

# Directum Translations Increases Connection Rates with a Local Phone Number from GCF



- ▶ **Company Name:** Directum Translations
- ▶ **Industry:** Translation and Interpretation
- ▶ **Founded:** 2009
- ▶ **Client Since:** 2022
- ▶ **Website:** [directumtranslations.com](http://directumtranslations.com)

## OVERVIEW

Directum Translations is a leading translation and interpretation company in Mexico, according to the annual ranking of Common Sense Advisory (CSA). The company specializes in legal, energy, and corporate-financial translation services. They also provide several specialized services, including legal certification, audio translations, content editing, transcription, and subtitling.

Directum Translations is a member of the Association of Language Companies (ALC) and has been ISO 9001:2015 certified since 2019.

Since the company was founded in 2009, Directum Translations has provided translation services to more than 2,000 companies worldwide, focusing on fast service and confidentiality.

## CHALLENGE

US clients were calling Directum Translation's US phone numbers, and the US office would transfer the calls to their US Business Development team in Mexico. However, clients in the United States were less likely to answer calls from a Mexico phone number instead of a familiar US number, when Hallgrimsson would call them back.

Additionally, Directum Translations was forming a new association — similar to ALC, but for LATAM and the Caribbean — with other companies from Peru, Brazil, Argentina, and the Caribbean. So, they needed a US phone number to receive calls from the governmental authorities.

*"With the phone number I've been using from Global Call Forwarding, it's been easier for customers to reach me anywhere, anytime. It's been working really well for us right now." — Gunnar Hallgrimsson, Business Development Manager, Directum Translations*

# Customer Stories



## SOLUTIONS

We provided the Business Development team at Directum Translations with a US phone number for both incoming and outgoing calls. They have been using this number with call forwarding to receive calls from clients in the US and Europe. The Business Development team uses this number to forward incoming calls from the US phone number to their mobile phone.

*"When I had to make outgoing calls to the US, the calls were coming from a Mexico number and clients wouldn't answer. Now I'm able to show a US phone number and that's been working really well."*

## RESULTS

With this simple call forwarding solution, customers can call a US phone number to reach the Business Development team, no matter where they are. Additionally, since this implementation, the team has seen an increase in connection rates when calling customers in the USA with a US phone number.



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