



Serve your customers in their language of choice



A language-agnostic customer engagement platform has been the holy grail for CX leaders. Sainapse makes this a reality by delivering end to end support in a globally unified engagement platform that pulls in appropriate data depending on customer’s language of choice.

Status Quo

Global enterprises need to maintain as many web fronts as they have languages of operation. The complexity of managing languages, and not just country-specific product variants, means global enterprises need to maintain multiple support centers to cater to multiple languages. This significantly adds to support costs and complexity.

A standardized language pack or dictionary cannot cope with this layer of contextual nuance and complexity.

The Sainapse Edge

Sainapse’s patented language switch algorithm autonomously detects languages and has been tested for over 100 languages. A single instance of Sainapse is good to go with as many languages as the enterprise needs to support their customers in.

Bridging the Gaps

Let’s say there are 3 drivers driving variants of the same car in 3 different countries, and each of them reports their issue in a different language. Currently, their issues would need to be routed to different support centers.

What if the language of their queries could be autonomously detected, and the queries routed to a global support team with the right recommendations of solutions and next step actions contextual to the language of the original query?

What it means for you

- Support all languages with one support team
- Eliminate the need for language packs and dictionaries
- Seamlessly integrate business specific terminologies & mixed language expressions

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