LANGUAGE I/O

How Intralinks builds trust with global users in 14+ languages without compromising on quality and security

	INDUSTRY	INTEGRATIONS	CHANNELS
INTRA LINKS®	Financial technology	Oracle Service Cloud, Zendesk	Email, Chat

Intralinks is a leading provider of market-specific solutions to enable secure and controlled sharing of confidential and highly sensitive documents across enterprise organizations globally. They offer highly specialized content collaboration solutions in the financial technology space, specifically focusing on global banking, dealmaking and capital markets communities. Intralinks supports over 10,000 merger and acquisition deals per year and serves over 4 million users around the world.

"Language I/O and its robust feature set have helped us build trust with our clients, save our agents' time and improve customer experience. What really stands out is that we have a direct point of contact with Language I/O instead of a pool of support representatives, and they've been highly responsive."

Keith Storrs
Director of Customer Experience Applications & Automation

CHALLENGE

Intralinks' customer service team provides award-winning 24/7 multilingual support in several languages, boasting an impressive response time of under 6 minutes. Offering services that involve highly sensitive information in the global banking and financial services space means that Intralinks needs to be able to respond fast to queries in the customers' native language. While they had a team of translators for live customer support over the phone, they did not have any solution to translate email and chat. The team relied on native translation tools on Google and colleagues with language skills to address multilingual requests in these channels.

However, as the user behavior began to quickly shift to chat and email formats, they needed a translation solution that would be quick to implement and scale and help them build trust with their user base and uphold their standards. It became imperative to have an integrated translation tool that not only worked for the agent to understand a user's inquiry, but also to seamlessly provide a response in the same language.

SOLUTION

Intralinks found Language I/O to be the solution that best aligned to their business needs. Language I/O's transparent pricing model and the personalized and hands-on customer service also closely reflected Intralinks' own dedication to providing excellent support. Not only that, since they were operating in a sector where security and privacy were non-negotiable, they needed a solution like Language I/O that helped them easily transition from English-only on written support channels to a seamless, security-vetted, two-way translation.

Intralinks' products are highly specialized and market-specific. With some functionalities labeled only in English and not localized, they needed a glossary of predetermined terms and phrases that would help them provide accurate, relevant translations of their products and services when communicating with customers. Language I/O's self-improving glossary as well as the ability to review and prioritize a translation engine for each individual language has helped them with instant, context-aware translations and vastly improved communications between their support team and their clients.

Initially, Intralinks was able to roll out Language I/O to offer email and chat support in 7 languages. They have since doubled that number and report positive outcomes for both their agents and clients.

OUTCOMES

- Steadily increasing NPS
- Positive customer feedback
- Low response times
- High agent efficiency and productivity
- Highly secure communication and data privacy