



Lingotek - Drupal Module Helps Interactive Intelligence Offer Consistent Multilingual Experience for Global Customers



INTERACTIVE INTELLIGENCE

About Interactive Intelligence

Interactive Intelligence is a global leader of cloud services for customer engagement, communications and collaboration designed to help businesses worldwide improve service, increase productivity and reduce costs. Backed by a 20-plus year history of industry firsts, 150-plus pending patent applications, and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability, scalability and security. It's also the only company recognized by the top global industry analyst firm as a leader in both the cloud and on-premises customer engagement markets. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit www.inin.com.

Challenge

The localization group of Interactive Intelligence was tasked with helping the marketing department effectively manage translation. The company's goal was to get the department to work directly with the languages services vendor, and to reduce the number of hours required to manage its translations. The department was spending an inordinate amount of time copying and pasting content into spreadsheets.



The process also required several back-and-forth conversations and emails between the vendor and the translator. Interactive needed a solution to streamline and automate the translation process and integrate translation of its corporate website, which is built in Drupal.

Solution

Interactive Intelligence began using Lingotek's Translation Management System and the Lingotek - Inside Drupal Module to translate its corporate website. The Lingotek Translation Network offers a cloud-based solution that stores, tracks and manages content within its native environment. The Lingotek Multilingual API automates and streamlines the translation and management of multilingual content—enabling its deep and seamless connection with Drupal and several other top enterprise applications.



Benefits

The marketing department used the Lingotek - Inside Drupal Module to translate Interactive's content into nine languages. "My goal is to ensure our international customers have the same customer experience our U.S., English-speaking customers have," said Kazuo Suzuki, Director of Globalization. "So far, the process is working great. The customers can now go to the site and get the information they need in their native language."

The marketing team has realized several benefits since using the Lingotek Translation Network and Drupal Module, including:

- Streamlined departmental efficiency and improved translation workflow
- Coordinated vendor communication
- Faster translation and accelerated delivery
- Valuable business intelligence
- Exceeded project goals
- Better resource utilization
- Increased customer engagement and satisfaction

The Lingotek Translation Network increases the speed of delivery for translated content and improves departmental performance, which helps Interactive Intelligence better utilize its resources. Leveraging an integrated and automated translation solution helps Interactive provide a personalized experience for its customers around the world, boosting their satisfaction and engagement.

Next Steps

Interactive Intelligence is implementing the Lingotek - Inside Eloqua for Oracle Connector, a tool created in collaboration with iTalent Corporation. Oracle Eloqua is the Oracle B2B cross-channel marketing solution, which enables marketers to plan and execute marketing automation campaigns while delivering a personalized customer experience for prospects. This includes the ability to create automated "drip" or "nurturing" campaigns that feed customers and prospects information over time. The company plans to harness the value of this Lingotek connector to translate its Oracle Eloqua campaign assets such as emails, landing pages and forms, which will likely create additional efficiencies, improved campaign performance and customer satisfaction.

About Lingotek

Lingotek | The Translation Network - Finally. Networked Translation. Connect your company to the world.

Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets. Finally. Networked translation.

Find out more about Lingotek at www.lingotek.com.



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