



Webinar On



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



Speaker

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Outline

1. Intro.
2. Why should you localize your Knowledge Base?
3. Main translation strategies and teams. Ensuring consistency.
4. Localization software: automate sync of your source texts and translations to avoid copy-pasting.
5. Crowdin & Document 360 integration demo.
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



140K+
localization projects

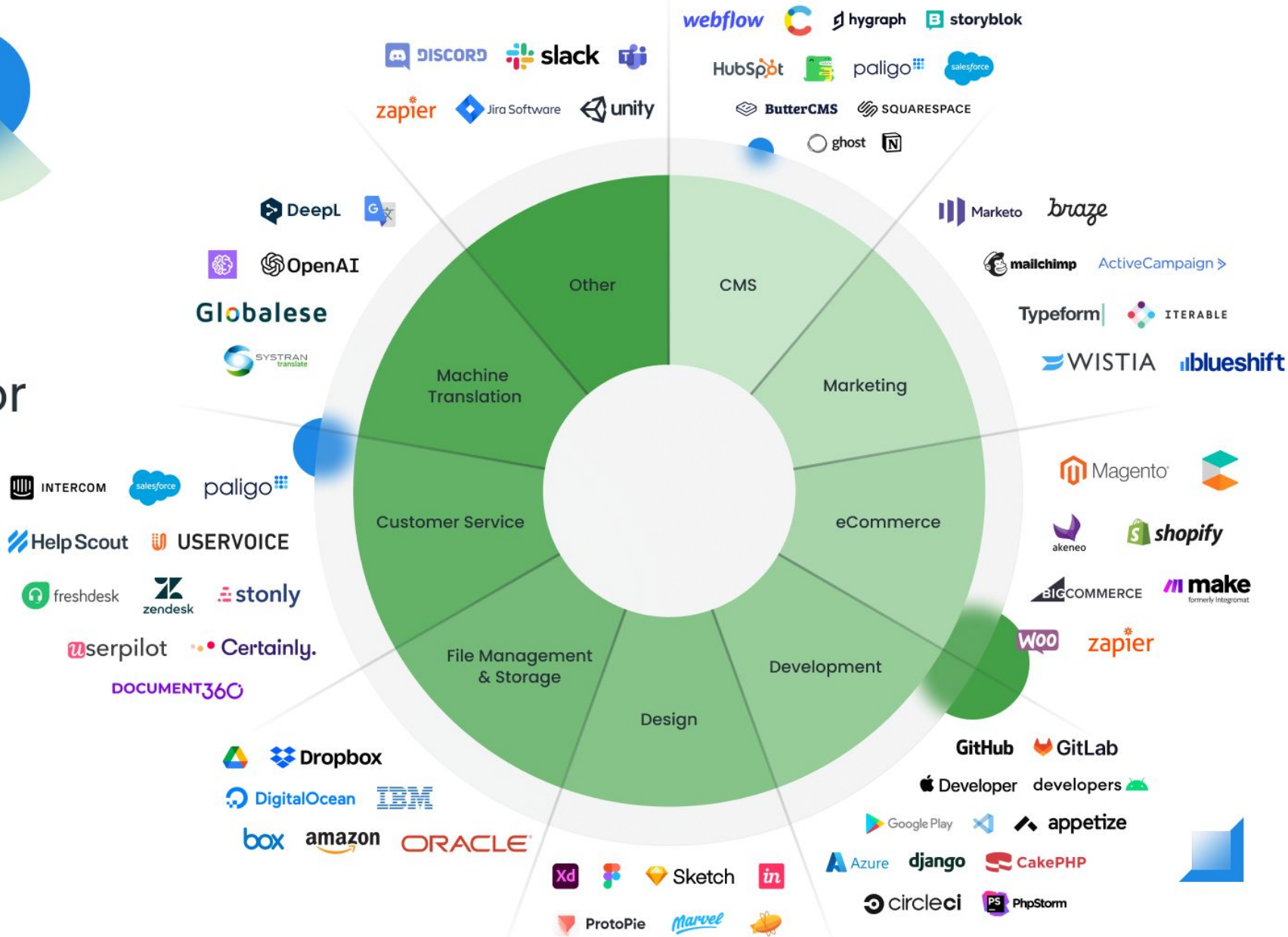
2,1M+
registered users

160+
customer countries

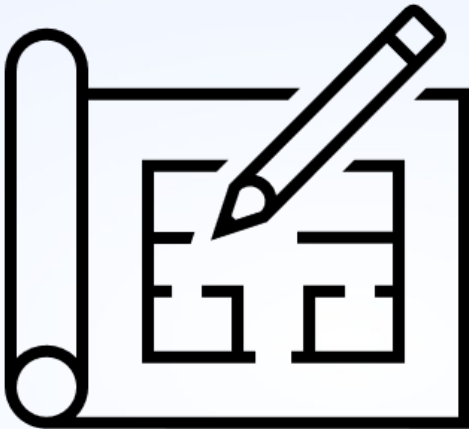


Continuous localization for your whole company

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 surveys 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

