

Renowned Beauty Brand Streamlines Global Support with Automated Translations



A globally recognized beauty brand, celebrated for its luxurious skincare, makeup, and fragrance products, needed a solution to streamline and enhance its customer support across multiple regions. With a significant market presence in Japan and operations spanning five regions, the brand sought to overcome language barriers efficiently while maintaining its unique brand voice in every translation.

Company

This renowned beauty brand operates in the high-end consumer goods market, providing a wide array of beauty products to customers worldwide. With a commitment to excellence and innovation, the brand has built a loyal customer base through exceptional product quality and customer service.

INDUSTRY

Consumer Goods

PLATFORM & INTEGRATIONS

Translation Studio, Salesforce Service Cloud, Live Agent, Einstein Bots, WhatsApp.

CHALLENGE

Automating secure and compliant translation processes across multiple regions for a global beauty brand.

SOLUTION

Implementing Translation Studio to automate translations across all aspects of consumer care, including case management, Knowledge Articles, Live Agent chat, WhatsApp messages, and leveraging multilingual Einstein Bots.

RESULTS

Significant time savings on manual translations, enhanced accuracy with a brand-specific glossary, and improved global customer support.

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Translation Studio saves us doing manual translation via Google and saves teams hours of lost productivity. We love the product!”

Executive Director of Global Customer Care



Challenge

The brand struggled to maintain consistent and accurate communication with its diverse customer base. They required a solution to automate the translation of consumer care cases in Salesforce Service Cloud for streamlined case management. Additionally, they aimed to use machine translation for knowledge articles, live agent chat, WhatsApp messages, and Einstein Bots to offer real-time multilingual support. The solution needed to be secure, compliant, and capable of using a brand-specific translation glossary to ensure accuracy.

Solution

Driven by the need for efficient multilingual customer communication, the beauty brand implemented 1440's Translation Studio. The key features and integrations included automated translation of custom case objects in Salesforce Service Cloud, enabling consistent case management across regions. They utilized machine translation for Knowledge Articles in Salesforce, making valuable information accessible to a global audience. Real-time translation of chat conversations through Live Agent allowed customer support agents to interact with customers in their preferred language. The integration also included translation of WhatsApp messages in real-time, ensuring seamless communication on the popular messaging platform. Additionally, the brand leveraged multilingual Einstein Bots to provide automated, real-time assistance in multiple languages. The implementation of Translation Studio ensured that all translations were secure, compliant, and accurate, thanks to the incorporation of a brand-specific translation glossary.

Results

The integration of Translation Studio has yielded remarkable results for the beauty brand. Automated translations significantly reduced the time spent on manual translations, allowing support agents to focus on more complex customer inquiries. The brand-specific glossary ensured that translations were consistent and accurate, maintaining the brand's high standards of communication. Real-time translation capabilities across various channels enhanced the overall customer experience, providing timely and relevant support in the customer's preferred language. The ability to efficiently manage customer interactions in multiple languages helped the brand expand its market reach and strengthen its global presence.

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The ability to automate translations and provide real-time assistance in multiple languages has greatly enhanced our efficiency and customer satisfaction.”

Executive Director of Global Customer Care