

SONIDO Social Enterprise, Latvia

Case Study

1. General information

SONIDO is an innovative social business that offers employment opportunities to people from socially marginalized and risk groups and provides an excellent service aimed at meeting the client's needs. The workplace is inclusive and was established to fill the call center outsourcing need in Latvia.



Self-sustained in its nine years of existence, since 2018 the enterprise began to direct its commercial projects' earnings to solve a recurring issue that its employees noticed when serving existing corporate clients – how people often call because they need to talk; and such solitude affects everyone. They became social enterprise, and their profit is invested in phone line “2Talk line” which gives people the opportunity to talk, be heard and not feel lonely.

SONIDO provides high-quality customer-oriented call center services: incoming calls, telemarketing, telephone surveys etc. and the “2Talk line”. They offer services in several languages. Therefore Sonido looks for people who would like to work from home, who like to talk on the phone and serve clients (outgoing and incoming calls) in their respective language, e.g., Estonian, Finish, Swedish, and English.

2. The insertion model/program and the professionals who support it

Sonido has a well established reputation of good employer; with a very strong employer brand. They are active in social entrepreneurship field in Latvia, and use every opportunity to get visibility.

Sonido does not have special integration process for disabled workers. ‘Since we are a call center we rely on quality of communication, including with our employees – we have created an environment where it is safe to ask questions. We have regular team meetings; daily communication is on messenger group and the hierarchy is mostly horizontal organized in teams with team leaders.’





SONIDO has 30 call center operators, including beneficiaries. Call center operators - those who serve incoming calls are empathetic and solution-oriented, but those who serve telemarketing calls have sales skills.

The company includes team leaders, who is responsible for the involvement of employees and the objectives pursued, one of our team leaders is a low-vision woman who comes to work with her dog guide.

The IT specialist is a guy in a wheelchair with in-depth IT and telecommunications knowledge. As well as department leaders works on adapting projects to operators and organizing the training process.

3. Beneficiaries and support services for them

SONIDO creates job opportunities and improves the quality of life for people with disabilities by creating suitable jobs, work methods, and training programs. Its main beneficiaries are people with disabilities. 60% of its employees are people with disabilities. "Sonido" is registered and recognized as social enterprise in Latvia.

Beneficiaries accumulates a series of seven vulnerabilities: long-term unemployment, addictions, disabilities, school dropout, domestic violence, human trafficking, probation, custodial sentences, lack of housing.