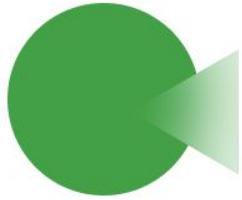
- Review your content before translating it.
- Write new articles in plain language, so it's easy to translate them:
 - Short sentences
 - Avoid passive voice
 - Avoid ambiguity and confusion
- Create clear guidelines for your translators:
 - Terminology Glossary
 - Styleguide
 - Brand-specific requirements.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



The screenshot displays the Crowdin web interface for editing a file. The top navigation bar shows the project name and the selected language, 'SPANISH'. The main content area is divided into two columns. The left column shows the source HTML file with a search bar and a list of roles: Managers, Translators, and Proofreaders. The right column shows the real-time preview of the Spanish translation, which reads: 'Los gerentes de proyecto, traductores y revisores pueden ser parte de su equipo.' Below the preview, there are icons for copy, delete, and insert, along with a 'SAVE' button and a character count of '74 / 80'. At the bottom, there are sections for 'SPANISH TRANSLATIONS' (showing 'No translations suggested yet') and 'TM AND MT SUGGESTIONS'.

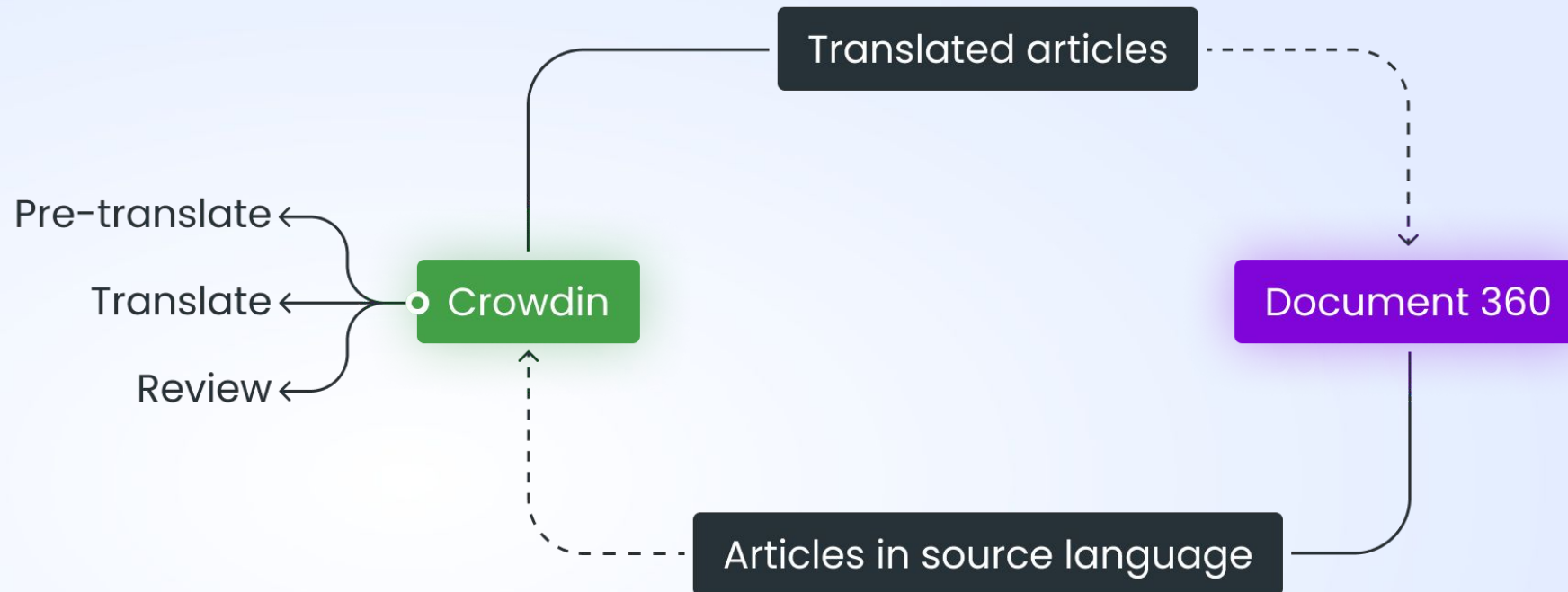
Translation Quality Assurance

FRENCH > STRINGS.XML

String Translation: French

<input checked="" type="checkbox"/> Save as... Key: save_as Context: save_as	Sava sous... Spellcheck failed for the following word: <u>Sava</u> .	✓ 1
<input checked="" type="checkbox"/> 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.	✓
<input checked="" type="checkbox"/> New Password Key: new_password Context: new_password	Nouveau mot de <u>pas</u> se! · Source text doesn't end with "!", please remove "!" at the end of the translation. · Spellcheck failed for the following word: <u>pas</u> se!	✓ 1

Localization Software



🕒 Automated sync:

