



MICROSOFT CASE STUDY 2022

CASE STUDY

OVERNIGHT LOCALIZATION FOR MICROSOFT CUSTOMER EXPERIENCE & SUCCESS (CE&S)



1 MILLION LOCALIZED WORDS PER MONTH



44 STANDARD LANGUAGE COMBINATIONS



52% COST REDUCTION



FAST TURNAROUND TIMES (OVERNIGHT!)

HOW DOES MICROSOFT SAFEGUARD ITS GLOBAL REPUTATION?

- What if Microsoft was aware of a new hack or security threat and then delayed telling all their global clients? It's unthinkable.
- That is why Microsoft needs a reliable translation partner to enable them to inform customers of any patches and updates quickly and accurately in their own languages.
- Microsoft needs to stay on top of its game and protect its customers, through clear information and support.

HOW DOES MICROSOFT'S CORPORATE CULTURE INFLUENCE COMMUNICATIONS?

- Microsoft believes in diversity and inclusion, so all their communications are translated into **43-47 different languages** to reach their global customer base.
- The quality of communication is essential to drive customer loyalty, engagement and to train the next generation of Microsoft users.
- In the age of self-help and short attention spans, a growing range of multimedia content needs to be quick to grasp and engaging, to empower the increasing remote workers and independent/tech-enabled workforces.

WHAT CONTENT TYPES ARE REGULARLY TRANSLATED?

- **Microsoft's Customer Experience and Success team (CE&S) provides global support for all Microsoft products:** Azure, Windows, Microsoft 365, Dynamics, Xbox, and for all Surface devices and accessories, such as laptops, tablets, and earbuds. They cover all topics from product installation and activation to payment and billing management, and tips for working more securely from home.
- Microsoft aims to provide the best customer experience and support possible. To help them achieve this, for the last seven years, Jonckers localizes all their customer services related content: from technical

articles, technical support, security notes, white papers, to social media campaigns. Jonckers translates around one million words per month in **up to 47 languages**.

- To visualize, engage and support, across all customer touchpoints Microsoft provides content in multiple formats like xml, docx, html, txt, pptx, graphics, and videos. The Microsoft Knowledge Base contains more than **150,000 articles**, which are regularly updated, expanded, and refined to help make sure that all Microsoft's customers have access to the very latest information.

HOW JONCKERS INVESTED IN MICROSOFT CE&S'S SUCCESS

- **Pei Wang, Sr. Content Program Manager:** "We don't just feel like another client, we feel that you are invested in making us successful"
- From the beginning of our collaboration, Jonckers successfully delivered multiple overnight projects, some of them in 47 languages, and all ahead of deadline. Due to the variety of translation requirements and different turnaround times, Jonckers has always been flexible to

accommodate Microsoft's needs. This was possible thanks to our excellent communication with Microsoft and the life cycle migration into WordsOnline, Jonckers' AI powered post-editing platform.

- **Pei Wang, Sr. Content Program Manager:** "Jonckers communication has been excellent since day one. Your team consistently delivered"

Collaboration with Microsoft since 1995

Jonckers has worked on a range of iconic localization projects including Windows 95 and Microsoft Vista.

MICROSOFT CE&S'S GLOBAL LOCALIZATION PRIORITIES

1. **Quality** is utmost priority to safeguard their reputation and drive customer loyalty
2. **Cost control** is important, to ensure the whole volume of content can be localized within budget
3. **Speed and flexibility**– required for overnight translation of urgent content
4. **Communication**– to localize consistently and continuously, as smoothly as possible



Charlene Douglass, Knowledge Management Leader:

After many years working together, we're still delighted with Jonckers' service. We value high-quality translations, a competitive price and high-speed turnaround and Jonckers delivers on all three. No one comes close to their pricing and quality level. Other teams are asking us to manage their translations through Jonckers, as they love the quality, speed and service with Jonckers.

WHAT TANGIBLE RESULTS HAVE JONCKERS DELIVERED?

1) Quality Translation

- Our partnership enables Microsoft to offer personalized service, support and training to their clients in up to **47 languages** to drive customer loyalty and gain repeat business.
- As Microsoft needs to support their customers, they need the customers to understand the support, otherwise the content is useless. Also, the company and brand reputation hinges on the quality of visible content. Our diversity and inclusion directives also require us to communicate across language barriers, to be inclusive.

- The quality of translation has been measured in their online engagement metrics: **Helena Masar, Sr. Content Program Manager:** “Not only do you find creative ways to quickly adjust and improve our fast-changing localization processes you are also very fun and easy to work with. You work smart and are very agile, which in turn allows us to thrive.”
- She further added “We track customer feedback on the articles, and their helpfulness, per language vs. other language. We have seen a higher usage of the content and higher ratings through the data.”

2) Cost Control

- WordsOnline's effective workflow application and innovation has not only simplified Microsoft's internal administration, but it has also given them a sharp reduction in localization costs – **over 50% cost** reduction.

3) Collaboration

- **Charlene Douglass, Knowledge Management Leader & Pei Wang Sr. Content Program Manager:** “You listen to our challenges and have been flexible to accommodate our new requests. This allows us to benefit from a reliable and efficient localization service.
- Some collaborations have reduced our overall localization **costs by 50%**. Furthermore, your transparent pricing makes it easy for us to project manage to scale up, as there are no nasty surprises.”

4) Speed & Flexibility

- Jonckers have significantly streamlined Microsoft's internal processes through the WordsOnline platform. With full control and transparency over the quality of the post-editing and monitoring ongoing volume of work, to avoid last-minute panic and ensure we meet all deadlines.

5) Scalability

- Our unique platform allows us to have ultimate elasticity in translating We can handle everything from small content volumes with fast turnaround times to projects that generate millions of words a month.
- This helps us to support Microsoft by easing the pressure on their localization team. They have full confidence that we can scale up translation volumes, as and when they need it. In WordsOnline, Microsoft can also track the production of all the tasks in real time, so they are in control and never miss a deadline.



Charlene Douglass, Knowledge Management Leader:

“Thanks to Jonckers & WordsOnline, our team receives the quality expectations, scalability and fast turnaround times our projects require. Through clear communications, transparent pricing, we are sure that we in control of our global content growth.”



WHAT TANGIBLE RESULTS HAVE JONCKERS DELIVERED?

1	URGENT OVERNIGHT DELIVERIES / MEETING CHALLENGING DEADLINES	4	COST CONTROL / COST-SAVING APPROACH
2	VARIETY OF SOURCE FILE TYPES	5	BEST-IN-CLASS QUALITY
3	SCALABILITY	6	PROACTIVE / TRANSPARENT COMMUNICATION



Simone Painting, Program Manager Jonckers:

Using WordsOnline, we cope with fluctuations in volume. We regularly deliver around **900,000 words** in up to **47 languages** every month for the CE&S team

CONCLUSION

- Changing the workflow to WordsOnline made it possible for us to meet urgent deadlines and to provide the quality levels we needed more efficiently. The use of Neural Machine Translation together with our specialized post-editors and automated workflows etc., resulted in over **50% cost savings** for Microsoft.
- We believe in open dialogue and Microsoft values our willingness to modify our workflow and adapt it to their needs. The implementation of WordsOnline took our collaboration to another level, reaching a new milestone for defining and tracking Microsoft projects.

DO YOU WANT TO STAY UP TO DATE?

Follow us on social media and visit our website for more information:

