CASE STUDY

RETAIL

How SAI Helped H-E-B Foster Inclusion and Expand Customer Reach

Language support for Limited English Speaking and Deaf or Hard of Hearing employees, and a more inclusive workplace.



300+ languages

Including American Sign Language, available around the clock.

Workforce and customers

Support for employees and a more diverse customer base.

Implementation & training

System setup and in-person training for teams.

ABOUT THE CLIENT

H-E-B is dedicated to fostering an inclusive workforce by providing opportunities for Limited English Speaking and Deaf or Hard of Hearing individuals. Their commitment aims to ensure that all employees can communicate effectively and participate fully in the workplace, while also expanding their ability to reach and serve a more diverse customer base.

To support this initiative, H-E-B offers language and communication training programs tailored to the needs of these employees, promoting their professional growth and confidence. Furthermore, the company actively collaborates with community organizations to create pathways for employment and career advancement, demonstrating their dedication to inclusivity and diversity in the workforce.

CHALLENGE

Integrating Limited English Speaking and Deaf or Hard of Hearing individuals into the workforce posed significant challenges due to communication barriers, hindering team collaboration, productivity, and overall job satisfaction. H-E-B recognized the need for enhanced communication capabilities to serve a diverse customer base, as ineffective strategies could lead to misunderstandings, decreased employee engagement, and gaps in customer service, ultimately affecting operational effectiveness and customer satisfaction.

By addressing these challenges, H-E-B aimed to create a more inclusive and efficient work environment.

SOLUTION PROCESS

1. **Assessment & Strategy**
   H-E-B identified the need to improve communication with limited English proficiency staff and clients. SAI assessed the specific needs and their impact.

2. **Implementation**
   H-E-B partnered with SAI Language Solutions to offer interpreting and translation services, ensuring immediate access to remote and on-site interpreters.

3. **Ongoing Support & Evaluation**
   Staff received ongoing training and support, with regular evaluations to assess language services. Feedback was collected to make necessary adjustments and ensure their needs were met.



RESULTS

By partnering with SAI to provide language services, H-E-B helps guarantee equal access to job opportunities, reduces misunderstandings and errors, and promotes fairness and inclusivity. This not only benefits H-E-B's workforce but also enables the company to connect with and serve a broader and more diverse customer base. We are proud to play a role in ensuring an inclusive and supportive work environment at H-E-B.

- Inclusive work environment.
- Higher job satisfaction.
- Enhanced productivity.
- Expanded customer reach.

FEATURES

Highly Qualified Interpreters
Access a network of qualified interpreters proficient in over 50 languages, including ASL. Our interpreters undergo rigorous screening and specialized training to ensure top-quality service.

Customizable Scheduling
Enjoy flexible, customizable scheduling for one-time appointments, recurring visits, or last-minute emergencies to suit your needs.

Cultural Competence
Ensure culturally competent care with interpreters trained in cultural sensitivity, enhancing the client experience by making clients feel understood, respected, and comfortable during consultations.

Device-Agnostic Access
Connect with a professional interpreter using your phone, tablet, or computer. Set up over-the-phone and video remote interpreting services seamlessly with your existing devices.

Rapid Deployment
Benefit from our 99% interpreter assignment fill rate, ensuring availability when needed. Our efficient scheduling system enables quick deployment for urgent and scheduled interpreting needs.

Responsive Support
H-E-B has access to responsive and knowledgeable support staff at any time. SAI worked closely to assist with system needs and language support issues, ensuring smooth and efficient service delivery.

Compliance and Confidentiality
Ensure compliance with industry standards and legal requirements, including HIPAA. Our interpreters uphold confidentiality protocols to keep all interactions private and secure.

Call Flexibility and Customization
Streamline communication with Quick and Direct Dials for specific languages, easily add third parties to calls, and support both on-site and virtual meetings.

ABOUT SAI

At SAI, we go beyond translating or interpreting words from one language to another. We break language barriers, connecting people and helping them build meaningful and lasting relationships that define their mission and purpose. Our expertise ensures that language knows no limits, allowing our clients to strengthen connections, enrich lives, and grow their businesses.