SYSTRAN Use Case

Adobe Employs SYSTRAN to Improve Multilingual Customer Satisfaction While Lowering Call Center Costs

The Challenge

In an effort to reduce costs in low revenue, non-English speaking markets, Adobe made the decision to revert customer service phone calls to English.

The company was not only interested in cutting call center costs while providing superior multilingual customer support, but also in providing ways to empower customers to find user support in their language via self-help and user forums online.

In some non-English speaking markets, bilingual agents are only available for a given time period in the day; however, customer service calls arrive 24 hours a day. Therefore, bilingual agents were servicing customers via callbacks, email and chat, but unable to serve all customers with answers in real-time.

Because of this, it became imperative to translate more of Adobe's existing content to improve customer support and increase satisfaction for multilingual customers. More help and support content needed to be made available in languages that live agents could not service – but this needed to be done quickly and within a budget.

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Solution

Adobe already used SYSTRAN software to increase translator productivity, but SYSTRAN.io enabled real-time machine translation (MT) to extend language coverage. This improved multilingual self-help support and the translation of online product and service materials.

This solution deflected non-English speaking customers away from high-cost call centers, where customers were able to find answers in real-time on their own.

Results

Adobe website visitors who viewed the translated content were asked to rate the quality of the translation. On a 1 to 5 scale, the average answer was a 4.28. Adobe discovered that MT is understandable, useful and powerful in enabling multilingual customers to find their answers.

Adobe continues to use SYSTRAN.io to translate product and service content in order to improve customer satisfaction for multilingual customers, lower call center costs, and enable users to access support in their own language via multilingual help and support content.

About SYSTRAN Software

For over four decades, SYSTRAN has been the market leader in language-translation products and solutions, covering all types of platforms, from desktop to internet and enterprise servers. To help organizations enhance multilingual communication and increase productivity, SYSTRAN delivers real-time language solutions for internal collaboration, search, eDiscovery, content management, online customer support and e-Commerce. SYSTRAN is headquartered in Seoul with offices in South Korea, Paris, France and San Diego, United States.

For more on SYSTRAN, visit www.systrangroup.com

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