



Don't Let Language Stand in the Way of the Customer Experience

Delivering Great Customer Experiences Globally





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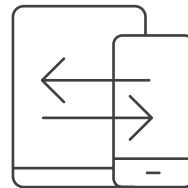
Why customer experience makes all the difference

Offering a great product or service is no longer enough. Customer experience is now a top differentiator in customer satisfaction, loyalty and retention. For global audiences, offering effective multilingual customer service and support across channels and time zones significantly improves the customer experience and increases customer satisfaction and loyalty.



Companies that lead in customer experience outperform laggards by nearly 80%

Forbes



80% of customers are more likely to purchase from a brand that provides a personalized experience

Epsilon



58% of contact center leaders say translation increases loyalty to the brand

ICMI



The importance of speaking the customer's language

We've all seen the language selector on our favorite brand's website. For many, that selector may be the only place where language has been considered. But speaking the customer's language is much more than having a language drop down - language plays a vital role in the customer journey.



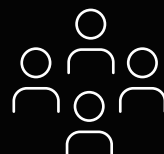
65%

of consumers prefer content in their own language - even if it's poor quality



73%

of consumers want product reviews in their own language



40%

of consumers will not buy in other languages

CSA Research





Emotional connections lead to loyalty

Great customer experiences create indelible emotional connections and are a product of ease, speed and effectiveness. Within a customer journey, there are multiple communication touchpoints. Often, language options at one touchpoint do not carry across to the next. For example, website copy is translated – but not the user community.

Similarly, companies that are activating digital assistants and chat bots often treat language as an add-on. This inconsistent application of language leads to a broken customer journey and makes it difficult for customers to form a lasting emotional connection with the brand.

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

Nelson Mandela





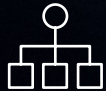
Today's customers demand the best

Easy, Personal, Convenient



24/7/365 access

Whether at home, in the office or on the move, customers want immediate access to support information at any time – day or night and across time zones.



Cross-channel

Issue resolution via social media or messaging often requires less effort than traditional methods.

Accessible, Fast, Accurate



Efficient resolution

Issues must be resolved as quickly and seamlessly as possible. Staff are empowered to resolve issues themselves – with as little time waiting in call queues or on hold as possible.



One single source of truth

Consistent customer care quality requires access to a complete and centralized, updated and localized product knowledge base – a single source of truth that staff can trust.

Don't let language stand in the way of the customer experience



Putting language first with machine translation

Understanding your global customer, and communicating across languages at scale, is often a manual, fragmented process.

Machine translation can break language barriers across content-intensive functions like marketing, customer service, eCommerce, and customer feedback automatically and at scale.

Machine translation can provide instant-translation to user-generated content from social platforms, forums and emails, to help organizations leverage that feedback to make better service decisions.

The same technology can also help chatbots and virtual assistants speak in the language of the customer, and can provide a way for contact professionals to work with a global customer base easier.



Don't let language stand in the way of the customer experience



How enterprise machine translation improves the customer experience process



Pre-purchase

Provide product information in the user's own language.



Purchase

Provide your global customers with the help they need for a smooth purchasing experience.



Use

Assist with product setup. Monitor and use online reviews for insight into global trends and product improvements.



Loyalty

Provide product recommendations based on customer feedback to increase repeat sales.



Don't let language stand in the way of the customer experience



How enterprise machine translation improves the customer experience process



Speed

Translate content and human interaction instantly



Quality

Customize and train your translation engine for your specific content



Low cost

Reduce need for multilingual agents



Scalability

Process any content volume



Security

Reduce compliance risks, secure customer information

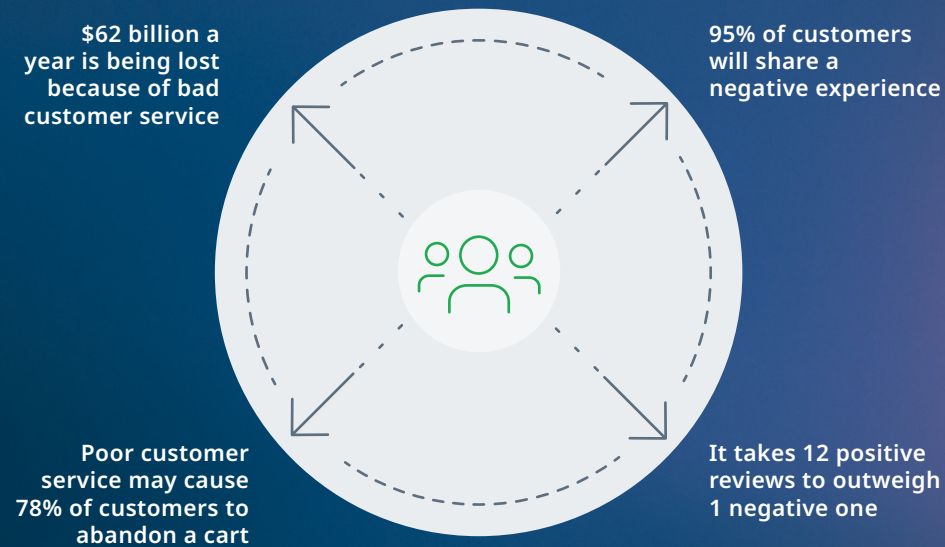


Loyalty: the ultimate benefit of machine translation

How important is customer service to customer loyalty?

Customers that are delighted with their service will shop more and share their experiences with others. They are your best advocates.

Customers that receive a poor customer experience not only abandon their carts and eventually leave the brand, but they share their opinion with others and will turn prospects away.



FM Outsource



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Creating better customer experiences with SDL Machine Translation

Break through the language barriers standing in the way of delivering a better customer experience with SDL Machine Translation

Wide breadth of languages

Take advantage of 130+ language pairs, built by experts in language and business. Over 2,000 language combinations possible.

Flexible deployment

Available in the cloud, on-premises or as a hybrid – with integration points to a variety of business applications for content, business intelligence and more.

Built for channels

Can be used to add multilingual capabilities to virtually any channel. Customers use SDL to translate their documents, their web content – as well as real-time channels such as chatbots and virtual assistants.

Enterprise ready

Optimized for a variety of deployment environments and built to support enterprise-scale processing. Fully secure, with a variety of options for customizing and adapting the solution to your own unique environment.

Find out how our MT software solution can empower and enable your global customer support:

sdl.com/machine-translation

SDL, part of RWS Holdings plc, is the intelligent language and content company. Our purpose is to enable global understanding, allowing organizations to communicate with their audiences worldwide, whatever the language, channel or touchpoint. We work with over 4,500 enterprise customers including 90 of the world's top brands and the majority of the largest companies in our target sectors. We help our customers overcome their content challenges of volume, velocity, quality, fragmentation, compliance and understanding through our unique combination of language services, language technologies and content technologies.

Are you in the know? Find out why the top global companies work with and trust sdl.com. Follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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