

# A SUCCESS STORY

## Cable ONE and LinguistNow®



### Background

Cable ONE is an all-inclusive provider of Cable TV, Internet, and Phone services. The company's mission is to simplify customers' lives. Cable ONE services are available across 19 different states with each branch putting a strong emphasis on being a part of their local communities.

*"If I could somehow globally thank Language I/O for making this Spanish site launch so seamless and flawless..."*  
We think you just did. Thank you!  
Cable ONE

### Challenge

Cable ONE realized recently that they were completely missing the opportunity to engage with their local, Spanish-speaking communities. It was a huge opportunity given that 80% of the population in some communities is primarily Spanish-speaking. Cable ONE had no means of reaching out to this market in a personal and positive way.

At least not without spending a lot of money. Lacking the bandwidth within their sales and marketing organization to engage with this audience, and with only a handful of bilingual call center agents, they decided that the only affordable route to engage with the Spanish-speaking community was to provide their online, self-help articles in Spanish. Self-help articles would provide substantial support to their Spanish-speaking customer base, as well as allow them to reach potential new customers. Unfortunately, after several interactions with traditional translation firms, the translation of this content was looking like a multi-year project.

*"Installation of the bolts on the product was flawless, like I didn't even know it happened. I woke up one morning, came to work one day, and there was a translate button. It's totally flawless."*

### Results

With their English support site already deployed through Oracle's Service Cloud platform, Cable ONE wanted to provide that same support site in Spanish to show their customers how much they value their business. Through a mutual contact, the company was introduced to Language I/O and their solution, LinguistNow Help for Oracle Service Cloud. Instead of having to manually export each support article for translation and then import the Spanish version – also manually, LinguistNow Help could completely automate and streamline the translation and export/import process.

After a flawless LinguistNow integration, and no translation errors identified to date, Cable ONE implicitly trusts Language I/O. The LinguistNow tool translates and publishes the Spanish articles for Cable ONE, freeing up time on Cable ONE's side and ensuring that their Spanish-speaking customers receive up-to-date information as quickly as possible. When new English support content is published, Language I/O automatically pushes that same content in Spanish to their Spanish-speaking audience in a matter of days.

With 20% of their potential customer base being Spanish-speaking, Cable ONE understood it was crucial to reach out to this audience. With the help of Language I/O and LinguistNow Help for Oracle Service Cloud, Cable ONE has been able to show their customers how valuable they are, without all the manual import/export labor and errors.

**LANGUAGE I/O**

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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