for Multilingual Communication

Real-time translation, captions and transcripts — powered by AI

Instant speech translation is no longer science fiction. AI live speech translation provides accurate and reliable translation on demand — no long pauses or delays, just natural communication.

Unlike traditional interpretation methods, which can be costly and logistically complex, AI speech translation may offer:

**Cost-Effectiveness:**

Reduce expenses for on-site interpreters, travel and equipment.

**Scalability:**

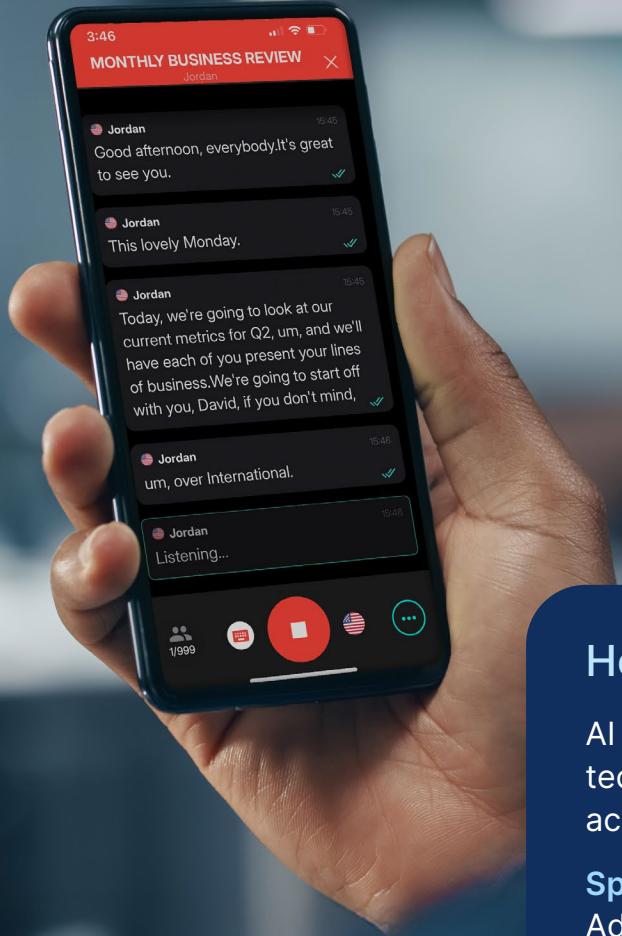
User-friendly platforms work seamlessly with existing workflows and communication tools.

**Flexibility:**

Access translation anytime, anywhere, with no scheduling or geographical limitations.

**Ease of Use:**

Adapt to varying audience sizes and language needs, from small team meetings to large conferences.



## How AI Speech Translation Works

AI speech translation platforms use several technologies to deliver seamless language access:

### Speech Recognition

Advanced algorithms convert spoken language into text.

### Natural Language Processing (NLP)

NLP helps the system understand meaning and context, including grammar, syntax and sentiment.

### Machine Translation

Sophisticated machine learning engines translate the text into the target language(s).

### Text-to-Speech (TTS)

The translated text is converted back into spoken language, using natural-sounding synthetic voices.



# AI Speech Translation in the Real World

## How CX, HR and accessibility teams use AI speech translation

### **Multilingual Meetings and Collaboration:**

Whether it's a meeting with international colleagues, a negotiation with overseas partners or a project kickoff with a global team, speech translation ensures everyone is on the same page. Clear communication can lead to better understanding, faster decision-making and stronger relationships.

### **Global Training and Onboarding:**

Ensure all employees, regardless of their native language, receive consistent and effective training. Live speech translation makes it possible to deliver training programs, onboarding sessions and workshops to a global workforce simultaneously, potentially eliminating the need for separate sessions or translated materials.

### **Town Halls and All-Hands Meetings:**

Boost employee engagement and foster a sense of belonging by making company-wide announcements and Q&A sessions accessible to everyone. AI translation allows employees to understand and participate in real-time, regardless of their language background.

### **Webinars and Online Events:**

Expand the reach of your webinars, product launches and knowledge-sharing sessions by offering real-time translation for a global audience.

### **Employee Resource Groups (ERGs):**

Support communication and foster a sense of community within ERGs that may have multilingual members. Real-time translation ensures that everyone can actively participate and contribute to these valuable groups.

### **International Mergers and Acquisitions:**

Facilitate smoother integration and collaboration between teams from different countries and linguistic backgrounds during M&A processes. Speech translation can help bridge communication gaps and build trust during this critical period.

### **Investors Relations:**

Offer real-time interpretation during earnings calls, annual general meetings or investor presentations to reach a wider investor base and ensure transparency.

### **Crisis Communication:**

Provide multilingual translation during crisis management updates, such as during mergers, data breaches or emergencies. Help ensure that all stakeholders receive critical information in a timely and understandable manner.

