



RWS Community

In its first year, RWS Community saw:

- 8,000 translations
- 3.5 million words translated
- Over 120 language pairs used

Improve customer engagement and user support with a multilingual online community

RWS uses its own machine translation technology, Language Weaver®, to enable users in its online community to communicate with one another better, contribute more, and provide valuable insights

Background

RWS is the world's leading provider of technology-enabled language, content management and intellectual property services. It works with 90 of the world's top 100 brands and has over 7,400 active clients globally. With 1,600 in-house linguists, it translates 3.4 billion words a year, and through its industry-leading machine translation technology, it processes 378 billion words annually.

Challenge

Technology products often require considerable customer support to help users get to grips with the technology and use it efficiently and effectively.

One of the key challenges for RWS was to engage its vast global network of freelance translators: professional, independent individuals who use RWS technology and solutions to generate, translate and deliver content. The more its translators can get out of the technology, the more useful they find it, and the happier they are with it and RWS.

"We wanted a forum for people to collaborate both with RWS and one another," says Lennert Fransen, Customer Enablement Manager, RWS. "By interacting closely, this freelance community could inform and interact with RWS and each other, ultimately enabling freelance translators to make the best use of our products."

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RWS wanted its online community to be a secure, transparent forum to deliver product support, updates, and provide customers with the latest information. It needed to have the ability to provide dedicated groups for different products and even private product groups for customers.

RWS were also keen for the community to be independent, in complete control of the site – free to raise issues, share ideas and help one another. They recognized that by being open, honest and transparent, and giving the community this freedom, people would be more willing to interact on it, help solve each other's problems, and contribute ideas that would ultimately make the technology better and improve how it works in the real world.

However, RWS wanted to take things a step further with their community. As language experts, they understand that a significant barrier to customer participation and interaction is language itself. While English is widely recognized as the international language of business, its exclusive use excludes those who don't communicate in it fluently, or feel awkward corresponding in it – shrinking the potential user base and failing to garner valuable input and ideas from non-English speakers. The solution needed to be multilingual to enable this wider participation to take place and for the community to be truly global.



“One of the stand-out reasons for choosing Verint Community is the flexibility and adaptability. The platform can be customized to suit our specific strategy, it’s intuitive for the end-users, and supports cost-efficient, self-service.”

Lennert Fransen,
Customer Enablement
Manager, RWS

Solution

RWS looked at various technology providers for their online community but ultimately chose Verint and its Telligent platform to solve its challenges.

Verint Community has enabled RWS to implement a modern, interactive online community, which provides the engagement, support, and insights to freelance translators and other customers that they were looking for - all in an intuitive, self-service environment.

RWS uses the complete breadth of pre-built Verint Community functionality – ranging from the forum, blogs and wiki, through to ideas, files and other resources.

Discussion forum

Users can post translation questions, discuss topics and resolve problems – engaging both with other freelance translators and RWS experts for fast, reliable resolution of any issues.

Ideas

Users can suggest and request enhancements to RWS’s language and content technologies. Community members can comment and up- or down-vote on these potential changes. Moreover, seamless integration with RWS’s development platform enables popular suggestions to be progressed using workflow, with Community members notified of the product management follow-up.

Wikis

Community members can create and curate user-generated content. For example, the latest edition of a client brand style guide can be managed and distributed, ensuring only the latest, ‘single version of the truth’ edition is available for use.

Videos

The RWS Community YouTube channel enables users to receive RWS product support, quick ‘tips and tricks’, and best practices, in a visual and increasingly popular format. Users can also use the channel to catch up on recorded RWS webinars.

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Opening the community up to users around the world, to understand and engage in their own language, was a key aim.

Using our proprietary neural machine translation platform – Language Weaver – Community content is translated instantly. Users can either choose to translate all the content on a page or just an individual forum thread/comment.

This means it is no longer necessary to speak English to contribute to the RWS Community – users can ask questions in their own language, reply to others in their own language, and understand a post in a foreign language.

RWS Community is now available in more than 25 languages.

Integrating Language Weaver into the Community website was quick and easy to do. Although it required some development work, it was straightforward to install and integrate the MT API into the website and make it easy for Community members to use – the integrated API can be called up whenever a user wants to translate either a forum post or a full page on the website.



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Results

Since going live four years ago, the RWS Community has become a crucial component of RWS's client relationship strategy.

Scale and reach

The volume of visitors to RWS Community has quadrupled in the last four years to approximately 45,000 unique visitors and 135,000 page views every month. It is currently growing by around 1,000 users a month. Engagement with the site is high, with an average of 380 forum posts being published each month.

Global collaboration

By engaging both with translation peers and RWS experts, the network of freelance translators around the world now have a 'voice' and feel part of a collaborative global community of like-minded professionals.

Flexibility

Staff are able to efficiently and quickly look after the administration of RWS Community. New wikis, forums, and other social applications can be developed and launched in a friendly, codeless environment.

User satisfaction

RWS frequently polls Community users using a net promoter score evaluation to understand user satisfaction in areas such as ease of navigation and search functionality. The question, "Do you feel the RWS Community adds value?" scored "extremely highly" according to Lennert.

Transparency

Because RWS Community is an open and independent social community (monitored simply by RWS for blasphemy and similar content), it is helping to inspire deep-rooted trust between RWS and its customers.



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Results

- Receives 45,000 unique visitors and 135,000 page views every month
- Provides transparent self-service engagement, support, and insights to freelance translators worldwide
- Increases user productivity, as users can work and communicate in their own language
- Draws users closer to RWS – increasing brand trust and loyalty
- Quick to set up as there is little coding development work needed

Integration with other systems

The Verint Community platform is connected with RWS's Salesforce customer support system. If a customer post requires additional support, automated workflows channel the request into Salesforce for prompt, expert help via a support engineer.

Lennert is delighted with the solution and how a multilingual platform is helping RWS engage and work better with translators around the world.

"The Verint Community empowers our global network of freelance translators to have a voice. Frequently working in isolation, they can collaborate with other professionals to discuss shared questions, ideas, and knowledge. It is a vital platform in our strategy to empower customers and maintain their loyalty to the RWS brand."

A truly global community

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8,000 translations



words translated



Over 120+ language pairs used

Discover more of our customer stories:

rws.com/customers

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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