

Accelerated global issue resolution through unified communities



EXECUTIVE SUMMARY

Who

Fortune 100 tech company.

Goal

Improve customer support through quicker issue resolution on digital communities.

Challenge

Non-English-speaking users faced delays in getting their issues resolved on the assisted-support communities, since their platforms had fewer subject matter experts (SMEs). This led to increased customer support costs (more tickets opened) and slower issue resolution, negatively affecting customer satisfaction and loyalty.

Solution

iTalent Digital connected the non-English-language communities with the English-language community through automated cross-community content sharing and dynamic, bi-directional translation, allowing for quicker issue resolution through access to a larger pool of SMEs.

Results

The company saw faster issue resolution, reduced customer support costs, and increased customer satisfaction.

Technologies used

Khoros, SmartConX, LanguageConX, CommunityConX, the client's TMS (translation management system).

CHALLENGE

A global tech leader aimed to enhance the efficiency of its customer support forums – built on Khoros – by improving access to expert resources for non-English-speaking users. While the company offered customer support forums (or communities) in multiple languages, the majority of content and subject matter expertise was concentrated in its English-language community. This created challenges for non-English-speaking users, as they often struggled to get their questions answered in a timely manner, leading to slower issue resolution and increased customer support costs (more open tickets).

The company's goal was to better serve its global customer base by connecting non-English-language communities with the English-language community, thereby giving non-English speakers access to more subject matter experts. Faster issue resolution would not only improve customer satisfaction but also reduce support costs and drive customer loyalty.



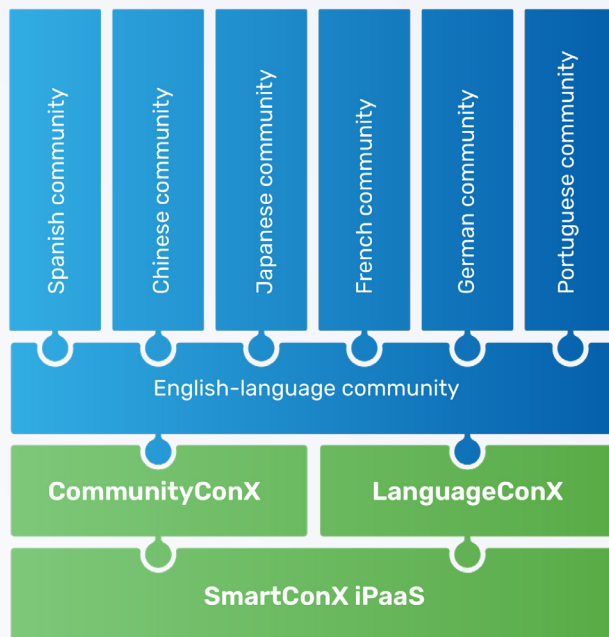


SOLUTION

iTalent Digital developed a robust solution to bridge the language and community gaps. Using its proprietary integration platform as a service (iPaaS), SmartConX, iTalent enabled automated, multi-directional content sharing coupled with dynamic translation.

SmartConX supports a galaxy of pre-built connectors that “snap in” to the iPaaS to allow custom functionality. In this case, CommunityConX, which enables automated content sharing, and LanguageConX, which delivers dynamic translation, were deployed.

Client Properties



iTD's SmartConX iPaaS & connectors

This allowed non-English-language community users to post questions that would be automatically translated, syndicated to the English-language community, and answered by subject matter experts. Responses were then automatically translated back into the user's preferred language.

Building custom features on top of iTD's iPaaS saves costs and time by leveraging the same foundational code for all extensions, rather than having to build each of them from scratch. Additional extensions and features and easily be “snapped on” as needed.

RESULTS

By removing language friction, the communities saw more participation from global users and nurtured a culture of peer knowledge sharing.

Right off the bat, 228 previously unanswered questions from non-English sites syndicated to the English forum generated over 3,500 views and 111 replies. The insightful answers were syndicated back to their respective originating communities and languages.

Overall, this transformation enabled the company to better serve its global customer base by removing language barriers, ensuring quicker resolutions, and enhancing the overall customer experience.

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