

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



Claudia P. Mirza
Chief Executive Officer & Co-Founder

Akorbi
www.akorbi.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

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.