

A SUCCESS STORY: PhotoBox AND Language I/O

“During the 2014 Christmas peak, PhotoBox received more than 1,000 emails that Language IO was able to handle. With Language IO, we were able to respond to those emails very quickly without any delays, which had a positive effect on customer satisfaction.”

Background

PhotoBox is Europe's leading personalized product and photo print company with a presence in 19 countries. With each of its products, the company's goal is to capture, preserve and share the most important personalized moments in a customer's life. PhotoBox prides itself on being able to provide good quality service to all of its customers, no matter the country or language, but was seeking to increase its capabilities with a solution that would integrate seamlessly into its existing service strategy and platform.

Language I/O Response allows PhotoBox to set itself apart from other companies that also offer multilingual customer support.

Challenge

The seamless integration of the employees' processes and customers' experience without any negative effects is part of the challenge of adding new tools to a company's existing technology.

When customer support agents were on holiday or sick leave, PhotoBox was faced with the challenge of responding to customer queries in their native languages. It was forced to either request overtime from outsourced suppliers or respond to customers in a second language.

PhotoBox reached out to traditional translation suppliers, but none could adequately provide support for all of its customers' languages and the company was faced with figuring out how to input translations into its existing platform

“When Language I/O came up as an option and was explored, it seemed to tick off a couple of boxes straight away in that it supported all of the languages that we support and had a solution that tied into Oracle Service Cloud,” says Chris Gallimore, Customer Support Operations Manager, PhotoBox.

Results

PhotoBox and Language I/O began a partnership that guarantees the same high-quality service that customers expect from PhotoBox and also handles customer emails for PhotoBox employees to have a back-up solution while on vacation or out sick. The stress of agents returning to a backlog of messages was eliminated.

“For sickness it's been a lifesaver,” says Chris. “We've been able to hit more SLAs when we do have sickness, because we are able to respond to customers in their native language. For holidays, it's really helped us as a business – more from the human perspective in that we're able to be more flexible with our staff, as we now have a tool which can help replace their input, but with the key thing being that it's not Google

Translate that hits the final customer, it's human translation, which is the part that I really, really, really value to make it that smooth, natural conversation.”

Language I/O Response easily fits into Oracle Service Cloud, combining both machine and rapid human translation to allow support agents of any language to respond to customer emails quickly and in their preferred language. Together, PhotoBox and Language I/O are able to successfully support customers in 11 languages. When a support agent responsible for one specific language is unavailable, another agent is able to easily service his or her customers in their language in just a few clicks via the Language I/O tool.

photobox

Language I/O set PhotoBox apart from other companies that use Google-to-Google translations, that are not always accurate.



Provide multilingual customer support in any language, anywhere.

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