

A SUCCESS STORY

CJ Affiliate by Conversant and LinguistNow®



Background

CJ Affiliate by Conversant, formerly known as Commission Junction, is an online marketing and Internet advertising company. Their specialties include affiliate, media, and tracking services. While under the Conversant umbrella brand, CJ Affiliate operates as a separate entity due to its global nature.

“The ability for our English-speaking, Santa Barbara-based, CS reps to help people in Mainland China relatively quickly was a fantastic addition to our contract with Language I/O.”

Challenge

As a client of Oracle using Oracle Service Cloud, CJ Affiliate was successfully supporting their English-speaking customers but weren't able to provide adequate support to their European customers. They attempted to use a European translation agency to manually translate support content, however translation inconsistencies and the manual processes involved were causing problems with customers. CJ Affiliate believed they needed a solution that would allow them to maintain a translation memory and product glossary for translation consistency.

“On the Response side, just our ability to have people be able to support within the hour, somebody across the globe in another language, I think it really does help us out.”

Results

CJ Affiliate and Language I/O were introduced at the RightNow Summit in 2010. The two companies eventually sat down to discuss how Language I/O's tools, LinguistNow Help and LinguistNow Response could solve CJ Affiliate's global support issues. CJ Affiliate had already decided it was necessary to automate the translation process within the Oracle Service Cloud system and were thrilled to hear that the LinguistNow product suite could do just that – for both their support articles and emails.

With the help of LinguistNow, CJ Affiliate is able to provide translated support articles and emails in English, Spanish, German, French, and Simplified Chinese. CJ Affiliate's Client Experience Manager simply clicks a "Translate" button within the Oracle Service Cloud workspace and LinguistNow takes over from there. The add-in ensures that the translation process is executed quickly and accurately. Use of LinguistNow saves the Client Experience Manager approximately ten hours of manual labor each month and limits the amount of testing that is necessary, as LinguistNow pulls in the CJ Affiliate glossary and translation memory.



Language I/O is the provider of the LinguistNow® Product Suite, which enables customer support agents to communicate like natives in any language.

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Three months after installing the LinguistNow product suite, CJ Affiliate saw a 30% decrease in the number of incidents. Today that decrease sits at 42%. *“Less customers are questioning, ‘What does that mean?’ because I think they're actually getting it.”*