The translation connector that brings the WOW factor

Real-time translation on community platforms

Executive summary

WHO
A leading cybersecurity company serving enterprises, service providers and government entities worldwide

GOAL
Remove the language barrier on its online user community

CHALLENGE
Language-specific forums on the community platform created a fragmented and unscalable experience, with inefficient manual translation hindering collaboration and information flows

SOLUTION
Automated, dynamic, multi-directional translation (LanguageConX)

RESULT
Up to 67% higher engagement among non-English-speaking users; scalable, efficient translation (6,000 discussion threads translated in 3 months without additional human resources)

Situation

At the time of this deployment, our customer was serving more than 30,000 enterprise customers worldwide. As a result, the company needed to offer post-sale support in multiple languages.

Its online community was built on Khoros. The community was "split" into different language-specific forums. This meant that user access to knowledge base documents, subject matter experts (SMEs) and discussion forums was restricted by language.

The company wanted to eliminate the language barrier among the different forums so users could all interact with each other and access the entirety of the platform's valuable content, no matter what language they spoke.

> " *iTalent's language connector "literally makes the barriers of language go away."*
> —
> **Director of Global Customer Communities**

Challenge

The community administrators were doing their best to translate content and documentation into different languages, but they were using tedious processes that involved manual translation with cutting and pasting. Needless to say, this was inefficient and required the addition of additional staff to try to keep up.

The size of its global user base generated a high volume of discussion threads and the company was struggling with a process that didn't scale to meet customers' needs. The user experience was also hampered by the siloed nature of the forums and their fragmented access to content and expertise.

Certain languages were not supported, there was limited collaboration between the different language forums, and there was no information flow between different discussion threads.

> ❝ When you can ask a question in one language and someone can provide an answer in a different language – all in the same thread – that's the magic right there. That's the real wow factor."
>
> —
>
> **Director of Global Customer Communities**

Solution

iTalent applied its expertise in digital transformation, combined with its deep knowledge of the Khoros platform and its world-class, full-stack DevOps team, to build LanguageConX, a translation connector that integrates with Khoros and with the customer's preferred translation management system (TMS) to dynamically translate discussions.

When users select a language in Khoros, it automatically triggers translation of discussion forums and knowledge base articles, so users can understand and engage in discussions in their native language.

LanguageConX supports the company's global customer community initiatives by helping to connect and support

security professionals tasked with protecting their organizations against the evolving cybersecurity threat spectrum. The connector provides real-time user-selected machine translation for both forums and documentation.

The initial deployment applied dynamic translation between the English-language forums and non-English speakers participating in three community threads in four languages.
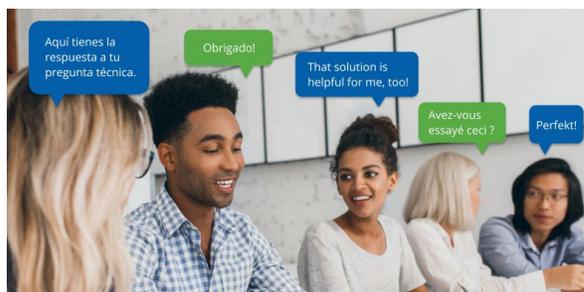
Benefits

OPERATIONAL EFFICIENCY

The company quickly realized several operational benefits from using LanguageConX, including greater departmental efficiency, better quality, faster translation, and cost savings by leveraging translation memories (TM) and glossaries. They also:

- Improved quality of machine translation

- Effectively leveraged translation memory and glossaries

- Streamlined departmental efficiency

- Optimized use of resources

The director of global customer communities at the company had spent over 20 years building software products, growing online communities, and leading worldwide digital marketing strategy and programs. He described LanguageConX as a solution that "literally makes the barriers of language go away." The connector allows a flow of ideas and collaboration without the typical barriers experienced when users don't share a language.

About LanguageConX

LanguageConX is a pre-built translation connector based on iTalent Digital's SmartConX iPaaS (integration platform as a service). SmartConX facilitates seamless integrations to connect people (in any language), content (from any repository), and expertise (from any platform) in innovative ways.

With SmartConX, integrating additional systems or adding additional functionality is as simple as plugging in any existing SmartConX connectors, or even developing custom integrations directly on the SmartConX platform. SmartConX can handle both internal and external integrations. For more information, visit www.italentdigital.com/smartconx.

INCREASED CUSTOMER ENGAGEMENT

The company upleveled its service by automating translation with iTalent's LanguageConX, further helping its customers connect, engage, and learn. Thanks to this translation connector, users can enter a discussion forum and write a question in their native language. Someone in another country can then read that question as it is being dynamically translated into their own language from a preselected language list. They can type an answer to the question in their language and the connector will immediately translate it back into the source language. The community director described the ability to dynamically translate in an active global community forum as "magic."

Results

- Non-English speakers participating in 3 community threads in 4 languages

- Translation of over 6,000 discussion threads in 3 months

- 54 threaded replies (12 non-English, 42 English) in the first 3 months

- Increased customer engagement

- 66.6% uplift in Japanese participating threads

- 50% uplift in Spanish participating threads

- 28.5% uplift in Chinese participating threads

- 25% uplift in German participating threads

About iTalent Digital

iTalent Digital is one of Khoros's most established and capable global technology partners. iTalent has invested in a Community Management Center of Excellence as well as an ISO27001-certified and SOC2-compliant Engineering and Quality Assurance Center of Excellence undergirded by our deep systems integrations and customer support expertise to deliver the highest quality outcomes for our joint customers. iTalent's innovative work on the Khoros platform has earned us more than 20 industry awards.

Founded in 2005, iTalent is a woman- and minority-owned software engineering and full-service tech consulting company headquartered in Silicon Valley that champions the people side of tech. It challenges the status quo and helps companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise community, personalization and unified search, data transformation and business intelligence, SaaS solutions, and change management.

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