



**GLOBALIZE AND HUMANIZE  
MULTILINGUAL DIGITAL  
ASSISTANTS WITH JONCKERS'  
LOCALIZATION SERVICES**



INNOVATIVE TECHNOLOGY

CONVERSATIONAL ARTIFICIAL  
INTELLIGENCE

AUTOMATED CUSTOMER SUPPORT

HUMAN QUALITY TRANSLATION



## SUPPORT YOUR CUSTOMERS WITH THE HELP OF HUMAN-LIKE & MULTILINGUAL DIGITAL ASSISTANTS

Artificial intelligence is changing all aspects of our lives and it looks like it's here to stay. AI can benefit almost every business regardless of size or revenue, so it's not surprising that this is one of the most buoyant and growing industries. However, even if AI is becoming more and more intelligent, it can sometimes still feel a bit artificial.

In recent years, advances in the field of conversational AI have made it possible for companies to develop very advanced digital assistants. These technologies hold conversations in a human-like manner to help and support customers writing to a company with questions, enquiries, or complaints. Digital assistants are fast and profitable but, when seeking support, humans still prefer to communicate with humans.

Jonckers and WordsOnline make it possible for digital assistants to go the extra mile by communicating in a much more personable manner. They are still fast and profitable, but now they can assist your customers just like a human would, and they can do so in as many languages as you want to cover. Outsourcing customer support translation to WordsOnline delivers an enhanced customer experience and allows more companies to go global without the hassle and overhead of an in-house multilingual team.





## THE CHALLENGES

Jonckers collaborates with a multinational software development company to provide their customers with the best multilingual digital assistants. Each party does what they do best: our partner develops cutting-edge digital assistants, and Jonckers gives them a human-like voice in as many languages as is requested.

Our client develops chatbots and digital assistants for multiple companies across all types of industries. Almost every business can benefit from a virtual assistant that will support their customers 24/7. Of course, every company has its own brand voice and communication style that should be reflected in the virtual assistant's communications. Each company's marketing team made conscious decisions about their brand voice, so it needs to be consistent through all contact channels and languages.

This means that Jonckers needs to not only master the typical terminology of a wide variety of industries, we must also adjust the digital assistant communications to the writing style guides of each client. For a digital assistant to sound as human as possible, your AI must reflect the tone of your company.

When translating content to feed digital assistants, Jonckers adapts the communications to the tone of voice, banding style, and internal terminology used by each company. All this, and in multiple languages.



