How Getty Images transformed and scaled its self service solution in more than 10 languages

Founded: 1995

Partners with Wix Answers since: 2019

Mission: Quickly localize and consolidate content to a single source in 13 languages, dev free

Industry: Media


Number of employees: 1800

Products used: Knowledge base for the Getty Media Manager both as an internal handbook and customer knowledge resource for how to’s and articles

"Wix Answers gave us the ability to create a help center exactly the way we wanted in a short time frame with zero development, minimal effort and in multiple languages."

Darren Vandervort, Product Manager for Media Services at Getty Images
Getty is a world-renowned award-winning distributor and creator of still imagery, video, music, and multimedia products, serving businesses in more than 100 countries. With such a vast global operation, self-service is central to Getty’s customer support philosophy.

The Challenge.

Getty Images needed a new knowledge base solution that would:

- **Reduce the number of support calls** to account managers by enabling customers to find answers on their own from how-tos and articles.

- **Make it easy to migrate existing content** from a non-scalable system to a modern and easy content management solution.

- **Localize content in 13 languages** with minimal effort and no dev dependency.

Their existing support provider’s knowledge base required extensive development that would be expensive and time-consuming. Ultimately, this drove them to look for another solution for knowledge management.
Results achieved with Answers.

**Challenge**

Reducing support calls by enabling customers to find answers on their own

**Gains**

- Customers can find answers themselves with the help of built-in, NLP-based search capabilities and a revamped, brand-tailored knowledge base.

- Account managers can focus on complex cases instead of providing assistance for easy how-to’s. Customers have the ability to find answers easily for themselves now and only get in touch for more in-depth questions.

**Challenge**

Migrating content from a complex content manager while still being cost-effective

**Gains**

- Seamless transition of all existing content and knowledge articles to Answers that could be implemented without the need for a dedicated team. The old content could simply be copied into the new content manager after a 5-minute onboarding.

**Challenge**

Localizing content for customers around the globe and creating a knowledge source for employees

**Gains**

- Knowledge base articles were localized in 13 languages using the Crowd-In integration. There was no need for dev resources or outsourcing content translation.

- An internal handbook for employees and onboarding resources for new team members through detailed articles that can be easily accessed from their new help center.
The Impact.

01. Content that’s localized in 13 languages with minimal effort.

The most significant value Getty gained with Answers was how easy it was to translate their content into 13 languages with no need for a dedicated team and no downtime involved. Getty can now also localize their content in 13 languages to support customers more easily around the globe.

Scheidhauer, a German account manager at Getty, said she only needed a “quick walkthrough of 5 minutes and I had the hang of it - the platform was completely intuitive when I started using it.”

Frida especially appreciated the attention to detail and uncomplicated editing. “To open a new field you simply need to hover, and copying or removing URLs is just super easy,” she said. “Everything was quick to get a hang of and that’s coming from someone who usually doesn’t work on articles in the backend, so I had minimal experience.”

02. A knowledge base that lets customers easily find answers on their own.

Answers offered Getty a stress-free transition process with a “smooth transfer of articles and easy implementation,” says Darren Vandervort, Getty’s product manager for their Media Services. Getty was able to put all content and data in one place without needing additional products such as dropbox or an asset-tracking extension.

Getty’s previous solution was structured mainly around PDF’s customers could download or account managers would send in response to a support issue. But it “was not searchable and had an outdated help menu,” explained Darren. They wanted a more modern knowledge base and one that would allow them to easily transfer content.

03. Transferring, implementing and customizing content seamlessly

Getty decided to go with Answers when they discovered how simple transferring content would be. According to Darren, “the process of transferring the articles to Answers was smooth and easy to implement.”

Darren initiated and led the transition to Answers. He liked the fact that they wouldn’t have to rewrite any content and that there wouldn’t be any extra development needed. Customizing the knowledge base for their brand was also essential. “I got the page to look exactly how we wanted,” said Darren. “It looks amazing and was very simple.” Darren added that “it was super easy to put the help center on its own domain” with no complicated flows, developers or IT teams involved.
04. Reducing the number of support calls

Answers made it easier to onboard customers, which is the most important function of Getty’s knowledge base.

When customers register with Getty, they are assigned an account manager for support. Account managers can now provide new customers with links to knowledge base articles or how-to’s.

“To simply point out the knowledge base to users — give a general explanation and a link — is a far better user experience than packing a dense explanation in an email,” Frida points out. “And it reassures clients they don’t have to go back and forth 100 times.”

 Getty’s account managers now spend more time addressing complicated technical issues or helping with aspects of onboarding that might be more challenging.

05. A resource for employees and handbook for account managers

In addition to simplifying onboarding for customers, account managers are using Getty’s knowledge base to familiarize themselves with different product flows. Instead of having to consult more experienced account managers, they are now able to find answers on their own.

“For us account managers, the KB functions as a modernized form of a handbook,” explained Frida. “I can actually do a search in the knowledge base by simply typing in a term and that’s it — which is fantastic and makes our work so much easier.”

Frida Scheidhauer, German Account Manager at Getty Images

What’s Next?

Moving forward, Getty is planning to use the actionable insights Answers provides to optimize their help center, add more content, including how-to videos, and embed widgets for contextual support on their website.