

The Organization

Phoenix Translations
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About

Phoenix Translations, a certified women-owned and operated business, is a full-service technical translation company. Their team has over 35 years combined experience in the technical translation industry, and continues to offer their clients a range of outstanding services.

OVERVIEW

Phoenix Translations uses a 54-step workflow process to ensure that every translation job is completed as accurately as possible and delivered within the client required timeframe. Prior to automation, every step of the workflow was based on hard copy transactions and/or multiple email exchanges between clients, translators, and in-house and remote personnel. Phoenix knew that it was necessary to automate the paper-based process in order to improve competitiveness and operational flexibility.

Work flow process

Used to ensure the timely delivery of our high-quality translations
It begins and ends with you



CHALLENGE

- As a company focused on cost-effectiveness, to increase employee productivity and effectiveness in delivering a quality product to clients on time.
- As a company dedicated to customer confidentiality, to ensure secure transmission of sensitive documents from start to finish.
- With multiple jobs progressing in parallel with varying timelines, to facilitate quick tracking of all documents throughout the translation process.
- With many translation jobs extremely time-sensitive, to be able to determine if and when the client has received the completed product.

SOLUTION

- Phoenix Translations selected Salesforce.com CRM because of its minimal IT requirements, powerful customization capabilities, and anytime, anywhere access.
- Leveraging the customization features of Salesforce.com, an online implementation of the existing operational and quality assurance workflow was built, allowing the customer to manage and execute all jobs in progress.
- Using the features built into Salesforce.com, the customer can track all completed documents sent to language service clients.
- With the powerful API available through Salesforce.com, all translation documents can be securely stored in an MS SQL Server database.
- Language service clients are now able to submit translation jobs that are automatically uploaded directly from the Phoenix website into the Salesforce.com.

RESULTS

- Phoenix Translations now has 100 percent visibility into all translation jobs that are currently in progress for all language service clients.
- Phoenix is now able to offer a value-added service to clients by enabling them to submit requests for translation jobs through Phoenix customer portals custom tailored for their purposes.
- With the ever-increasing need to secure sensitive documents, Phoenix can now meet and exceed all client document security needs.

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