

Linguix API Case Study: Boosting Conversions for a Productivity App

```
{  
  "length": 3,  
  "offset": 92,  
  "message": "Use a comma before 'so' if  
it connects two independent clauses (unless  
they are closely connectrd and short).",  
  "category": "Punctuation",  
  "replacements": [  
    ", so"  
  ]  
},
```

This is a great API so I would
really love to use it!



[Linguix API](#) — is a feature that helps businesses enhance their performance by seamlessly integrating Linguix Writing Assistant into their IT ecosystem and processes.

Here's a success story of such an implementation that enabled our client to significantly improve their sales department's performance in just one week.

Client

[Turbo](#) — B2C online service/browser extension enhancing users' productivity by expanding text out of pre-saved shortcuts, Freemium subscription model

Challenge

The client was seeking to increase the efficiency of their outbound communication with potential and existing non-paying users to convert them into recurring paying customers. Specifically, one of the challenges was to improve the linguistic quality and marketing impact of upsales messaging while keeping the workload low.

Goals

- ✔ Improving communication quality and efficiency by eliminating spelling and grammar mistakes in messaging.
- ✔ Bringing the messaging in compliance with the company's communication guidelines.
- ✔ Increasing customer retention rate.

Process

The entire process of API implementation took four days, from the first consultation to the actual deployment into production.

Linguix's API offers a wide range of check calls, of which the client used the ones pertaining to grammar, punctuation, typos as well as style checks, linking them to the corporate guidelines.

- category_data_key
- Casing
- Typos
- Compounding
- Grammar
- Style
- Collocations
- Punctuation
- Confused_Words
- Nonstandard_Phrases
- Redundancy
- Semantics
- Plain_English
- Wikipedia
- Typography
- Creative_Writing
- Repetitions_Style
- Ton_Academic
- AI

Available grammar check calls in Linguix API

As a result, users from the sales department were able to get alerts and improvement suggestions on the fly:

Imagine the possibilities: no more wasted hours on repetitive data entry tasks or the frustration of dealing with incompatible software. Our software integrator will automatically sync your systems, ensuring that your data flows seamlessly between platforms with minimal effort.

• Spelling mistake



seamlessly

Additionally, Linguix API functionality covered syntactical checks to help make the text more readable and compelling:

Are you tired of manual data entry and the inefficiencies that come with managing multiple software platforms? Our team of experts is here to help! With our innovative software development services, we can seamlessly connect and synchronize your diverse range of software systems, streamlining your processes and saving you valuable time and resources.

Our software development services can connect and synchronize your various software systems, saving you time and resources by streamlining your processes.

 Simplify sentence



Results

Some of the immediate positive outcomes of the implementation include:

- ✓ 10% faster communication for sales reps.
- ✓ 8% increase in customer retention rate.
- ✓ 9% longer average in-app time daily.

In general, the client's sales communication has become more stylistically uniform, grammatically correct and compelling while taking employees less time to complete the same amount of outreach activities.