

# A SUCCESS STORY: SurveyMonkey AND Language I/O

“The biggest benefit is definitely time management. It’s fast and easy. We don’t have to worry about it, which is great when there’s other things to worry about.”

COLBY PARROTT  
SurveyMonkey

## Background

SurveyMonkey, the world’s leading provider of web-based survey solutions, was in the early stages of taking its product global in 2010. After ten years of success in the U.S., it decided that its mission of helping folks make better-informed decisions had world-wide appeal.

## Challenge

Part of the challenge of going global is online support. For many companies, the first line of defense is the online knowledge base. The knowledge base can also be the company’s largest translation project.

SurveyMonkey first reached out to an independent translator to do a test run for Spanish and quickly learned that manually exporting, translating and importing its article content was both time and cost prohibitive for just a single language. It was a foregone conclusion that this manual process would not work for all of the 11 languages that had to be supported by the end of the year.

Machine translation was not an option because SurveyMonkey wanted to put high-quality, accurate translations in front of its users.

## Results

SurveyMonkey contacted Language I/O because Language I/O Help® integrates directly into Salesforce and it allowed SurveyMonkey to eliminate the manual labor of exporting and importing content.

“Language I/O’s software has helped us keep our team small and manageable, because it’s easy to use and easy to implement. Today, only two people are needed to handle all of our languages.”

COLBY PARROTT  
SurveyMonkey

## Initial Knowledge Base Translation

Language I/O Help® automated the export of hundreds of SurveyMonkey articles for translation. Once the content was translated into 11 languages, it was automatically pushed back into Salesforce, reviewed and subsequently made public. It also automated the process of rewriting links embedded in the articles so that a Spanish article linked to other Spanish articles and images.

## Ongoing Translation

Today, SurveyMonkey changes 5-15 articles per week and those changes need to ripple across the 13 languages it now supports. With Language I/O® Help, once edits are made in English, SurveyMonkey simply checks a few boxes and hits the ‘submit for translation’ button. The rest of the process is handled for the SurveyMonkey team.



SurveyMonkey’s decision to use **Language I/O Help** allowed it to keep its knowledge base team small, thereby controlling labor cost, while simultaneously reducing time-to-market globally and providing higher quality translations.



LANGUAGE I/O



CHAT



RESPONSE



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