

Custom integration helped Document360 respond to clients' requests and enhance product functionality

How the Document360 team built an integration with Crowdin and now offers customers an automated approach to create multilingual Knowledge Bases.

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This integration partnership brings the rich capabilities of both Document360 and Crowdin and helps our customers have a rich Knowledge Base solution with full automation of the translation process.



Saravana Kumar, Founder & CEO at Document360

DOCUMENT360

COMPANY

Document360
www.document360.io

INDUSTRY

Knowledge Base Software



First, some context

[Document360](#) is a SaaS platform that helps tech companies create, collaborate on helpful content, and publish their tech products' documentation.

Launched in 2018, Document360 currently has 300+ paid customers and 1.5K+ registered users. Document360's client base includes enterprise-level companies like Harvard University, Mambu, Stackify, Customer.io, medium companies, and startups.

At the start, the Document360 team's focus was on providing simple and user-friendly software to quickly generate and publish content for Knowledge Bases, help desks, and FAQs sections.

As the company scaled, more and more features were added, and the question of localization functionality arose. For startups and medium-sized companies, curating multilingual content became vital as they expanded to global markets. For enterprise-level companies, supporting multiple-language documentation was crucial when selecting a knowledge base software right from the start.

To support existing customers in their growth and successfully handle marketing competition, the team started adding localization capabilities to their product.

COMPANY

Document360

HEADQUARTERS

- London, United Kingdom
- Tamil Nadu, India

INDUSTRY

- Knowledge Base Software
- Contact Centre Knowledge Base
- Enterprise Wiki

PROBLEM

The SaaS product was missing the functionality for effective localization. Many clients faced challenges when trying to launch multilingual Knowledge Bases and requested localization capabilities.

WHAT THEY DID

The Document360 development team built an integration with Crowdin and published it on the Crowdin Store.

RESULTS

Custom integration allowed users to keep content in sync between Document360 and Crowdin.

The users are now able to achieve more automation and avoid additional steps in the translation process.



Clients request more automation

The development process started. The clients could soon add multilingual versions of their help centers and incorporate machine translation engines to generate multiple-language content quickly.

Still, the localization process required improvements. After the content was translated by machine, proofreaders had no efficient way to review it. They should be granted admin access which became a sensitive case for many companies.

If translations were outsourced either by separate translators or agencies, it took too much effort to keep the translated content updated and track the translation progress. If there were changes in the source texts, each translator should be notified separately, and the process included too many additional steps.

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Users had to toggle between the pages, copying, and pasting content. Imagine having to do that for hundreds of articles.

Sunil Krishna, Head of Marketing

Customers initiated the improvements with their requests that described the challenges they faced. Also, some of the companies requested integration with Crowdin.

To address these requests and improve customer experience, Document360 started in-depth analysis on ensuring the efficient localization process to every customer, regardless of company size and localization requirements.

The Document360 team turned to colleagues from Crowdin with the idea to build integration and became among the first creators of the apps on the Crowdin Store.

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We had multiple requests from our customers in Europe and Russia, in particular, who were waiting for the Crowdin integration feature in their Knowledge Base websites.

Sunil Krishna, Head of Marketing



Integration development in progress

Teams who want to build apps and integrations with Crowdin can use the preferred programming languages and web frameworks and deploy it in many different ways. There are a hundred different APIs and webhooks that can be used in the deployment process.

Upon Document360's request to build an integration, the Crowdin development team has shared the sample code the Document360 developers could use to integrate the two systems together.

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The sample code which was shared initially almost reduced our development time. The Crowdin team helped a lot to understand it and roll out the integration in the shortest time.

Nandhakumar Selvaraju, Technical Lead

Ensuring continuous localization was the primary concern in the development process. New content appears on help centers regularly, and it was crucial to ensure instant synchronization between Document360 and Crowdin.

So that users could keep source files up to date, automatically upload the translated articles to the Document360 interface, and get them published in a few clicks.

Soon after the start, the Document360 team shared the app descriptor file, successfully passed the review process, and got published on the Crowdin Store.



Document360 announces support for multilingual Knowledge Base

In September 2020, Document360 announced localization capabilities for the software. There are now three options of how the self-service content can be localized.

The first approach allows manual adding translated content via the admin panel. Users can also automatically translate the content with the Machine Translation engine and get it published right away. The latter option does not guarantee efficient quality but might help small companies translate some simple instructions quickly. Integration with Crowdin comes as the third option and is aimed at companies and teams that look to increase translation quality and achieve more automation with the localization process.

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The integration between Document360 and Crowdin allows users to build a seamless localization cycle and forget about copy and pasting content each time a translation is required.

Saravana Kumar, Founder & CEO

Integration with Crowdin addresses all the pain points of the two previous approaches:

- Users can pre-translate articles with the Machine Translation engines and allow human translators to review the content right within the Crowdin project before publishing.

- They can work with the in-house translation team, freelancers, and professional agencies. With the content that is kept in sync between Document360 and Crowdin, the process gets fully automated. Source files are updated regularly. Translators in the Crowdin project are notified of the new content that needs translation, and managers can easily track progress.
- Translation memory helps to reuse existing translations and scale multilingual support at a lower cost.
- Working in Crowdin Editor, translators will be able to preview both source and translated articles and see the whole texts for reference and additional contextual information like the meaning of Glossary terms, screenshots attached, etc.
- Automated Quality Assurance checks will help check translations for missed commas, extra spaces, typos, and other mistakes.
- Ready translations arrive at Document360 and drafts and can be published in a few clicks.



Improved customer experience and expected marketing growth

With the new custom integration, Document360 and Crowdin can now collaborate to help tech companies deliver long-term customer success strategies globally.

Document360 users can now automate localization for:

- Product Help Docs
- Technical Documentation
- Online User Guides
- Frequently Asked Questions (FAQs)
- Standard Operating Procedures (SOPs)

Crowdin ensures the process is fully automated and allows teams to increase translation quality and choose the translation approach that best suits their requirements.

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We expect marketing growth as localization capabilities make the product more competitive on the market and open new opportunities for Document360 customers and the company itself.

Sunil Krishna, Head of Marketing

The Document360 team works continuously on product improvements and scales along with their customers. Integration with Crowdin helped the company to increase customer satisfaction and bring localization capabilities to the new level.

Learn more about [Document360 and Crowdin integration](#).



How to publish your app on Crowdin Store?

Crowdin Apps allow you to integrate existing services with Crowdin and Crowdin Enterprise, add new features, upload and manage content, and more.

Here are the short guides for [Crowdin](#) and [Crowdin Enterprise](#) on how you can get started to build your app.