

Case Study

think3 sees immediate Return on Investment (ROI) with its localized knowledgebase.

think3 is a privately held mechanical computer aided design (MCAD) company bringing powerful, flexible, affordable "mass 3-D" design software to every engineer's desktop. think3 software is used by leading companies worldwide including home accessory manufacturer Alessi, sportswear manufacturer Adidas, Buell Motorcycle Company (a division of Harley Davidson), Candy/Hoover (vacuum cleaners), Dinan (custom BMW engine parts), Matsushita Seiko (consumer electronics), Sharp (consumer electronics), and Toshiba (consumer electronics), among others.

The Challenge

At <http://www.think3.com/thinkcare>, the company delivers rich, real-time technical support and continuing education to designers and engineers who use the company's 3D design software. To better service their global customers, think3 wanted to offer their knowledgebase to non-English speaking customers. Since information in this knowledgebase is consistently changing and might quickly become outdated, the company could not justify the cost of a full translation service and sought out an innovative solution. think3 initially tried a number of leading machine translation (MT) software packages but their accuracy was not acceptable. Providing excellent customer care for complex product has been key to think3's success; and finding a feasible solution was critical to delivering on their promise of quality support.

The Solution

Steve Becker, V.P. of Customer Care, began to seek other solutions and was intrigued by the various service levels offered by iLanguage. The iLanguage staff listened to think3's needs and offered "iLanguage Dynamic": a combination of Computer-Aided translation (CAT) with human post-editing services that remarkably improved accuracy and greatly reduced the translation cost. An initial project of 50,000 words was done in German, French, Italian and Japanese. As part of a long-term relationship with think3, iLanguage's in-house teams of translators ensured consistency across the different languages. As the knowledgebase of the company increased, so did the post-editing teams' expertise. The use of Computer-Aided translation processes included Machine Translation optimization of custom-built lexicons and linguistic rules, and has resulted in unsurpassed quality and unequalled efficiency on the project. A win-win for both businesses!

iLanguage is clearly the right match for the company. think3 can be assured that its language provider will be there to collaborate as new challenges arise. In the long-term, both companies will benefit from this partnership as the processes become more efficient and iLanguage's familiarity with think3 products and preferred wording increases.

The Result

think3 recorded great ROI with this project: reduced cost of customer support and increased customer satisfaction in Europe. Customers in France, Germany and Italy can now fully benefit from up-to-the-minute technical information that helps them to be as productive as possible using thinkdesign. Furthermore, think3 won a prestigious award as one of "The Year's Ten Best Web Support Sites" from the Association of Support Professionals in 2001, for the exceptional online software service and support it provides through its thinkcare™ customer care program.