

Case study:

Language Solutions to Interact and Engage with a Larger Userbase

Client:

Largest retailer in India, with patronage of more than 50 million customers.

Challenge:

The retail brand wanted KPT Technologies to provide language solutions to the enterprise that would enable their digital systems to provide real time information to the user irrespective of the language used as input language by the user. The result of such an effort would ensure that all users visiting the enterprise's website or app could easily search for the product or service using their native language while the system would give out the most suitable options in real time.

Solution

KeyPoint Technologies used its more than decade old expertise in providing language technology and solutions to enable real time multilingual translations. KPT after careful evaluation created a baseline based on the multiple catalogs shared, solution has been integrated into the client's workflow, this helped the users by delivering the best experience.



Conclusion

KeyPoints timely solution ensured the client had a fully functional language translation engine that provided for accurate translations in real time. The solution also facilitated reduction in translation costs, automated evaluation of translation quality as well as a sharp drop in overhead costs related to support.

About KeyPoint Technologies

KeyPoint Technologies through its proven expertise has pioneered native language messaging and communication with world's largest language base. Spearheading research in linguistics and AI, it has built the best suited next generation language and device solutions. We are trusted partners to OEMs, Operators, and App Developers for developing intelligent interfaces, engines & input experiences. Our product range includes world's first AI powered, user-initiated, multi-lingual, search and discovery platform, Xplore; A multilingual, multipurpose conversational chatbot called Xbot. We are also identified as a leader in the localization industry, providing end-to-end translation and localization solutions to help our clients attain their global communication, marketing and revenue goals.