### **Customer Acquisition:**

Empower your sales force to reach untapped potential customer pools. AI translation can help you reach buyers and support customers across languages.



## Beyond the corporate world

AI Live Speech Translation isn't just for big corporations. It is also a powerful and versatile solution that can be tailored to meet the unique needs of businesses and organizations of all shapes and sizes:



### State and Local Government

Make public services accessible to residents, conduct multilingual community outreach and ensure inclusivity in meetings and proceedings.



### Retail

Provide multilingual customer support to enhance the shopping experience for a wider customer base, train employees across different locations and conduct engaging product demonstrations.



### Financial Services

Facilitate clear communication during international transactions, investor meetings and financial consultations.



### Education

Create inclusive learning environments for students and offer multilingual student services, lectures, teacher conferences and events.



# What to Look for in a Live Speech Translation Solution

You need a reliable, scalable solution  
that adapts to your needs.

Key capabilities to consider:

## **Audio Quality**

Choose a solution that delivers crystal-clear audio quality so every interpreted word is heard and understood, creating a truly immersive communication experience.

## **Core Language Support**

Insist on a wide array of core international business languages, enabling communication across diverse teams and global audiences.

## **Two-Way Communication**

Look for a solution that allows two-way conversation.

## **Translated Live and Recorded Captions**

In addition to live multilingual translation, look for live captioning and transcripts that can be downloaded post-event.

## **User-Friendly Interface**

Ask for a hands-on demo before making your selection. An intuitive interface that administrators and presenters can easily self-manage makes all the difference.

## Remote Accessibility

Choose a solution that works for in-person and remote participants.

## Seamless Compatibility

Everything's easier when your tools work well together. Look for a solution that works well alongside your processes and infrastructure, like event platforms, webinar tools and other communication channels.

## Scalability and Flexibility

Whether you need translation for a small team meeting or a large-scale conference, your solution must adapt to your needs, providing on-demand access to powerful AI translation whenever and wherever you need it.

## Product Support

Insist on knowledgeable customer support to assist with onboarding, troubleshooting and any questions you may have.

Forward-thinking teams aren't just reacting to these trends — they're embracing them to build more connected, collaborative and inclusive organizations.



# The Future of Workplace Communication

Workplace communication is evolving quickly. Teams are becoming more geographically distributed and diverse, relying on digital communication. Real-time, inclusive communication is a necessity for companies that want to expand, collaborate with new partners and reach new audiences.

Five key trends shaping this shift:

## 1 **AI Powers Smarter Communication Tools**

From live speech translation to automated transcripts, AI makes language access faster and more scalable — without adding complexity for users.

## 2 **Inclusion is a Business Priority**

Organizations are expected to support all employees and customers, regardless of language, location or learning style. Tools that provide multilingual access help teams meet accessibility goals and reach new markets more effectively.

## 3 **Education and Training are Borderless**

Learning and development happen across time zones, cultures and languages. Scalable language access tools are critical for onboarding, knowledge sharing and participation.

## 4 **Virtual Workspaces are Here to Stay**

Whether you're on Zoom, Teams or a hybrid conference call, real-time multilingual access helps ensure no one's left behind — regardless of their preferred language.

## 5 **Data-Driven Internal Communication Strategies**

Language support becomes a measurable lever for improving outcomes and participation.

## Conclusion

# Embrace the Power of Inclusive Communication

When people in the same meeting speak different languages, clarity breaks down fast. Misunderstandings, disengagement and delays pile up — and so do the associated costs, especially in business-critical conversations like all-hands updates, client briefings or onboarding sessions.

## Key Takeaways

- **Multilingual Communication is Essential**

The modern workforce is diverse. Organizations must adopt solutions that break down language barriers and foster inclusion.

- **AI Live Speech Translation is a Game Changer**

Platforms like Sorenson Forum offer scalable, cost-effective and user-friendly access to real-time spoken-language support.

- **Accessibility is a Shared Responsibility**

Organizations should make communication accessible for employees, partners and customers.

- **The Future is Connected**

As technology evolves, so does our opportunity to build workplaces where language is no longer a barrier.

## Recommendations

- Assess your current communication gaps and language needs. [Use this blog](#) to help you get started.
- Explore AI-powered speech translation tools to complement your accessibility efforts.
- Develop a clear communication strategy that supports inclusion across languages and formats.
- Train teams and stakeholders on how to use these tools effectively.
- Monitor engagement and feedback to improve.



# Why Sorenson Forum

## ✓ Seamless Experience

Works on existing devices without special equipment or setup.

## ✓ Global Language Support

Real-time audio, captions and transcripts in 25+ languages.

## ✓ On-Demand Availability

Use it when you need it — no scheduling required.

