

IBM

A worldwide interpreter network measuring customer satisfaction in 48 languages.

Challenge

IBM depends on customer feedback to position its products globally. Measuring satisfaction across every region meant interpreting in 48 languages and getting the results in front of the team every day.

Solution

Argo Translation built the interpreter network and a custom client portal giving IBM real-time survey results, in-depth reporting and search across historical responses. Dedicated personnel run the surveys, collect the results and share them with the IBM team, supporting a supplier certification program. Together the teams now run hundreds of surveys a year in all 48 languages.

Results

IBM sees current and historical data the day it lands, and can export any report for offline analysis. Written translation, interpretation and portal development arrive as one tailored program rather than three vendors.

100s

SURVEYS RUN EVERY YEAR

Daily

REPORTING CADENCE TO THE IBM TEAM

Project information and requirements were submitted from all over the globe. Argo Translation was able to work as an extension of our efforts to verify this information throughout the world with no exceptions. They did so in a very professional manner. Our process for delivering the findings was detailed and they followed it precisely.

IBM