

Akorbi - Focused on Training, Supporting and Supplying the Multilingual Workforce Needs of Global Companies



Claudia P. Mirza
Chief Executive Officer & Co-Founder

Akorbi
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Interview conducted by:
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CEOCFO: Ms. Mirza, what was the vision when you started Akorbi?

Mrs. Mirza: I wanted to create a customer-driven company, focused on addressing the linguistic and technical needs of corporations who either conduct business globally or staff a multilingual workforce.

CEOCFO: What is the focus at Akorbi today? Would you tell us about your products and services?

Mrs. Mirza: Akorbi is a U.S.-based company providing enterprise solutions that empower companies to achieve success in the global economy. These solutions include: technical and multilingual staffing, learning services, multilingual contact centers, video remote solutions, translation/localization and interpretation services. Our customer-driven solutions help companies establish or strengthen compassionate, human connections, between businesses, customers and employees, across languages, cultures and industries, in any modality, from any location. We have a passion for innovation and are also working on several patents.

CEOCFO: What are some of the challenges in creating solutions today? Is it easier because of technology or harder because there is so much more technology?

Mrs. Mirza: On one hand, technology allows us to operate and work seamlessly with people all over the world. With our focus on providing global support, this is a huge benefit to us and our business. It allows us to reach a talented workforce outside our home state, that support and provide exceptional solutions to our customers. On the other hand, integrating all the different technologies that we need for our business along with the technologies of others can be a struggle at times. It requires a lot of open dialog, troubleshooting and innovative thinking to provide the unique solution needed for each of our clients.

CEOCFO: What is the range of organizations using your services?? Who should, in general, be paying attention to Akorbi that is not today?

Mrs. Mirza: Any company doing business globally or communicating with diverse audiences could use Akorbi's services.

CEOCFO: How is your service different than the competitors? What are you able to provide to give your clients an edge?

Mrs. Mirza: We are visionaries, and we put our customers' needs, not profits, first. For example, we've told customers, "Just go ahead and implement the technology that is going to save you money long term." Instead of just trying to make another dollar, we want to create long-term relationships and connections with our clients. We are true partners to our customers, keeping them on the cutting-edge of technology and language solutions.

CEOCFO: How are you proactive with your clients? If someone is working with you are you able to proactively point them in a new direction or reevaluate? How do you work with clients on an ongoing basis?

Mrs. Mirza: Global companies are expecting much more than a transaction. They require a service provider that can advise them with expert industry insight and data. The companies that we partner with, expect more consulting, more value added, more advice and more guidance. We stay proactive with these customer needs by hiring an extremely qualified and experienced team, who have the ability and expertise to engage the customer and provide exceptional customer support.

CEOCFO: Was there a particular point in time when you recognized the need to focus a little differently on your people or did that evolve over time?

Mrs. Mirza: Over time, I realized that by hiring the right expertise and talent, customers started buying more, and that is when the business great started to grow. Having those experienced team members has been critical to our growth and success.

CEOCFO: Would you tell us a little bit about the range of locations you have for your services?

Mrs. Mirza: Since we are supporting global operations, we have to adapt to their global needs and requirements. We currently have new locations in Colombia, South America and Cape Verde, Africa, which is a major hub for us to support the growing need for African languages. Additionally, we have multilingual call center operations in Argentina, Peru, Mexico and the Dominican Republic. We are also doing work in India, and have partnerships in Thailand and China.

“Healthcare reform addresses the need to take care of a diverse customer base, and we’re able to help our clients do that through newly developed technology and our multilingual solutions.”- Claudia P. Mirza

CEOCFO: How do you address some of the challenges of a running a company that is so diverse and is global? What are some of the challenges and how have you learned to make it a smoother process?

Mrs. Mirza: The number one challenge is the access to a qualified labor force. For instance, in the United States, we are filing fewer patents than China. According to the World Intellectual Property Organization, in 2015 China filed 1,101,864 patents. The United States filed 629,647 patents according to the U.S. Patent and Trademark Office. We need access to those global resources, engineers and people who can help us with patent innovation and building those technologies in our own country. I can have access to a large labor force overseas, but it is very important for us to be able to maintain that eco-system in our own backyard.

CEOCFO: You work with a variety of companies and industries. How do you stay ahead of the regulatory issues?

Mrs. Mirza: The number one way to stay ahead of regulatory issues is by having a strong foundation. If you lay a good foundation and don’t cut corners, you can deal with any new regulation. In fact, I have used regulations to help grow our business. For instance, healthcare reform addresses the need to take care of a diverse customer base, and we’re able to help our clients do that through newly developed technology and our multilingual solutions.

CEOCFO: Akorbi has been recognized in a number of places. The Dallas Business Journal shows that your revenue has nearly tripled over the last three years. How do you continue the trajectory?

Mrs. Mirza: We have a very disciplined management team, which is committed to executing our vision and reaching our targets. Currently, we are using the Traction/EOS methodology to run our company. We meet quarterly, we revise our objectives, we find out where we are falling short, we revise it and keep going. This methodology has helped us stay true to our vision and to stay focused on what we are trying to achieve. The alignment, cooperation and trust among the management team, as well as staying true to our objectives have been critical to our growth. Our discipline has also been key to helping us meet our goals.

