Delivering World-Class Multilingual Customer Support

February 16, 2022
About Language I/O

Language I/O builds intelligent technology that powers meaningful conversations between global organizations and people.
Some of our clients
Improve CSAT & NPS with an average ROI of 550%

ISO 27001 Certified & GDPR Compliant

API
The Importance of Providing Multilingual Customer Support
of consumers have higher expectations for customer service today than they did 3-5 years ago.

- Netomi’s 2021 State of Customer Service Report
Most Common Languages Spoken on the Internet

Source: Statista; data as of January 2020
Most Common Languages Spoken on the Internet

- English: 74.10%
- Not English: 25.90%
of customers are more likely to buy if post-purchase support is provided in their native language.

- CSA Research
Retail e-commerce sales worldwide from 2014 to 2025
Types of Multilingual Support
Human Translation of Static Content

Chatbot

Website / Knowledge Base

Social Content
Multilingual Support Agents
For Real-Time Support

Email

Live Chat
MONOLINGUAL CUSTOMER SUPPORT SCENARIO

HELLO! I'M TRYING TO TRACK MY ORDER.

WHAT IS YOUR ORDER NUMBER?

Has Chatbot answered the question?

Session is terminated and transcript logged.

LET'S FIGURE THIS OUT!
Option A: Duplicate Services For Every Supported Language
Ensuring Translation Quality
World-class support requires more than generic translated conversations.

Generic NMT engines and translations do not please everybody.

Different companies require different glossary term translations. For example, the word ‘player’ can be translated as ‘basketball player’ or ‘video game player’.

- Adam Bittlingmayer, CEO Modelfront, former Google Translate Software Engineer, Heather Shoemaker CEO Language I/O

Google focuses on generalizing consumer translations.

Google prioritizes speed and scale over quality. When revenue relies on accurate translation of company-specific terms generalizing isn’t enough.

- Adam Bittlingmayer, CEO Modelfront, former Google Translate Software Engineer

One Machine Engine is not enough for quality translation.

For company-specific translations, Google’s results vary drastically based upon quantity and human-translated content.

- Slator
I have made the promotion for the ganafor of the rg with rafa, and you have not given me the iltima free

I have redeemed the promo code for the French Open winner with Rafael Nadal and you have not given me the latest free

he realizado la promocion para el ganafor del rg con rafa, y no me habis dado la iltima free
Problem:
A client providing open-source web browsing was relying solely on manually copy & pasting content into Google Translate to translate thousands of multilingual support tickets every month.

Solution:
The client implemented Language I/O’s ticket translation solution for ZenDesk. Now, agents can get accurate translations with one click, directly within the platform they’re working in.
Ensuring Security & Compliance
I have a Zhang Zhaozaiqi card with annihilation keyword action. But it doesn't always trigger. Blind dishes. Can you help me solve this problem? gkd. My email is eldrazi.devastator@gmail.com, and my DCI number is 9783723952.

我有张毁世奥札奇牌，带歼灭关键字动作。但老是不触发。瞎菜了。能帮我解决这个问题吗？gkd。我的电邮eldrazi.devastator@gmail.com，我的DCI号是9783472952。

I have an Eldrazi Devastator card with annihilator keyword action. But it doesn't always trigger. I'm confused. Can you help me solve this problem? Do it quickly please! My email is eldrazi.devastator@gmail.com, and my DCI number is 9783723952.
Find and encrypt any embedded personal data for GDPR compliance before sending it to machines for translation.

Detect terms that require company-specific translations.

Our self-improving glossary machine learning finds other non-dictionary terms and keeps track of them. Once we hit a threshold of chats containing this new term, it is automatically added to the previous step.

Intelligently select the best machine translation engine for this chat message and impose our preferred translations for glossary terms to produce a high-quality translation without compromising PII.
Integrating with Your CRM
你好，可以帮我吗？

Chat ended - Oct 1, 2021, 10:29:42 AM

2 new messages

Chat started by Beatrice Lio - 10:31:38 AM

Hello, can you help me?

Beatrice Lio - 10:31:38 AM

Hello and thank you for contacting customer support. How can I help you today?

System Admin - 10:31:56 AM

My item is unavailable

Beatrice Lio - 10:32:10 AM

End Chat
pregunta sobre rafa en el rg

Via system

 Fausto Baron

Hola - he realizado la promoción para el ganador del rg con rafa, y no me hables da la última free.