WIDE VARIETY OF SUBJECT  
MATTER



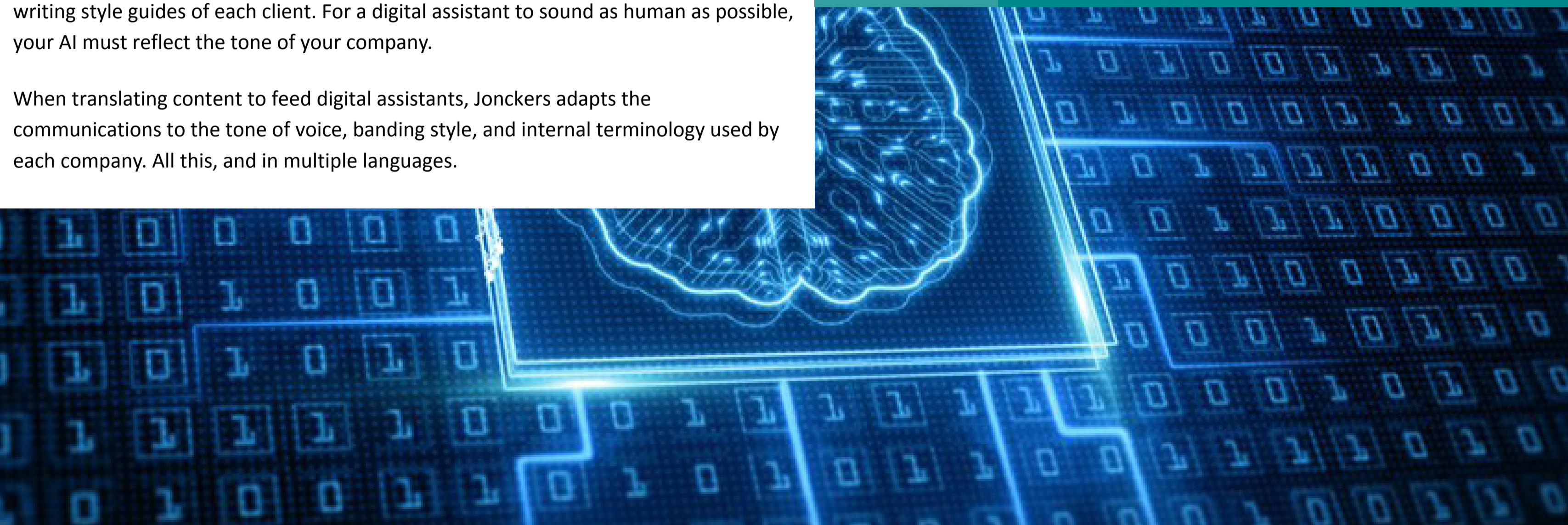
MULTIPLE BRAND VOICES  
AND TONES



CHANGEABLE WRITING  
STYLE



SHORT TURNAROUND TIMES



SUBSCRIPTION MODEL FOR  
RECURRING ORDERS



TRANSLATE NOW OPTION  
FOR INSTANT TRANSLATIONS



AUTOMATED QUALITY  
CONTROL



SPECIALIZED TRANSLATORS  
COVERING ALL TIMEZONES



DYNAMIC WORKFLOWS



## HOW JONCKERS HELPED

After decades in the translation & localization industry, we developed WordsOnline: Jonckers' proprietary AI-powered translation platform. Using WordsOnline, we can automate even the most manual steps of the translation process to deliver huge translation volumes with short turnaround times in the highest quality possible.

Using WordsOnline, we can connect the texts that will train these digital assistants with our network of human professional translators. Our trained linguists process the possible utterances and the autogenerated answers to be able to create multilingual answers that follow the company branding. These are then fed to the digital assistants.

WordsOnline lets us collect texts from multiple sources and assign them to the best-fit human translator. Afterward, our client just downloads the final multilingual files and uploads these questions & answers into their customers' digital assistant platforms.

To automate translation services as much as possible, Jonckers also created our Translate Now platform. This allows customers to directly upload their texts to WordsOnline, select the languages needed, choose the service level required, and pay online. Translate Now ensures the fastest turnaround times thanks to the smart automation of all possible manual processes. And, for recurring clients, Jonckers offers a revolutionary subscription model that allows customers to benefit from great discounts by requesting a regular number of words to be translated each month.







The digital world has more content than ever, yet a marketer's reach is always restricted by their language engagement and their budgets. But what if you could be in all markets, at the same time?

Most translations use a manual step-by-step process, which is disconnected, time-consuming, and expensive. With over 25 years of experience in language services, Jonckers have developed an AI cloud platform called [WordsOnline](#).

WordsOnline is the end-to-end localization platform that combines neural machine translation technology with an AI-empowered translation community to provide control, transparency, and scalability. Go global faster and on budget.

Visit [Translate Now](#) to order a translation instantly, following an automated and simplified model. Upload your documents, select your language combination/s and the quality of service, then pay via PayPal or credit card. It's simply a case of upload, relax, repeat! If you translate regularly, set up a monthly translation subscription to save time, costs, and administration. Consult our [subscription model here](#).

## DO YOU WANT TO STAY UP TO DATE?

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



[www.jonckers.com](http://www.jonckers.com)

## THE RESULTS

Benefiting from WordsOnline, our client now develops multilingual digital assistants for all of their customers while resting assured of their chatbot's linguistic performance. Our customer has been able to grow their business by offering more human-like virtual communications, which in turn, has secured their place as leaders in the market of development of virtual assistants. Jonckers is proud to support our client with this brilliant initiative as we deeply believe in the usage and implementation of new technologies to drive a fruitful business.

*"It's exhilarating to be part of a company developing and successfully implementing automation. It's Jonckers' internal strategy to innovate and deploy AI in all possible scenarios to ensure we're providing our customers with the best translation services. Thanks to our innovative workflows, we're able to process larger volumes with shorter turnaround times, and without risking our linguistic quality. Without a doubt, innovation and technology are the way to go."*

**Melissa Kane, Vice President Language Community at Jonckers**

