

Lilt reduces response times by 5 hours using Front

INDUSTRY

TECHNOLOGY

COMPANY SIZE

501 - 1,000

Lilt is the modern language service and technology provider that enables customers to deliver exceptional global customer experiences. The Lilt team believes that the world's information should be accessible to everyone, regardless of where they were born or which language they speak. The Lilt Platform and its community of over 60,000 professional translators combine to provide human-powered, technology-assisted translation services to global enterprises. With Front, they've cut response times by 5 hours and have been able to deliver a consistently excellent customer experience.

Challenge

Before Front, Lilt managed communication with a combination of Gmail, Slack, and Notion. But with communication scattered across multiple channels and no shared inbox, they had no visibility, even within the same teams. They needed to centralize communication, make clear who was responsible for each message or ticket, and see how they were performing on their service level agreements (SLAs).

With over 100 employees, contractors, and interns working on customer accounts, Lilt needed to improve and streamline communication with customers and one another.

Rules and tags ensure every message receives a reply and a solution

Lilt rolled out Front with their Operations, Services, and Marketing teams. Using shared inboxes, automated assignments, and internal comments improved the way Lilt works as a team.

Using Front, Lilt routes messages to the appropriate team member automatically using rules. Any message that can't be automatically assigned is replied to and then manually assigned. To improve speed even further, the team is in the process of setting up automatic first replies for certain messages.

Each account has its own tag, with three nested tags for customer communication, linguist communication, and cross-functional communication. Each folder has automatic rules for tagging and assignment to team members, so the person responsible is always in the loop.

"With Front, we can hold people accountable and we know exactly the right teammate to route requests to. It avoids a lot of miscommunication around who's responsible for what. We're a startup and always moving fast, so we need to make sure that we provide an excellent customer experience," explains Samantha Reiss, VP of Services.



[Front] avoids a lot of miscommunication around who's responsible for what. We're a startup and always moving fast, so we need to make sure that we provide an excellent customer experience.

- SAMANTHA REISS, VP OF SERVICES AT LILT

Front reduces response times

Lilt's teams are honing their processes and improving response times. The Operations Team's SLA dropped from around 8 hours reply time average down to 2 hours and 45 minutes with Front.

Full visibility increases CSAT

Front's rules and organization capabilities help Lilt meet its customer communication SLA and makes communication with the linguists more organized. Complete visibility ensures that other team members can quickly pick up conversations when anyone is on leave.

Lilt also uses Front to track response time SLAs both internally and externally to understand bottlenecks so they can improve efficiency. Reiss says, “The result of having this kind of visibility is faster and more consistent responses both internally and externally, which influence customer satisfaction results.”



The result of having this kind of visibility is faster and more consistent responses both internally and externally, which influence customer satisfaction results.

- SAMANTHA REISS, VP OF SERVICES AT LILT

Reiss says that Front was an obvious choice, and there's no going back for the Lilt team. “Even though mail client functionality can be found in other platforms, the added communication features like comments as well as the teammate assignment and shared inboxes make our life so much easier.”

She has the following advice for other teams considering Front: “Get your team to rely on Front. It's easy for people to be scattered around other apps, but that's inefficient. Centralize all communication—it's much smoother when it's in one place. Also, use rules for automation! It makes things faster and easier.”

60k

Community members

3x

Faster response times

5 hour

Reduction in first response times