

lingoking

Global success instead of commonplace: The online platform lingoking has been connecting professional interpreters and translators with businesses and individuals - worldwide and around the clock - since 2010. lingoking places special value on first-class quality, reliability and satisfied customers.

The demands of the company grew with each customer and new employee. lingoking initially worked with several different IT solutions, which rapidly lead to valuable time being wasted. There was a need for a platform that provided a clear data structure for all employees. Various requests for a new platform were made:

- Integration of marketing, translation, finance and CRM tools into one IT system
- Optimisation of business processes through partial automation
- Increase of efficiency for processing customer requests and service provider acquisitions
- Synchronisation of third-party tools and external databases for rapid project development and quality assurance

CHALLENGE



Nils Mahler
LINGOKING, CEO

„Our requirements were - and are still - complex. In cooperation with Timo Müller, and later cloudworx, we could pinpoint them, simplify them and most importantly, implement just one solution. With cloudworx, we feel we are in good hands.“

SOLUTIONS



Technical optimisation of lead generation
Conversion of requests with screening for duplicates and transfer into the system



Seamless business processes
Automated clear task assignment for an efficient workflow



Automated communication
Creation and dispatch of documents and emails automated or per click



Integrated payment flow
Automated screening of bank accounts and processing of payments and mapping



Monitoring/reporting in real-time
Setup of extensive reports and dashboards to monitor the most valuable KPIs



Integration of third-party systems
Memsorce (translation), *Dropbox* (file storage), *Campaign Monitor* (email), *PayPal* (payments), *Ekomi* (product review)

RESULTS



Digitalisation of business processes
(FROM 40% TO 95%)



Net processing time per project
(FROM 240 TO 20 MINUTES)



Active IT systems
(FROM 5 TO 1)



Monthly processed projects per employee
(FROM 10 TO 45)