



This case study was developed with a client of SDL, which is now part of RWS Holdings plc

VERINT. **next IT**

nextit.com (now Verint)

Industry: high tech

Category: customer engagement

Headquarters: Spokane, WA

Size: 10,000 customers

Locations: 150 countries

Employees: 2,000

Revenue: \$1 billion (2018)

Next IT uses machine translation (MT) to launch multilingual virtual assistants quickly and efficiently

Background

Part of Verint since December 2017, Next IT provides the Global 5000 with conversational AI systems. These empower enterprises across healthcare, financial services, travel, telecom and government to better serve their customers and employees and enhance the customer experience.

Next IT's technology enables natural interactions via intelligent assistants and chatbots that engage customers more effectively and make employees more productive. Customers can simply talk, type or tap, and the branded virtual assistant – powered by Next IT's natural language platform – will understand and fulfill their requests.

The challenge

With an expansion into international markets, Next IT needed to enable its key solution, an intelligent virtual assistant, for foreign language customer inquiries.

"What we do is we go into different customer domains and build out a language model that really represents their best customer service representative. We build and answer questions for our clients and users in natural language dialogue," explains Roth Fouty, Director of Sales Solutions of Next IT.

Each language model is built in English, and the challenge the company faced was scaling that model into multiple languages quickly and efficiently.

"We really knew the only way to do that was through machine translation," says Fouty.

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The solution

We selected Language Weaver® [formerly SDL Machine Translation] because of its accuracy and the ability to configure terminology for different clients," Fouty continued.

Using Language Weaver, Next IT was able to scale their English models into all relevant languages, so now users can ask questions in their own language. Questions are translated into English in real time, enabling Next IT's natural English processing engine to analyze them, figure out the user's intent and identify the best answer, which is instantly translated from English and delivered in the user's language.

The results

For Next IT, the main key was being able to deliver accurate answers and a very personalized experience. According to Fouty, the results of the implementation have been nothing short of great:

- More than 16 million questions answered
- Success rate of over 90% across multilingual interactions

With this solution, Next IT is able to continuously leverage the content they create in English to provide fast, accurate and highly personalized support to all of their global customers in their own languages.

To find out how Language Weaver can help you achieve global reach visit rws.com/language-weaver

Discover more of our customer stories
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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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