Lingotek - Inside Eloqua Connector Personalizes Genesys CX with Automated Responses in their Native Language

About Genesys*

Genesys® powers more than 25 billion of the world's best customer experiences each year. We put the customer at the center of everything we do and passionately believe that great customer engagement drives great business outcomes. More than 10,000 companies in more than 100 countries trust the industry's #1 customer experience platform to orchestrate omnichannel customer journeys that eliminate silos and build lasting relationships. With a strong track record of innovation and a never-ending desire to be first, Genesys is the only company recognized by top industry analysts as a leader in both cloud and on-premise customer engagement solutions.

*Genesys acquired Interactive Intelligence on Dec. 1, 2016. The combined company is known as Genesys.

About iTalent

iTalent, a certified member of the Women's Business Enterprise National Council (WBENC), is a global technology consulting and cloud integration firm, offering highly skilled expert resources, in a broad range of disciplines while delivering exceptional service and outstanding business value for its customers. iTalent serves some of the biggest names in the tech industry with capabilities and practice areas that are driving innovation

and a new level of productivity within the enterprise. iTalent is focused on being a partner to its clients—not just a vendor—and does so by having a globally flexible model that allows a tailored a solution to meet each client's specific needs. This makes iTalent Corporation a trusted name in the technology consulting industry.

About Oracle Eloqua

Oracle Eloqua is a B2B cross-channel marketing solution, which enables marketers to plan and execute marketing automation campaigns while delivering a personalized customer experience for their prospects. This includes the ability to create automated drip or lead nurturing campaigns that feed customers and prospects information over time.

Challenge

The localization group of Genesys was tasked with helping the marketing department effectively manage translation. The company's goal was to get the department to work directly with the languages services vendor, and to reduce the number of hours required to manage its translations. The department was spending an inordinate amount of time copying and pasting content into spreadsheets.

The process also required several back-and-forth conversations and emails between the vendor and the translator. Genesys needed a solution to streamline and automate the translation process and integrate translation of its marketing automation platform, which is built in Oracle Eloqua.

Solution

Genesys is using the Lingotek - Inside Eloqua for Oracle Connector, a tool created in collaboration with iTalent Corporation, for its PureCloud by Genesys solution, a unified, all-in-one cloud customer engagement and employee collaboration platform. The connector extracts text from Oracle Eloqua, then sends the original content to Lingotek for translation. Once the linguist completes the translation in Lingotek, the connector pushes it back into Oracle Eloqua, automatically rebuilding the multilingual version of the asset. No knowledge of Lingotek or coding is required.

The Lingotek connector automates and streamlines the translation and management of multilingual content—enabling a deep and seamless connection with Oracle Eloqua and several other top enterprise applications, like Drupal.

Benefits

The connector is helping make PureCloud by Genesys content truly interactive by translating automated response emails. When users register for new subscriptions, they get a personalized communication in their own language. This helps keep customers engaged with relevant product recommendations, tailored to their region and culture. The Lingotek - Inside Eloqua for Oracle Connector also helps the company offer more information on its multilingual landing pages, so global customers can learn more at their own pace and can find contact information for people that speak their language.

The marketing team has realized several benefits since using the Lingotek - Inside Oracle Eloqua Connector, including:

- Streamlined departmental efficiency and improved translation workflow
- Coordinated vendor communication
- Faster translation and accelerated delivery
- Collected valuable business intelligence
- Exceeded project goals
- Better resource utilization
- Increased customer engagement and satisfaction

The Lingotek Translation Network increases the speed of delivery for translated content and improves departmental performance, which helps Genesys better utilize its resources. Leveraging an integrated and automated translation solution helps Genesys provide a personalized experience for its customers around the world, boosting their satisfaction and engagement.

Additional Drupal Integration

In addition to Oracle Eloqua, Genesys is using Lingotek's Translation Management System and the Lingotek - Inside Drupal Module to translate its corporate website. The multilingual, open API connector automates and streamlines the translation and management of multilingual content for deep and seamless integration with Drupal as well as several other top enterprise applications. The marketing department is using the Lingotek - Inside Drupal Module to translate Genesys's content into nine languages. This allowed the company to increase the speed of delivery of translated content and improve departmental performance, which helps Genesys better utilize its resources. Leveraging an integrated and automated translation solution helps Genesys provide a personalized experience for its customers around the world, boosting their satisfaction and engagement.

About Lingotek

Lingotek | The Translation Network - Finally. Networked Translation. Connect your company to the world.

Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets. Finally. Networked translation.

Find out more about Lingotek at www.lingotek.com.

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