

Improve multilingual customer satisfaction
while lowering call center costs



Adobe is one of the largest software companies in the world, specialized in digital media and digital marketing solutions



Key figures:

- Founded December 1982
- Corporate headquarters: San Jose, California, USA
- Incorporated
- October 1983 in California;
- Fiscal 2016 Revenues: US\$5.854 billion
- Employees: more than 15,000 worldwide



THE CHALLENGE

In an effort to reduce costs in low revenue, non-English speaking markets, Adobe made the decision to revert customer service phone calls to English.

The company was not only interested in cutting call center costs while providing superior multilingual customer support, but also in providing ways to empower customers to find user support in their language via self-help and user forums online.



THE SOLUTION

Adobe uses SYSTRAN Enterprise Server to increase translator productivity, and SYSTRAN.io for real-time machine translation.

This improved multilingual self-help support and the translation of online product and service materials.

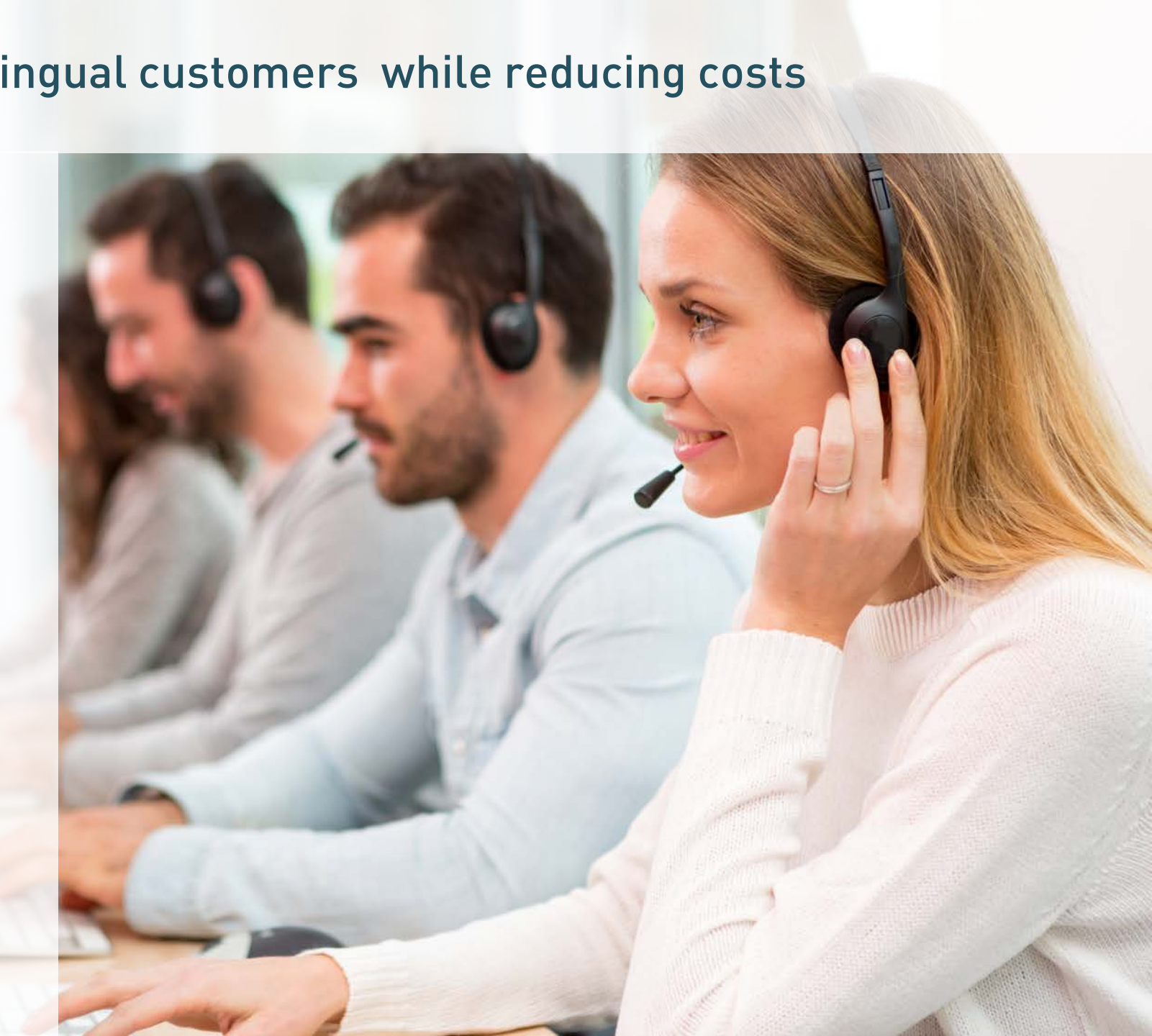
Increase satisfaction for multilingual customers while reducing costs

In some non-English speaking markets, bilingual agents are only available for a given time period in the day.

However, customer service calls arrive 24 hours a day. Therefore, bilingual agents were servicing customers via callbacks, email and chat, but **unable to serve all customers with answers in real-time.**

Because of this, it became imperative to **translate more of Adobe's existing content** to improve customer support and increase satisfaction for multilingual customers.

More help and support content needed to be made available in languages that live agents could not service – but this needed to be done quickly and within a budget.



Machine Translation: the key asset in the customer service workflow enabling efficient worldwide support

Adobe website visitors who viewed the translated content were asked to rate the quality of the translation. On a 1 to 5 scale, the average answer was a **4.28**.

Adobe discovered that **Machine Translation is understandable, useful and powerful in enabling multilingual customers to find their answers.**

Adobe continues to use SYSTRAN.io to translate product and service content in order to:

- improve customer satisfaction for multilingual customers,
- lower call center costs,
- and enable users to access support in their own language via multilingual help and support content.



About Adobe



No other company in the world gives everyone, from emerging artists to global brands, everything they need to design and deliver exceptional digital experiences. Our innovation and leadership in digital media and digital marketing give our customers a real competitive advantage, positioning us for continued growth well into the future.

Headquartered in San Jose, California, Adobe is one of the largest software companies in the world, with revenue of approximately US\$5.9 billion in fiscal 2016. Our stock is traded on the NASDAQ under the symbol ADBE.

Learn more about [Adobe](#).

About SYSTRAN



SYSTRAN machine translation solutions enable firms to improve their multilingual communication and productivity in many areas such as internal collaboration, big data management, e-discovery, content management, customer support and e-commerce.

With more than 140 language pairs available, SYSTRAN's solutions are used daily by many global companies, Defense and Security organizations, and translation agencies. Since its creation, SYSTRAN has been a pioneer in automated language processing and currently offers a new generation of engines by exploiting the latest advances offered by artificial neural networks and Deep Learning. This new generation called PNMT™ for Pure Neural™ Machine Translation can be tried out [here](#).





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