How to deliver the best user experience to each customer

Wherever they may live, whatever language they may speak

CLAAS

SYSTRAN
beyond language

CLAAS is one of the world's leading manufacturers of agricultural engineering equipment

CLAAS

Revenue:
€3.8 billion in 2015, of which 77% was outside Germany

Employees:
11,000 worldwide

Locations in:
Europe, USA, China, India, Russia

THE CHALLENGE

CLAAS is a multinational company that was seeking to offer customer service in their customers' languages and ensure a consistently excellent experience **at every point of contact**.

In order to provide the best service to their customers located across the globe, CLAAS needed to find the right solution to **localize** efficiently its communication and documentation in numerous languages all the while guaranteeing **data privacy.**

THE SOLUTION

CLAAS integrated SYSTRAN machine translation into the company's IT system and it will soon be available via its **new intranet portal.**

SYSTRAN's solution has been **customized** as per CLAAS' terminology in order to generate **accurate and quality translations** in real time without the risk of leaking confidential information.

A global company with a focus on local markets

Over the last 15 years, CLAAS has grown in size and complexity due to acquisitions and their expanding product line.

With offices and manufacturing facilities spread across **five continents**, there has been a need to localize **documentation** and **after-sales service.**

Because of the group's diversity, communicating in multiple languages is essential to providing **great customer service.**

Employees are required to communicate in foreign languages, particularly in Chinese, English, German, French, English, and Russian in order to facilitate internal collaboration, create content and manage after-sales queries.

To accomplish this, the **use of free translation software** was prevalent among employees, which raised concerns about **quality and security.**

CLAAS' top 3 challenges :
Quality, Consistency and Security

1 The first priority involved **understanding in real time the after-sales requests of customers and suppliers abroad** in order to deliver satisfactory assistance in their language.

2 To ensure excellent customer service, **consistency** was also essential. CLAAS' objective was to translate and localize large documents using terminology adapted to both the company and the sector while complying with local regulations.

3 All these requirements should go hand in hand with **data privacy.** In fact, it was crucial for the organization to secure translations containing confidential information.

On the way to a globalized and customized communication

CLAAS organized a test using extracts of its daily documentation to evaluate 3 different vendors.

SYSTRAN proved to be the **best solution in terms of quality as the terminology and grammar met the group's requirements.**

The **SYSTRAN Enterprise Server solution** was set up in **4 months** including an application programming interface (API) to be integrated into the company's IT system.

The machine translation solution is accessible through the **company's intranet portal** in which four language pairs are available among the 140 covered by SYSTRAN:

- English to and from **French**
- French to and from **German**
- English to and from **Chinese**
- English to and from **German**

To ensure quality translations, the software includes a **customized dictionary adapted to the terminology of both the company and the sector.**

Teams empowered to guide multilingual customers

The after-sales team's feedback has been very positive. The solution has proven to be **efficient** in translating large documents in real time while maintaining the **source formatting** and terminology in multiple languages.

CLAAS' teams are now able to communicate with customers and suppliers around the world by providing clear and accurate support.

These teams have also specifically appreciated the **responsivity of SYSTRAN's consultants in answering their questions and requirements throughout the project.**

The use of machine translation is constantly evolving. Today, CLAAS performs over **500 translations per day**.

The benefits for the team are as quantitative, substantial **time saved,** as they are qualitative, **improved dialogue with customers.**

More tools for improved collaboration

The next step is to **integrate the** SYSTRAN solution into additional CLAAS corporate systems particularly into SAP solutions. One short term project is to translate the company's Sharepoint Intranet via the SYSTRAN widget.

CLAAS is also planning to add the following language pairs:
- **English to and from Japanese**
- **English to and from Hungarian**
- **English to and from Russian**
- **English to and from Spanish**
- **English to and from Hungarian**
- **Spanish to and from German**

All these initiatives aim to target CLAAS' global markets and SYSTRAN has proven to be the right partner to do so.

"The performance of our after-sales service is largely improved as each collaborator is now able to communicate with one single voice in so many different languages."

About CLAAS

CLAAS is a family business founded in 1913 and is one of the world's leading manufacturers of agricultural engineering equipment. The company, with corporate headquarters in Harsewinkel, Westphalia, is the European market leader in combine harvesters.

CLAAS is the world leader in another large product group, self-propelled forage harvesters. CLAAS is also a top performer in world-wide agricultural engineering with tractors, agricultural balers and green harvesting machinery.

The CLAAS product portfolio also includes state-of-the-art farming information technology. CLAAS employs around 11,000 workers worldwide and reported a turnover of 3.8 billion euros in the financial year of 2014. Outside Europe, they have plants in Russia, India, China.

About SYSTRAN

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.

With the ability to facilitate communication in 140+ language combinations, SYSTRAN is the leading choice of global companies, Defense and Security organizations, and Language Service Providers.

Since its early beginnings, SYSTRAN has been pioneering advances in Machine Translation and Natural Language Processing and today the R&D department is working on the next generation based on Deep Learning technology.

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