Moxie

MOXIE LIVE CHAT : REAL-TIME TEXT TRANSLATION

Real-Time Chat Translation for eCommerce Enterprises

THE INDUSTRY CHALLENGE

International ecommerce enterprises must reach global customers in their native languages. As enterprises look internationally for new revenue opportunities, they likewise find a variety of challenges engaging with non-English speaking customers. Many organizations struggle to provide cost-effective, timely content in multiple languages. But the lack of multilingual resources, largely a result of the cost and complexity of maintaining 24/7 agent availability, means firms are leaving global market revenue on the table.

Moxie Live Chat provides a Real-Time Text Translation feature that enables enterprises to deliver outstanding online customer experiences across languages through multilingual web chats. This enables agent coverage worldwide by engaging prospects and customers anytime, anywhere in your customer's language.

THE MOXIE SOLUTION

Moxie Live Chat Real-Time Text Translation Feature performs translation of chat text in real time to allow agents and customers to chat with each other in different languages (e.g. English to Spanish, and Spanish to English).

Through proactive multilingual engagement, enterprises can facilitate faster purchase times, increase conversions, expand into new geographies and markets, reduce the cost of international support, and increase productivity by better utilizing agents' time.

Benefits

- **Increase Revenue Conversions:** Allow agents to chat with customers and prospects in their native languages throughout the buying process.

- **Reduce Support Costs:** Improve time-to-resolution by providing real-time chat translation, so online agents can support users in multiple geographies from one location.

- **Improve Customer Satisfaction:** Offer high-quality knowledge sharing across languages and eliminate customer frustration with English-only interactions. This enables global organizations to increase customer engagement and brand loyalty among non-English speaking customers and prospects.

- **Ensure Consistent Communications:** Customized to reflect each organization's brand, products and culture, making real-time machine translation comprehensible and actionable.

- **Increase Agent Productivity:** Ensure optimum efficiency and quality with simultaneous multilingual customer interactions using an integrated knowledgebase and pre-translated "canned" responses.

"Multilingual customers are critical to Moxie's global Client base. The Real-Time Text Translation feature helps our clients increase revenue and deliver a better customer experience."

– Moxie

KEY FEATURES

- **Enterprise-class Translation:** Supports real-time chat translation in English, French, Spanish, German, Italian, Russian, Arabic, Traditional and Simplified Chinese, Japanese and many other languages.

- **Customize and Configure Language:** Customize and configure languages on the fly for specific business processes that reflect your company's terminology, style, and content, increasing quality and relevance of multilingual content.

- **High Quality Translations:** Quickly identifies and translates slang and typos; supports dictionaries and synonyms. Indicator lets both agent and customer know that text is being translated, showing both original and translated text.

- **Proactive Multilingual Chat Support:** Enables agent to initiate chat based on user behavior and facilitate faster time-to-purchase through proactive multilingual engagement, improving conversions and increasing order sizes.

- **Productivity tools:** Allows agent to turn off translation or change languages; ability to bypass translation for specific words; supports canned responses to ensure optimum efficiency and quality.

- **Chat Transcripts with Translations:** Offers bilingual chat transcripts of chat sessions for auditing and tracking purposes, and also provides customers with a translated chat session.

- **Content Security:** Sensitive content, including personally identifiable information, is maintained in a secure, private workspace and never enters the public domain.

- **Chat Reports:** Measure and track the effectiveness of real-time chat by language and report on the number of chats offered, accepted, and converted.

Benefits

- **Protect Sensitive Company and Customer Data:** Ensure safety with enhanced security features that overwrite customer's sensitive information (such as credit card and social security numbers) from all chat and forum transcripts; supports PCI initiatives.

Real-Time Text Translation: Agent and Customer View