

case study

zeitgeist

CX leader Genesys enjoys premium quality marketing translation with Zeitgeist



When Marina Mann joined Genesys as a Digital Marketing Manager, she found the localization quality of the highest-visibility campaign materials was not up to scratch. So she called Zeitgeist.

Industry: Customer experience and contact center solutions

Challenges

- Inconsistent translation quality
- Time consuming for local marketing resources
- Campaign delays

Solution

- Creative approach by Zeitgeist, the technology marketing language specialist
- Team of dedicated, highly experienced translators and reviewers for quality and consistency
- Proactive project management and direct liaison with local marketing teams for continuous improvement

Benefits

- EMEA and local resources able to focus on core marketing activities
- Improved quality and consistency
- Long-term partnership approach

Company Profile

Every year, Genesys® orchestrates billions of remarkable customer experiences for organizations in more than 100 countries. Through the power of their cloud, digital and AI technologies, organizations can realize Experience as a Service, their vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement.

The Challenge

With more than 40% of their revenue coming from outside North America in 2022, having content ready for local markets is crucial for Genesys. When Marina Mann joined the company in late 2021, she found the quality of high-visibility content to be lacking in her native language of German, and her local market teams in France and Spain had similar concerns.

A solution had to be found. To ensure quality for their highest-profile campaigns, the Genesys EMEA Marketing teams needed a language service provider who could intimately understand their products so their campaigns could make an impact from day one.

The Solution

Marina heard about Zeitgeist from Genesys' former Senior EMEA Marketing Director. Genesys had previously worked with Zeitgeist for high-level marketing translations before the American office centralized all localization operations with a single large volume vendor in the US.

The previous marketing director recommended Zeitgeist to Marina, having experienced Zeitgeist's transcreative approach first-hand. She also knew that their proactive project management could help local marketing teams move the focus away from translation and on to strategic marketing initiatives.



Zeitgeist delivered on every front. "Our French Marketing Manager was immediately impressed with the quality improvement," says Marina. "It was a real breath of fresh air for him." The Spanish team also saw a marked improvement. "You can really see how much care the translator has put into each sentence to both make sense technically but also sound completely natural," says Patricia Echarri, Marketing Manager for Iberia. "I've worked with other vendors in the past, and the difference is night and day."

The Future

"Zeitgeist has helped tremendously with promoting new product offerings across the EMEA region this year," says Marina. "We expect Zeitgeist to play a key role in the rollout of innovative customer experience products in the future."

As Genesys continues to expand across markets and geographies, Zeitgeist is set to remain a key partner for content and campaign localization. "Genesys is one of the movers and shakers in the Customer Experience industry. It's exciting for Zeitgeist to be part of their success story," says Bruno Combart, Managing Director at Zeitgeist.



About Zeitgeist

Zeitgeist is the transcreation specialist for technology brands. Since 2003, Zeitgeist has helped leading IT and telco vendors deliver engaging content for their high-visibility multilingual campaigns, creating high impact with international target audiences.

From campaign planning to publication-ready multilingual artwork, Zeitgeist can support your campaign initiatives every step of the way. To see for yourself how Zeitgeist can make the difference on your next multilingual campaign, visit zeitgeist.global

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