

Three Markets. One Support Team.

Global coverage, consistent quality, and \$4M in annual savings.



Money moves at all hours, and so do customers.

For one of Europe's fastest-growing fintechs, customer growth came with a linguistic curveball.

As the company expanded across France, Germany, and Italy, "business hours" stopped meaning much. Transactions, verifications, and account questions came in around the clock and in multiple languages.

What had once been a single, unified queue suddenly splintered into three: French, German, and Italian. Each required native fluency, real-time speed, and that warm, approachable brand tone customers loved.

Hiring native agents across three countries would blow up the budget. Relying on generic translation tools risked awkward phrasing, broken idioms, and, worst of all, a brand voice that didn't sound like them.

When trust is currency, a clunky or incorrect translation isn't just an inconvenience. It's a risk.

So the challenge was set: Deliver high-quality, multilingual, 24/7 support that sounds human, without adding headcount or losing control of the brand.



"We needed to support customers across time zones and languages without losing our voice."

Director of Global Customer Support

Here's how they used Language IO to:

- Deliver** — seamless, human-sounding support in three major European languages
- Unify** — their teams across time zones (from Paris to Bogotá)
- Maintain** — their famously high CSAT while scaling to 24/7 coverage
- Do it all** — without losing the brand voice that made their support team a customer favorite

Because in fintech, trust is everything, and nothing breaks trust faster than a bad translation.

By the Numbers

- 31.3M** words translated since December 2024 (already 38% of total contract capacity)
- ~2.5M** words per month Consistent monthly volume
- \$4M** annual savings via reduced vendor spend, lower training costs, and faster global response times
- Zero** customer complaints related to translation tone or accuracy

This wasn't just about answering more tickets. It was about scaling support in a way that protected brand tone, controlled cost, and improved customer response times across markets. By consolidating into one global team and using Language IO to maintain consistency across languages, the company increased coverage and quality without increasing headcount.

The Business Impact



- 24/7 multilingual coverage** achieved with a single, unified team, eliminating overnight backlogs and ticket delays
- Operational savings** from consolidating multiple local-language teams into one centralized hub
- Improved agent efficiency** thanks to integrated chat, ticket, and browser translation workflows
- Validated scalability** the system is equipped to handle growth up to 82 million words annually, ready for new markets and languages

The Solution: One Global Team, One Consistent Voice

After a quick proof of concept, fintech turned to Language IO to unify its multilingual operations. Within weeks, Language IO was seamlessly integrated into Zendesk Chat, Ticketing, and Chrome, giving agents instant translation inside their existing workflows.

With that foundation in place, the company built something smarter than local coverage... it built global continuity.

One global team, three markets

Overnight coverage was centralized in Latin America, giving the fintech true 24/7 continuity. Customers across Europe received timely, fluent responses, no matter the hour.

Zero disruption

Frontline agents, ticket owners, and end users experienced no drop in tone, clarity, or satisfaction even during the transition. Conversations stayed on-brand, natural, and precise.

Faster rollout

From contract to go-live, deployment was quicker than most enterprise implementations, proving that scaling multilingual support doesn't have to be slow or cumbersome.

Smart Model Selection

Language IO's AI automatically chooses the best machine translation model for each language pair, ensuring every conversation sounds fluent, natural, and on-brand, even for tricky industry-specific terminology

Extended adoption

With the Chrome Plugin, agents could now translate documents and webpages on the fly, boosting efficiency for more complex customer interactions.

About Language IO



Language IO empowers global support teams to communicate fluently with customers in any language (across chat, email, ticketing, and voice) all within their existing CRM. With enterprise-grade security and world-most translation intelligence, Language IO delivers accuracy, consistency, and scale for the world's most customer-obsessed brands.

Because when you're building a global brand, language shouldn't be a barrier, it should be a bridge.