Clio Integration Awards Showcase: MotaWord

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Meet MotaWord, our 2023 Clio Integration Award Winner for Best New App!

MotaWord helps lawyers navigate the needs of a global legal industry who are dealing with documents in various languages, and tight deadlines. It provides seamless, high-quality, and cost-effective translation services for law firms, ensuring that all translations maintain the original document's intent, tone, and legal nuances.

To learn more about MotaWord, we spoke with Evren Ay, Founder of the company. We enjoyed hearing about the work MotaWord is doing and about its innovative approach to transforming the legal industry.

Clio: Thank you for connecting with us! Could you tell us a bit about what MotaWord does?

Evren: MotaWord is a global translation platform that specializes in the rapid, cost-effective and certified translation of all types of documents, as well as the localization of software, websites, and apps.

Clio: What inspired the creation of MotaWord?

Evren: The 'agency' model for accessing high-quality, on-demand translation services was riddled with inefficiencies, redundancies, and cumbersome processes reliant on human intervention, making it slow, costly, and prone to errors. We created MotaWord, a cloud-based platform that integrates smart models for quote generation, order automation, and AI-driven process management. This platform is always accessible and offers translation services that are 20 times faster and 60% less expensive than traditional translation agencies, catering to any type of translation job, 24/7.

Clio: Can you tell us a story or two of customers who you've seen benefit from MotaWord?

Evren: We count numerous corporate clients among those who find immense value in MotaWord, viewing it as a gateway to dependable translation services.

Iron Mountain, for example, turns to MotaWord for on-demand translations to cater to their global employees and clientele. Envoy Global trusts MotaWord as a crucial partner for translating their clients' documents in immigration cases. Even Istanbul Airport—the

largest in Europe and the seventh busiest worldwide—depends on MotaWord for translations in 10 languages for their websites and operations.

However, beyond these corporate partnerships, what we cherish most is our daily service to hundreds of individual clients. These individuals often face steep prices and accessibility challenges stemming from the traditional agency model of translation services. MotaWord empowers them with immediate access to top-tier translations, free from minimum charges, and with swift turnaround times, benefitting thousands monthly.

Clio: How does it feel to hear stories of customers benefiting from MotaWord?

Evren: Every success story from clients, be it major businesses or individuals, fills us with pride and purpose. It's especially heartwarming to know we're addressing real challenges faced by those burdened by traditional agency models. We're profoundly grateful on two fronts: firstly, to our clients for their trust, and secondly, to our community of over 26,000 global translators. Not only do we provide them with a revenue stream, but we also offer intriguing projects that enrich their professional journey using state of the art tools to aid in their craft.

Clio: What are the three most important things for our audience to know about what MotaWord offers?

Evren: Speed & Accessibility: MotaWord offers on-demand, high-quality translation services that are instantly accessible. With no minimum charges and swift turnaround times, clients can receive translations whenever they need them, be it for business operations or individual requirements.

Affordability: Unlike traditional translation agencies that may impose high fees, MotaWord is structured to be cost-effective. This makes high-quality translations more accessible, especially for individuals who might be particularly sensitive to pricing.

Diverse Expertise: MotaWord's vast community of over 26,000 global translators ensures that clients not only benefit from a wide array of language options but also specialized expertise for different industries, topics, and project types.

Clio: How do you feel about winning an integration award?

Evren: Winning an integration award for MotaWord is a profound honor and a testament to our team's dedication to innovation and excellence. It reaffirms our commitment to bridging linguistic barriers and offering seamless experiences for both our clients and our vast community of translators. Each recognition serves as motivation to continue refining our platform, ensuring that we remain at the forefront of accessible, efficient, and high-quality translation services.

Clio: What are your plans for the future of MotaWord?

Evren: As we look to the future of MotaWord, our primary objective remains unwavering: to revolutionize the translation industry by continually improving the efficiency, accessibility, and quality of our services. We aim to integrate even more advanced AI technologies to complement our global network of translators, ensuring faster turnaround times while maintaining the highest standards of accuracy. Furthermore, we're exploring partnerships with educational institutions and businesses to extend our reach and impact. With the feedback of our invaluable community of over 26,000 translators and our diverse clientele, we're excited to embark on new ventures and innovations to solidify MotaWord's position as the premier choice for translation services.

Clio: Anything else you would like to add?

Evren: Thank you to Clio for recognizing us as a valuable partner.

Learn more about how MotaWord and Clio can help your law firm succeed!

About Clio

Clio is the global leader in legal AI, powering legal work across the profession, from law firms of every size to corporate legal teams, government agencies, and courts. Its Intelligent Legal Work Platform unites the business and practice of law, connecting the people, information, and processes behind legal work. Clio's AI brings the context together with legal sources drawn from Clio Library, a growing collection of more than one billion legal documents. Over 400,000 legal professionals in more than 130 countries rely on Clio to run their legal world. Learn more at www.clio.com.