



Fitbit Tracks Increased Productivity for  
Global Self Service with Cloudwords

# About Fitbit

As the leader in the connected health and fitness market, Fitbit (NYSE: FIT) is known for its eponymous fitness trackers that helped ignite the wearables trend. Headquartered in San Francisco, the company has eight locations worldwide, more than 1700 employees, and revenues upward of \$1.8B USD.

To help its millions of customers make the most of Fitbit trackers and apps, the company provides an extensive library of self-service tips, tutorials, guides and other helpful content.



## The Challenge

Localization is critical to Fitbit's global expansion. Currently, the company localizes its self service content into eight core languages – French, German, Italian, Spanish, Simplified Chinese, Traditional Chinese, Japanese, and Korean.



*"Frequent import errors prevented the translations from being imported back into Salesforce. Also, it was difficult to track all of the articles for each language. Sometimes translated articles were missing from the returned zip files, but because of the large file sizes and unwieldy format, it was hard to know which ones. It was a mess."*

Dominique Bridge  
Localization Program Manager for  
Customer Support

### No Ability to Scale

Unfortunately, the customer support team's localization process was extremely manual and not conducive to speed and scale. Because most of the content resides in Salesforce, Fitbit's CRM platform, the localization manager had to export articles for translation one by one and save entire batches – up to 40+ at a time -- in zip files. Roughly once a month, the files were sent via email or shared through a file-sharing platform, like Dropbox, to Fitbit's Localization Service Provider (LSP).

The time-consuming process didn't end there. After the articles were translated into eight languages, the Fitbit team often had trouble receiving the articles back from the LSP.

Finally, since most help articles contain embedded links to other help articles, each link in a newly translated article had to be updated manually - a very time-consuming and tedious process.

It was time for a scalable solution.

*"For the increasing volume of articles we needed to translate, the existing process was just not sustainable."*

Dominique Bridge

# The Solution

## Cloudwords' Integration with Salesforce is the Key

Fitbit selected Cloudwords to automate its localization workflow for increased speed and scale. Cloudwords integrates directly with Salesforce to automatically extract content and completely eliminate the slow, manual import/export localization process. Once content is translated by the LSP, Cloudwords automatically imports the new copy to the correct location in Salesforce, making it much easier and faster to complete the localization process.



## Increased Frequency

With Cloudwords, Fitbit's customer support team has increased the frequency of its translations. Instead of sending a large batch of approximately 40-50 articles per month for translation into eight languages, the team is able to send smaller batches of about 10 per week, which allows them to provide customers with frequent, fresh, and up-to-date Help Center content.

## Increased Visibility

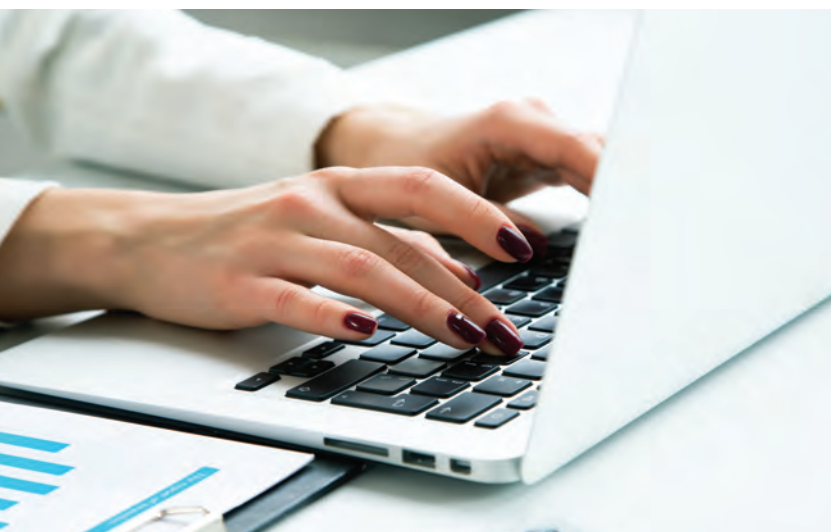
Cloudwords provides complete visibility into the localization process, so Dominique always knows the status of each article from start to finish. She can tag content and group projects by campaign name for easy tracking.

## Increased Productivity

By automating a complex workflow, Cloudwords eliminates the manual steps that used to consume the team's time. For Dominique, one of the biggest time-savers is that Cloudwords automatically replaces each cross-reference link in the correct locations in all newly translated articles.

***"That feature alone probably saves me at least three days of work!"***

Dominique Bridge  
Localization Program Manager for  
Customer Support



# Success!

*"We're thrilled with Cloudwords. It was the only solution for our growing localized knowledge base."*

Dominique Bridge  
Localization Program Manager for  
Customer Support

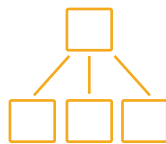
- ✓ Automated workflow
- ✓ Increased speed and scale
- ✓ More efficient localization process

## Results Snapshot



### Speed

Salesforce integration  
saves time



### Scale

Ability to add more languages  
and translate more frequently



### Efficiency

Automated workflow  
eliminates manual steps

## See What We Can Do For You

Cloudwords unleashes powerful project management capabilities to speed time to market for global campaigns and localized content. By connecting marketing systems and automating project workflow, Cloudwords eliminates time-consuming tasks and delivers unprecedented visibility into the localization process.

With Cloudwords, marketers realize the global value of their marketing technology stack, enabling the delivery of more personalized

content, in more languages, to more customers at a speed and quality impossible to achieve with manual processes.

Join a group of global brands like **Amazon Web Services, Armstrong World Industries, CA Technologies, Microsoft, Patagonia and U.L.** who use Cloudwords.

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