

How to deliver the best user experience to each customer?

Wherever he lives, whatever the language he speaks



CLAAS

 **SYSTRAN**

CASE STUDY

CLAAS is one of the world's leading manufacturers of agricultural engineering equipment

CLAAS

Revenue:

€3,8 billion in 2015 of which 77% outside Germany

Employees:

11 000 worldwide

Plants:

Europe, USA, China, India, Russia



THE CHALLENGE

In its global business, CLAAS wants to offer a customer service in a language its clients understand and ensures they have a **consistently excellent experience** whatever their point of contact with the organisation.

In order to provide the best customer service for each customer in the world, CLAAS had to find the right solution to **localise** efficiently its communication and documentation in many languages while guaranteeing **data privacy**.



THE SOLUTION

CLAAS integrated SYSTRAN translation machine into the company IT system and it will be available soon from its **new intranet portal**.

The solution has been **customised** according CLAAS terminology which enables the customer service to make **accurate and high quality translations** in real time without risking leak of confidential information.



"Back then, our teams used free online translators which left the door open to data leaks and imprecise translations."

Olaf Rehders

E-business Project Manager at CLAAS

A global company with a focus on local markets

Over the last 15 years, CLAAS has grown in size and complexity through acquisitions and new product introductions.

Present on the **five continents** with offices and manufacturing facilities, new needs have emerged regarding the **localisation of documentations** and **aftersales services activities**.

Because of the diversity of the group, the communication in multiple languages is essential to provide **high-quality customer experience**.

Indeed, employees are required to read, write and speak foreign languages particularly Chinese, English, German, French, English, and Russian in order to facilitate internal collaboration, to create contents and to manage aftersales queries.

To do this, the **use of free translation software** was prevalent in the organisation which entailed **quality and security issues**.

CLAAS top 3 challenges : Quality, Consistency and Security

1 The first priority was to **understand in real time international customers and suppliers aftersales requests**, in order to deliver the proper assistance in their language.

2 To ensure the best customer experience, **consistency** is also essential. The objective of CLAAS was to translate and localise large documents according to the corporate and market terminologies while complying with local regulations.

3 All these requirements should go hand in hand with **data privacy**. In fact, it was crucial for the organisation to secure the translations which may contain confidential information.



On the road to globalised and customised communication

Following an evaluation process, CLAAS has organised an evaluation test on extracts of its daily documentation among 3 vendors.

Regarding the quality of the translations, SYSTRAN proved to be the **best solution as the terminology and grammar fulfilled the group requirements.**

The solution **SYSTRAN Enterprise Server** was set up in **4 months** including an application programming interface (API) for a close integration into the company's IT system.

The translation machine is accessible through the **company intranet portal** in which four languages pairs are available among the 140 covered by SYSTRAN :

- English to **French**
- French to **German**
- English to **Chinese**
- English to **German**

A language of pair means that the machine translator is able to translate from the language A to language B, but also the reverse way, from the language B to language A.

To ensure high quality translation, the software includes a **customised dictionary adapted to the business sector and company terminology.**



Teams empowered to guide multilingual customers

Aftersales team feedbacks are very positive. The solution has proven **efficiency** in translating large documents in real time while maintaining the **source formatting** and terminology in multiple languages.

Our teams are now able to communicate with worldwide customers and suppliers by providing a clear and accurate support.

The users are also especially satisfied with the **responsivity of SYSTRAN project team** to their questions and requirements over the long time.

The use of the translation machine is constantly evolving, today more than **500 translations per day** are realized.

The benefits for the team are as much quantitative – substantial **time saving** – as qualitative – **improved dialogue with the customer**.



More tools for a better collaboration

The next steps reside in the **further integration** of SYSTRAN solution into additional CLAAS corporate systems particularly into SAP solutions. One short term project is to translate the company Sharepoint Intranet via SYSTRAN widget.

CLAAS is also planning to add the following languages pairs :

- English to Japanese
- English to Hungarian
- English to Russian
- English to Spanish
- English to Hungarian
- Spanish to German

All these initiatives aim to tackle by turns CLASS different worldwide markets and SYSTRAN has proven to be the right partner to do so.



«The performance of our aftersales service is largely improved as each collaborator is now able to communicate with one single voice in so many different languages.»

About CLAAS



CLAAS is a family business founded in 1913 and is one of the world's leading manufacturers of agricultural engineering equipment. The company, with corporate headquarters in Harsewinkel, Westphalia, is the European market leader in combine harvesters.

CLAAS is the world leader in another large product group, self-propelled forage harvesters. CLAAS is also a top performer in worldwide agricultural engineering with tractors, agricultural balers and green harvesting machinery.

The CLAAS product portfolio also includes state-of-the-art farming information technology. CLAAS employs around 11,000 workers worldwide and reported a turnover of 3.8 billion euros in the financial year of 2014. Outside Europe, they have plants in Russia, India, China.

About SYSTRAN



To help organizations enhance multilingual communication and increase productivity, SYSTRAN delivers real-time language solutions for internal collaboration, search, eDiscovery, content management, online customer support and e-Commerce.

With the ability to facilitate communication in 140+ language combinations, SYSTRAN is the leading choice of global companies, Defense and Security organizations, and Language Service Providers.

Since its early beginnings, SYSTRAN has been pioneering advances in Machine Translation and Natural Language Processing and today the R&D department is working on the next generation based on Deep Learning technology.





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