

Expand Your Global Reach with Native-language Text to Speech



By KYLE RIORDAN

"The limits of my language means the limits of my world."—Ludwig Wittgenstein

Language is one of those rare things that has the ability to both unite and divide us. Not just by what is spoken, but also by the language it is spoken in. You may hear the wisest words ever spoken, but if they're in a foreign tongue you have as good a chance at understanding their meaning as you would guessing the most poorly acted out charades clue. It can be the greatest of enablers but also the greatest of barriers.



Just as you would when conversing with someone face to face, companies often need to speak directly to their customers. Sometimes this should be handled by a call center representative but oftentimes that level of effort is not necessary nor efficient.

Take for instance a 2FA, or two factor authentication, use case for verifying somebody's identity. This can be done via SMS or by a voice call (an option many customers may prefer or even require if using a landline). Having a representative call for verification is inefficient and unnecessary. It is much easier (and less costly) to simply have an automated voice handle that interaction. Moreover, customers

have come to expect this form of verification. With automated tools in place, agents can focus on high-value activities that require dialogue, understanding and most importantly domain knowledge or expertise.

That is where text to speech (TTS) comes in, giving you the ability to program speech as part of your voice communication. This speech, of course, needs to be easily understood by the receiving party, which requires not just call quality but also extensive language options.

Companies that expand their presence globally need to expand their language capabilities to address new regions. Much of this is accomplished by hiring local staff, but as previously outlined human interaction is not always necessary nor cost-efficient. A company’s digital voice needs to grow and adapt to its geographical presence.

More Languages Mean More Opportunity

That is why Nexmo has put in a tremendous amount of work to expand the number of languages we support as part of our TTS offering, including the five most widely spoken languages in the world. Now we are excited to announce an additional set of languages that are available to our already extensive catalog. There are numerous additions, most notably Mandarin, Hindi, and Arabic along with some other widely spoken languages including Cantonese, Bahasa, Portuguese, and Korean.

The benefits of this language expansion are by no means limited to 2FA. TTS acts as the backbone to a myriad of use cases including, IVR, precall prompts, critical alerts, and more.

By offering this new set of expanded language capabilities, Nexmo helps companies expand their presence, reach customers in new markets, address new customers in existing markets, and make their voice experience even more powerful.

Please fill out the form and we will be in touch with you shortly.

1.844.324.0340

First Name		Last Name	
Email Address		Phone Number	
Are you a Developer?		Company Name	
Select Country		Product of Interest	

Existing traffic to switch?

Traffic Volume Monthly (Optional)

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Message (optional)

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