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Microsoft Azure Translation for Channels

2025-07-28 - Alberto - [Comments \(0\)](#) - [Product \(Agent\)](#)

□ Introducing Translate Mode for Real-Time Multilingual Support

We're excited to launch a powerful new feature that breaks down language barriers in customer support: **Translate Mode**, powered by Microsoft Azure Translator. Now, agents can communicate effortlessly with users across the globe — no extra tools, no manual copy-pasting.

□ What's New?

With **Translate Mode**, agents can now:

- Instantly translate inbound and outbound messages for Messenger, WhatsApp, Facebook, and Instagram messages.
- Preview and edit translated replies before sending, ensuring clarity and accuracy.
- See both original and translated messages for full context.

Customers, meanwhile, enjoy a seamless chat experience in their native language — making support feel faster, friendlier, and more human.

□ Easy to Use

Agents will see a new "**Translate Mode**" button in the ticket interface (visible once your helpdesk is configured with an Azure API key). When activated:

- Inbound messages are auto-detected and translated to the agent's language.
- Agent replies are automatically translated into the customer's language.

□ Why It Matters

Multilingual support shouldn't be a blocker — and now, it isn't. Translate Mode removes the friction of working across languages so agents can focus on what matters most: delivering great support.

Ready to go global with your support?

Make sure your helpdesk is set up with Azure Translator, and start using Translate Mode today.

□ Language is no longer a barrier — it's a bridge.

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