



While providing multilingual customer service was formerly a complex, expensive process, Language I/O has made it not only possible, but affordable and simple. They embed the tools agents need right inside Salesforce Service Cloud and Oracle Service Cloud (RightNow) so front-line personnel can now provide article translation, email translation and chat. Co-Founder Kaarina Kvaavik outlined the reasons to make a business case for their solution.

*Why is it now more important than ever for businesses to provide multilingual customer support?*

With 74 percent of customers more likely to purchase a product if support is provided in their language, providing multilingual customer support isn't a nice-to-have, it's a must-have. Yet even though businesses know customers want multilingual customer support, providing it is one of the biggest challenges businesses face when they go global. Why? Because multilingual customer support is expensive. Providing one full-time support agent to speak one language can cost up to \$40,000 a year. But that isn't the only challenge. Translating languages is complicated. While many companies have turned to machine translation to reduce the costs of providing human translations, they quickly find the translations are inaccurate and often offensive to their customers. As far as machine translation has come, machines cannot pick up on tone or context, meaning they often offer verbatim translations that do not suit the conversation or use verbiage that is offensive to the customer.

*How does your solution make it both easily accessible and affordable?*

Language I/O provides the only software on the market that uses a unique combination of professional human translation and machine translation to provide quick, accurate email, chat and article translations. Our software sits within all major customer service management (CRMs) systems including Salesforce, Oracle and Zendesk giving customer service agents the ability to simply click a button to translate conversations. We use trainable machine translation, so we can literally customize any company's translation glossary to include company or industry-specific vocabulary. We provide support in over 150 languages and feed all translations back into the CRM so customer service managers can return to the conversation in their language at any time.

# ICMI 2018 Contact Center Expo and Conference Summary

Because of the effectiveness of our unique combination of professional human and machine translation, we've saved customers such as LinkedIn, Shutterstock, iRobot and SurveyMonkey more than 40 percent on customer support costs. The software negates the need to hire additional support staff without losing the quality of customer service provided to consumers. In fact, by not hiring additional support staff and using our software, we actually help clients increase their call center CSAT scores. Not only do we save our customers money, our products can also increase their revenue. Customers who receive support in their own language will spend more and promote the company and its products among friends, family and colleagues. One of our customers found they had the highest ROI from providing multilingual customer support.

*In what ways can businesses save time and money by creating standard text responses to frequently asked questions in a variety of languages?*

Every support agent answers a plethora of questions over and over again. These include How do I reset my password? How do I pay online? I can't find my username, can you help?

By giving our customers the option to use professionally pre-translated templates in over 150 languages, we save them money. Instead of having to translate "How do I pay online?" every time it's asked in Swedish, the agent simply uses the pre-translated template at no cost except the initial cost of translation. This feature can save companies thousands of dollars, increase customer satisfaction and reduce redundancies.

*There are numerous machine translation solutions available: what makes Language I/O superior to other offerings on the marketplace?*

Our translation brokering solution is smart. We are connected to many different translation types—human and machine—as well as numerous machine translation engines. Not only does it detect the incoming language, it decides which machine translation engine will provide the best quality for that particular request. We can also train machine translation engines using company's translation glossaries to include company or industry-specific vocabulary. Not only is Language I/O's solution smart, it is also customizable, flexible and cost-efficient. By using a combination of machine and professional human translation, we allow customers to choose whether to use human translators in instances where they might prefer it to machine translation. Switching between the two options is seamless and cost effective.