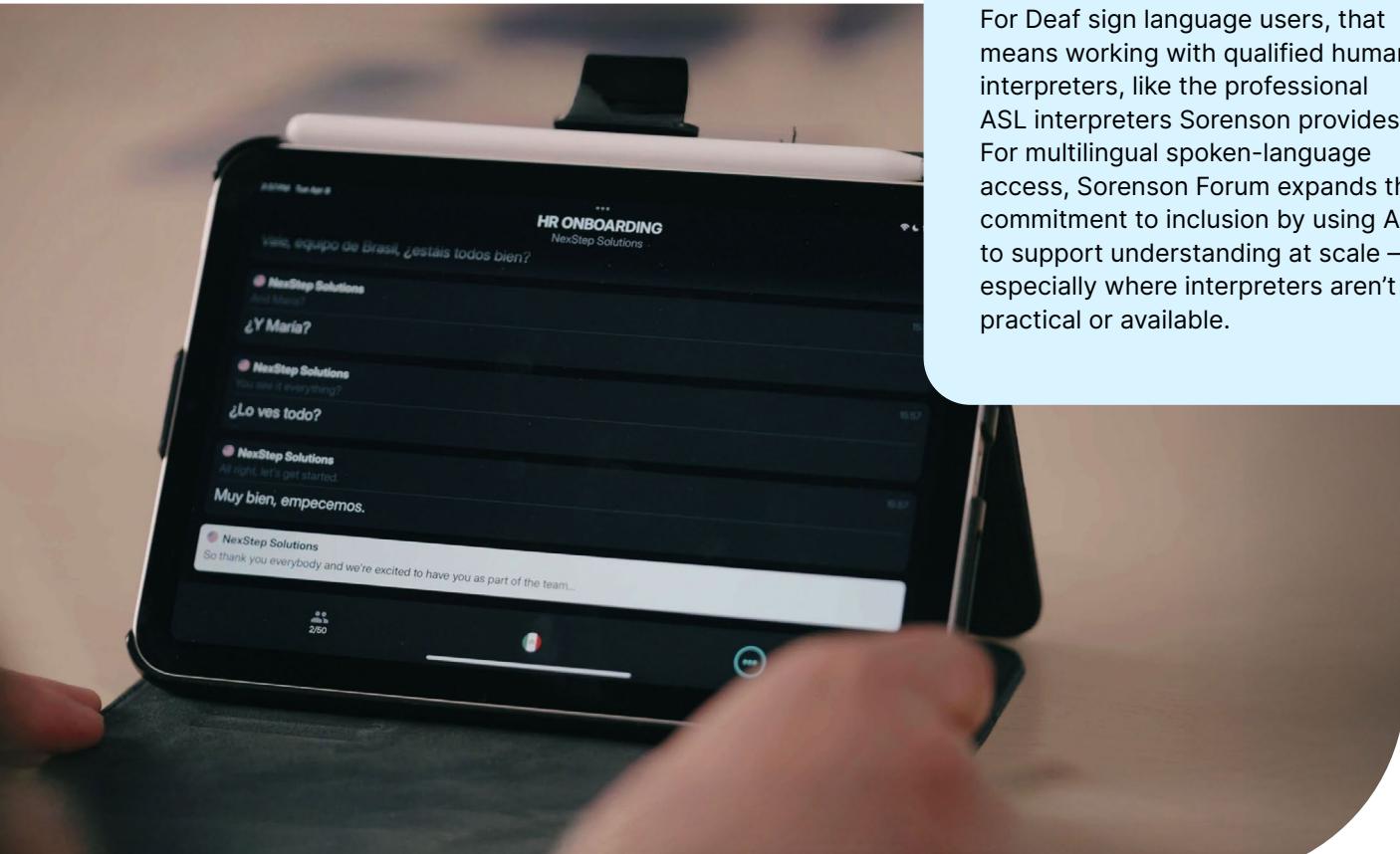
## ✓ Built for Business

Secure, scalable and designed for enterprise use.

Whether you're hosting a webinar, leading a training or communicating with global teams, Sorenson Forum makes it simple to understand and be understood.

Everyone deserves the opportunity to use their preferred language.

For Deaf sign language users, that means working with qualified human interpreters, like the professional ASL interpreters Sorenson provides. For multilingual spoken-language access, Sorenson Forum expands that commitment to inclusion by using AI to support understanding at scale — especially where interpreters aren't practical or available.



# Ready to Remove Language Barriers?

Learn how Sorenson Forum can help you

- Engage your multilingual workforce
- Simplify event and meeting translation logistics
- Meet accessibility and inclusion goals
- Expand your customer base

Explore Sorenson Forum or

Try it Free Today!

Language should connect us, not divide us.  
Let's build a workplace where everyone can  
understand and participate.