PAYSEND

# How simplified translation unlocked a 10% increase in customer satisfaction at Paysend

DeepL's Zendesk integration provided Paysend with simplified, high-quality translations that sped up resolution workflows by 30 minutes—leading to happier customers and a more efficient team

| Industry: | Key markets: | Key languages: | DeepL products: |
|---|---|---|---|
| FinTech | Europe, USA, Latin America, Ukraine, and CIS countries | English, Russian, Ukrainian, Chinese, Spanish, other European languages | DeepL Translator: Zendesk integration |

**Key takeaways**

Paysend's international teams faced challenges with slow translation workflows in their customer service chats.

Paysend integrated DeepL with Zendesk and saw a 30-minute reduction in resolution time and a 10% uptick in customer satisfaction in a single quarter.

Paysend teams can work more efficiently with the intuitive integration and practical glossaries.

**Meet Paysend**

Paysend is a Global FinTech corporation with a vision to transform the movement of money worldwide. Its suite of products simplifies cross-border transactions for individuals and businesses in more than 30 countries.

Paysend's customer base is made up of global businesses, expats, seasonal workers, and students. Its customers either conduct business with international employees or live in a different country than their own and send money back home.

This diverse customer base means that Paysend's team—of over 250 professionals from 30+ nations—needs to be able to communicate in a variety of languages.

PAYSEND

## Customer support agents struggled with slow translation workflows

With a customer base requiring support in multiple languages—including Russian, English, Chinese, Spanish, German, Ukrainian and French—Paysend faced a hiring challenge. Sourcing native speakers or individuals with high proficiency across these languages proved costly, and it had an impact on the company's ability to expand into new markets.

Paysend's customer support team primarily communicates with customers through messaging and chat channels, which require fast response times. Its previous translation tool solved the language barrier issue, but it had poor user experience and translation quality, which slowed down Paysend's customer support processes.

Clunky workflow steps and inconsistent translation of key terms made it difficult for agents to be efficient—resulting not only in lower customer satisfaction but also in lower agent satisfaction. Some agents were using DeepL as a workaround, which led Paysend to further investigate the solution.
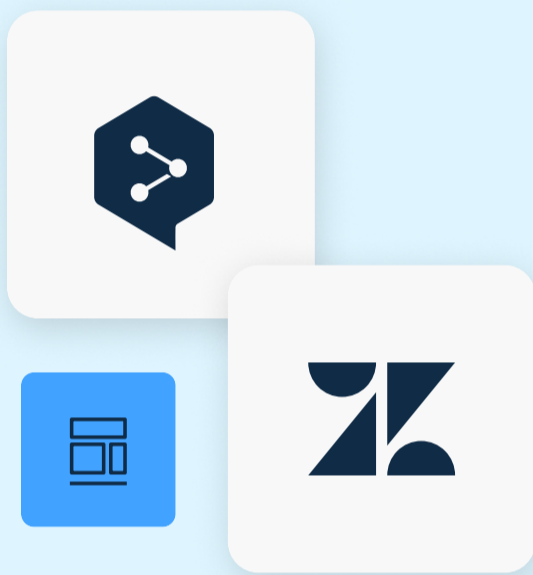
### DeepL's Zendesk integration simplified customer service workflows

After evaluation, Paysend started using DeepL—partly due to its integration with Paysend's customer support platform, Zendesk, but also due to the superior translation quality.

Paysend's ability to increase accuracy and decrease language barriers was further enhanced by implementing DeepL glossary, which is accessed within DeepL for Zendesk. The company-wide, shared glossary allows Paysend to customize translations for words and phrases—which are automatically adapted into the correct context by DeepL—for everyone using it. With DeepL glossary, Paysend has full confidence in the translations provided. This is especially helpful as many agents must communicate in languages in which they aren't fully proficient.

## 10% increase in customer satisfaction

Since the implementation of DeepL, Paysend has seen significant improvements in key performance indicators. The average full-resolution time for messaging has decreased from 5 hours to 4.5 hours. Paysend's customer support teams have attributed faster processing times to the simplified translation process enabled by DeepL. Customer satisfaction saw an impressive 10% increase in a single quarter.

**Paysend has improved the user experience for its service teams by providing access to DeepL for Zendesk, whose intuitive interface has streamlined workflows.** With DeepL, Paysend has successfully overcome language barriers, improved customer satisfaction, and empowered its customer support team to deliver exceptional service more efficiently.

DeepL

Have questions? Reach out to us at sales@deepl.com

**PAYSEND**

# "Overall, the customer success experience has really improved for us with DeepL."

**Svetlana Yumaguzina, Head of Customer Support**

---

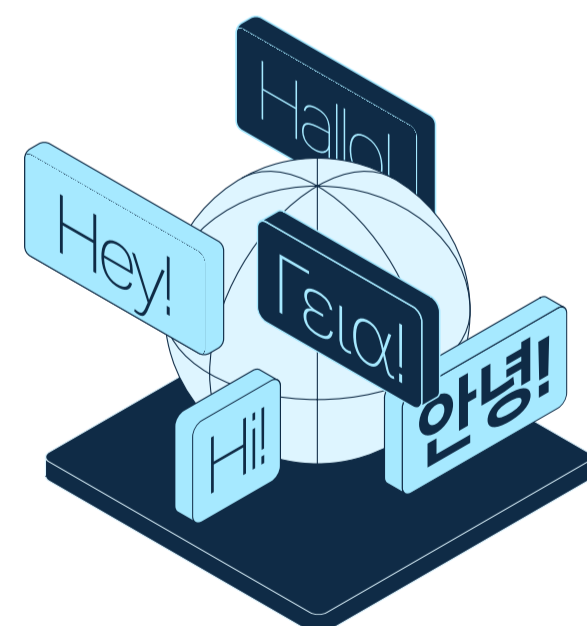## Quality translation supports global expansion

What's next for Paysend? The company sees additional use cases where DeepL can support its business as it expands, for example, with translation of its Help Center content.

According to Svetlana, "DeepL supports us with our expansion. It's always great to have a native speaker talking to a customer, but DeepL gives us a certain flexibility as to how we recruit people. While we will still be hiring native speakers for some key regions we're expanding into, I think DeepL is just perfect to support our overall expansion plans."

## See what DeepL can do for your business

Is your team looking for top-quality machine translation that'll help you cut back on operating costs and grow your business?

Contact us

DeepL

Have questions? Reach out to us at sales@deepl.com