

# Improve multilingual customer satisfaction while lowering call center costs

## The case of Adobe



### Key facts and figures

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

### Challenges

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**.

### Solutions

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.*

*For more information, visit [www.adobe.com](http://www.adobe.com)*

## **About SYSTRAN**

*With more than 50 years of experience in translation technologies, SYSTRAN has pioneered the greatest innovations in the field, including the first web-based translation portals and the first neural translation engines combining artificial intelligence and neural networks for businesses and public organizations.*

*SYSTRAN provides business users with advanced and secure automated translation solutions in various areas such as: global collaboration, multilingual content production, customer support, electronic investigation, Big Data analysis, e-commerce, etc. SYSTRAN offers a tailor-made solution with an open and scalable architecture that enables seamless integration into existing third-party applications and IT infrastructures.*

*For more information, visit [www.systransoft.com](http://www.systransoft.com)*