



**HOW JONCKERS
PROVIDES COMPANIES
WITH COST-EFFECTIVE
SOLUTIONS FOR
GLOBAL SUPPORT**

SMALL TEAMS EMPOWERED
TO SUPPORT GLOBALLY

CUSTOMER DASHBOARDS

AUTOMATED WORKFLOW

CUTTING EDGE TECHNOLOGY



MULTILINGUAL SUPPORT POWERED BY PEOPLE WITH INTELLIGENT PROCESSES

Today's world is led by automation and ubiquity. To succeed, companies must offer fast and effective customer assistance, or they risk losing potential clients. Providing virtual assistance in the form of chatbots is becoming a priority for many businesses across all industries.

A chatbot is a software application that allows people to hold online conversations. It's a space where users can ask for any type of help or assistance. While many companies are satisfied with a chatbot that uses word-classification to retrieve the relevant information from pre-generated responses stored in their database, others go one step further and allow their customers to chat with a human virtual assistant.

We get it. Pre-established chatbots are convenient: they are always available and they can offer immediate assistance in multiple languages. But, isn't it nice when you know a human is willing to help you on the other side of the screen? Wouldn't that boost customer satisfaction?

Jonckers can help break down language barriers in real-time so you can provide human online assistance fast and in any language.



THE CHALLENGE

Jonckers translates queries submitted through an online portal for one of our main customers. This multinational firm allows its customers to ask questions and receive answers in their own language. However, the person responsible for answering the query is often restricted by their own language capabilities and can only answer in English. Jonckers' role is to allow the original poster (OP) to receive a response in their source language.

When communicating with a portal, users expect fast and accurate responses - our challenge is then to provide fast and professional translation services, at any time. Our turnaround times must be almost instantaneous at any time of day, so that the human virtual assistant is able to offer real-time support to users. These translations must also maintain the terminology used by the OP in their question. This means our linguists must adapt the final answer to fit the OP's original terminology when translating from English into the source language.



ALMOST INSTANTANEOUS
TRANSLATION



LINGUISTS
AVAILABLE 24/7



HUMAN QUALITY
TRANSLATION



CERTIFIED LINGUISTS
COVERING ALL TIMEZONES

“WordsOnline was created to offer fast and reliable machine translation post-editing services in a secure, cloud-based environment. Using WordsOnline, our customers can easily push their source texts and receive a professionally revised target translation within minutes. A team of professional human translators complements our AI-powered platform, delivering quality translations at scale. Thanks to the automated workflow, we remove slow manual processes, delivering the target text with unparalleled speed.”

Coral Diez Carbajo, Machine Translation Strategist at Jonckers’



COST-EFFECTIVE SOLUTIONS
FOR GLOBAL SUPPORT



3 MINUTE TURNAROUND
OF TRANSLATIONS POSSIBLE



DIRECT ACCESS
TO OUR LINGUISTS



MACHINE TRANSLATION
POST-EDITING



“We all want to serve a global audience, in their native language, but without the expense and energy of maintaining a multilingual in-house team. Outsourcing customer support translation to WordsOnline delivers an enhanced customer experience, and allows more companies to go global without the hassle and overhead of an in-house multilingual team.””

Nicola Meinders, CMO at Jonckers

HOW JONCKERS HELPED

With these challenges in mind, Jonckers designed a workflow using WordsOnline to ensure this process is as fast and cost-effective as possible.

Using the customer’s dashboard, the human virtual assistant can easily launch a translation request any time they need to answer a customer query. This allows our client to reduce project management costs and times.

WordsOnline is configured to automatically apply machine translation and then connect to our pool of expert linguists who will post-edit the answers. As customers can ask queries at any time of the day, Jonckers ensures that the post-editors who deliver this service are in different locations around the globe, **which allows Jonckers to provide 24/7 coverage**. The tasks are automatically assigned by the system to an available post-editor based on the time zone.

When post-editing, these professional translators have access to the original question from the OP to ensure they are using the same terminology in their post-edited answer. Once the linguist is finished, and the post-editing process is completed, the customer can quickly download the final file and send that answer back to the user through their portal.



DISCOVER WORDSONLINE BY JONCKERS

The digital world has more content than ever. Yet a marketer's reach is always restricted by the reach of their language engagement and their budgets. But what if you could be in all markets, at the same time? Most translations use a tedious, manual step-by-step process, which is disconnected, time-consuming, and relatively expensive. With over 25 years of experience in language services, Jonckers has developed an AI cloud platform called WordsOnline. WordsOnline uses a continuous publishing and localization approach that is fully automated, data-driven, and with a fully integrated language community.

WordsOnline is the end-to-end localization platform that combines Neural Machine Translation technology with an AI-empowered translation community to provide control, transparency, and scalability. **Go global faster and on budget.**

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THE RESULTS

Using this automated process, Jonckers workflow up to 50 customer queries every month for this particular multinational customer. It takes our team a maximum of 2 hours on a weekday and 3 hours on a weekend to deliver the final target text. In most cases, this workflow is completed in under 30 minutes, with our record being just 3 minutes between the document being uploaded to us delivering the translated answer!

Thanks to WordsOnline, Jonckers breaks the barriers of language in real-time so you can provide human online assistance fast and in any language. Portal users will appreciate the ability to ask a human for assistance in their own language. It's an innovative way to delight users, boosting your customer retention.

Establishing a fluent and transparent communication process has proven key for us to improve our customers' translation workflows. The customer in question appreciated that Jonckers suggested and created this innovative workflow to improve the old processes (which were in line with traditional workflows followed in the industry). They now benefit from an optimized process that is comfortable, fast, always ready, and low cost. They can respond to customers in their own language 24/7, without needing to hire a full-time multi-lingual global customer support team.