- Hourly
- Daily
- Weekly
- Monthly

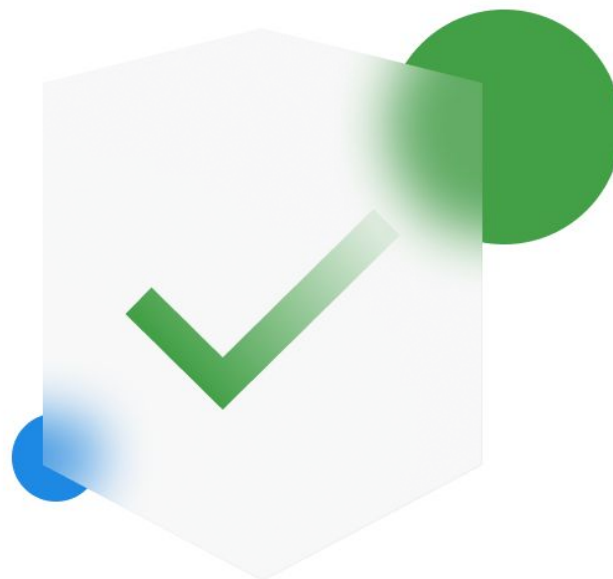
⚙️ Manual sync:

- 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



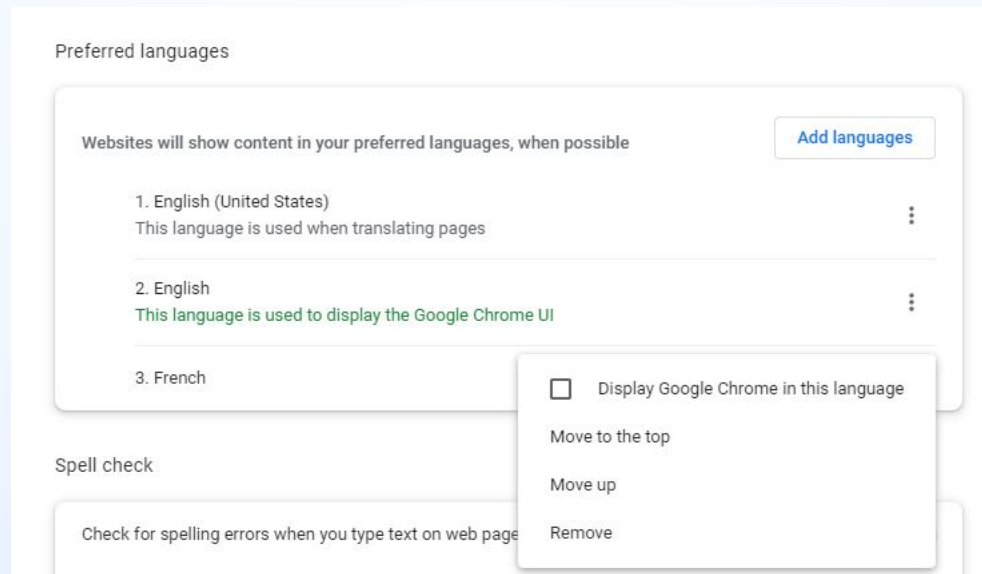
Localization Workflow (summary)

1. Choose your target languages and set your goals.
2. Prepare your content for localization.
3. Choose your translation strategy and team.
4. Connect Crowdin localization software with Document 360.
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.

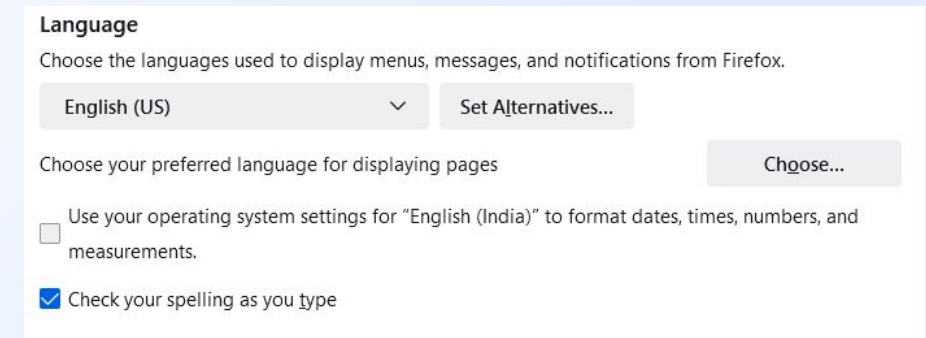
Document360

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

Chrome



Firefox



Native Integration

The screenshot displays the Document360 settings page for a 'Serverless360 Demo' instance. The breadcrumb trail is 'Settings / Knowledge base portal / Extensions'. The left sidebar lists various settings categories, with 'Extensions' selected. The main content area shows the 'Translation & browser extension' tab, which includes a description of extensions and a configuration card for 'Crowdin'. The Crowdin card contains a description, an 'API Key' input field, an 'Organization Name' input field with 'crowdin.com' pre-filled, and 'Save' and 'trash' buttons.

Serverless360 Demo / Settings / Knowledge base portal / Extensions

KNOWLEDGE BASE PORTAL

- General
- Team auditing
- Localization & Versions
- Backup & Restore
- Notifications
- API tokens
- Billing
- Extensions**

KNOWLEDGE BASE SITE

KNOWLEDGE BASE ASSISTANT

USERS & SECURITY

Helpdesk Team collaboration **Translation & browser extension**

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

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

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