¿Me puedes ayudar?

Language I/O

Language I/O

Language I/O

Hello - I have redeemed the promo code for the winner of the French Open with Rafael Nadal, and you have not given me the last free.

Can you help me?
<table>
<thead>
<tr>
<th>ID</th>
<th>Question</th>
<th>Language</th>
<th>Last Edited By</th>
<th>Date Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Smart Screen is a type of malware protection built into Windows 8 or 8.1.</td>
<td>English</td>
<td>Heather Morga</td>
<td>12/17/2019</td>
</tr>
<tr>
<td>2</td>
<td>You can record and store an Audio Note directly in Cirrus.</td>
<td>English</td>
<td>Heather Morga</td>
<td>12/17/2019</td>
</tr>
<tr>
<td>3</td>
<td>Great tips on being able to quickly troubleshoot any sound issues you might have!</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>4</td>
<td>Our favorite TV shows are filled with &quot;can't miss&quot; moments. But you are missing some of them if you</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>5</td>
<td>Password Reset</td>
<td>English</td>
<td>No Value</td>
<td>01/16/2018</td>
</tr>
<tr>
<td>6</td>
<td>How do I know if the mirror in my camera is broken?</td>
<td>English</td>
<td>Bobbie Fleming</td>
<td>09/06/2018</td>
</tr>
<tr>
<td>7</td>
<td>Issue focusing your camera</td>
<td>English</td>
<td>Admin1 Admin</td>
<td>12/01/2011</td>
</tr>
<tr>
<td>8</td>
<td>Experiencing issues with your camera focus</td>
<td>English</td>
<td>Admin1 Admin</td>
<td>12/10/2011</td>
</tr>
<tr>
<td>9</td>
<td>Why am I not getting emails from support?</td>
<td>English</td>
<td>Admin1 Admin</td>
<td>12/10/2011</td>
</tr>
<tr>
<td>10</td>
<td>Exchange phone at local retail location</td>
<td>English</td>
<td>Bobbie Fleming</td>
<td>06/22/2018</td>
</tr>
<tr>
<td>11</td>
<td>Can I use my phone when I travel international?</td>
<td>English</td>
<td>Bobbie Fleming</td>
<td>04/25/2018</td>
</tr>
<tr>
<td>12</td>
<td>Why am I experiencing call interruptions?</td>
<td>English</td>
<td>Matt Cook</td>
<td>07/13/2017</td>
</tr>
<tr>
<td>13</td>
<td>Do you have lighting tips for how to take great pictures?</td>
<td>English</td>
<td>Bobbie Fleming</td>
<td>09/13/2018</td>
</tr>
<tr>
<td>14</td>
<td>Tools to clean camera lens</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>15</td>
<td>I need help connecting my camera to my pc</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>16</td>
<td>Changing cell phone battery</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>17</td>
<td>My Kam K7 is not turning on and is displaying the error message ER-800 on the LCD display. How</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>18</td>
<td>My Kam K7 is showing the error ER-950 and won't turn on. How can I fix it?</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>19</td>
<td>Does the computer come with recovery disks?</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>20</td>
<td>Error: Operating system not found or missing operating system.</td>
<td>English</td>
<td>Matt Cook</td>
<td>06/22/2017</td>
</tr>
<tr>
<td>21</td>
<td>Software update for Atlas 2 tablet</td>
<td>English</td>
<td>Matt Cook</td>
<td>01/16/2018</td>
</tr>
<tr>
<td>22</td>
<td>Bronze Silver and Gold Product Warranties</td>
<td>English</td>
<td>Matt Cook</td>
<td>01/16/2018</td>
</tr>
<tr>
<td>23</td>
<td>Atlas 2 issue with freeze up</td>
<td>English</td>
<td>Matt Cook</td>
<td>01/16/2018</td>
</tr>
</tbody>
</table>
A global stock photography provider’s efforts to translate its knowledge base for customers in 100+ countries proved to be a laborious, manual process, with work order requests getting passed back and forth between translation agencies and team members.

The company integrated Language I/O’s solutions for case and article translation directly into Salesforce, shaving days off its operational translation process. It is now able to provide support in more than 20 languages.
Thank you, questions?

Heather Shoemaker
heathershoemaker@languageio.com

Sales Inquiries
sales@languageio.com