Webinar On

Importance of creating a multilingual Knowledge Base to serve a global audience

Speaker

Khrystyna Humenna
Head of Marketing, Crowdin
Outline

1. Intro.
2. Why should you localize your Knowledge Base?
4. Localization software: automate sync of your source texts and translations to avoid copy-pasting.
6. Q&A.
Crowdin is a localization software for agile teams and companies with frequent releases or updates.
Companies around the globe are using Crowdin for their localization projects.

- GitLab
- Trustpilot
- GitHub
- G2A
- buffer
- Avast
- Pipedrive

140K+ localization projects
2,1M+ registered users
160+ customer countries
Continuous localization for your whole company

Connect 500+ apps and integrations
Main Reasons to Localize your Knowledge Base

1. Reach a global audience and expand into new markets.

2. Reduce support requests = costs.
   • Your customers can access help articles in their language to get quick answers.

3. Improve customer satisfaction.
   • Run NPS surveys to track results.
Some studies claim the following:

According to a survey by Common Sense Advisory:

- 56% of consumers said that the ability to obtain information in their own language is more important than price.
- Companies that invest in language services have a 1.5x higher revenue growth rate and are 2.5x more likely to have increased profitability.

Some other studies say that:

- Offering self-service support in multiple languages can reduce ticket volume by up to 50%.
- Offering support in a customer's preferred language can improve first contact resolution rates by up to 25%.
Challenges of Knowledge Base translation

1. **Large amounts of content.** It requires time and resources.
2. **Frequently updated content.** You need a system for managing updates.
3. Technical language requires translators to have expertise in the subject matter.
4. A lot of specific terminology. You should aim to translate it accurately and consistently.
5. Repetitive content.
Prepare your content for localization

• Review your content before translating it.
• Write new articles in plain language, so it’s easy to translate them:
  • Short sentences
  • Avoid passive voice
  • Avoid ambiguity and confusion
• Create clear guidelines for your translators:
  • Terminology Glossary
  • Styleguide
  • Brand-specific requirements.
• Hide duplicate content.
Translation strategy

- Choose your target languages:
  - Google Analytics data.
  - Goal-based approach.
  - Market-size approach.
- Hire experts to translate your core articles.
- Use Machine Translation + post-editing or just MT for the least critical articles.
- Review content before publishing.
Real-time preview for HTML, Markdown & XML files

You don't even need the In-Context to be able to work on your Marketing materials based on HTML files. We provide a live preview for them in Crowdin.
Translation Quality Assurance

FRENCH > STRINGS.XML

- Save as...
  Key: save_as
  Context: save_as
  Sava sous...
  Spellcheck failed for the following word: Sava

- Current Password
  Key: current_password
  Context: current_password
  Mot de passe actuel!!!
  Source text doesn't end with "!!!", please remove "!!!" at the end of the translation.

- New Password
  Key: new_password
  Context: new_password
  Nouveau mot de passe!
  - Source text doesn't end with "!", please remove "!" at the end of the translation.
  - Spellcheck failed for the following word: passe!
Localization Software

Pre-translate
Translate
Review

Crowdin

Translated articles

Document 360

Articles in source language

Automated sync:
- Hourly
- Daily
- Weekly
- Monthly

Manual sync:
- Instantly
We keep your data secure

We respect your privacy and offer protection for your projects, files and translations with Crowdin’s security features

- ISO/IEC 27001 certified
- Two-factor authentication
- Private projects, access permissions, and user roles

- EU GDPR compliant
- Single-Sign-On (SSO)
- OAuth2-OpenID Connect
- 99.9% uptime
Localization Workflow
(summary)

1. Choose your target languages and set your goals.
2. Prepare your content for localization.
3. Choose your translation strategy and team.
5. Set up your localization project in Crowdin: upload files, add context, set up workflows, connect MTs, etc.
6. Invite translators.
7. Translate and review your articles.
8. Sync localized content back to Document 360.
9. Launch your localized help center.
Document360

- Knowledge base - public, private and mixed access
- Multilingual knowledge base
  - Supports more than 50 languages
  - Loads local version based on browser settings
Native Integration

Extensions helps you to use your Document360 knowledge base in the external system.

Crowdin
Automate translations and collaborate using Crowdin platform. Enter the unique access token and organization name obtained from Crowdin below.

- **API Key**
- **Organization Name**: crowdin.com

Save
Demo

References
1. https://www.youtube.com/watch?v=o79sUoLGu-A&ab_channel=Document360
2. https://docs.document360.com/docs/crowdin
Questions ?
Thank You!

Feel free to reach out with more questions at

khrystyna@crowdin.com