



**Expand your global customer care
with machine translation**



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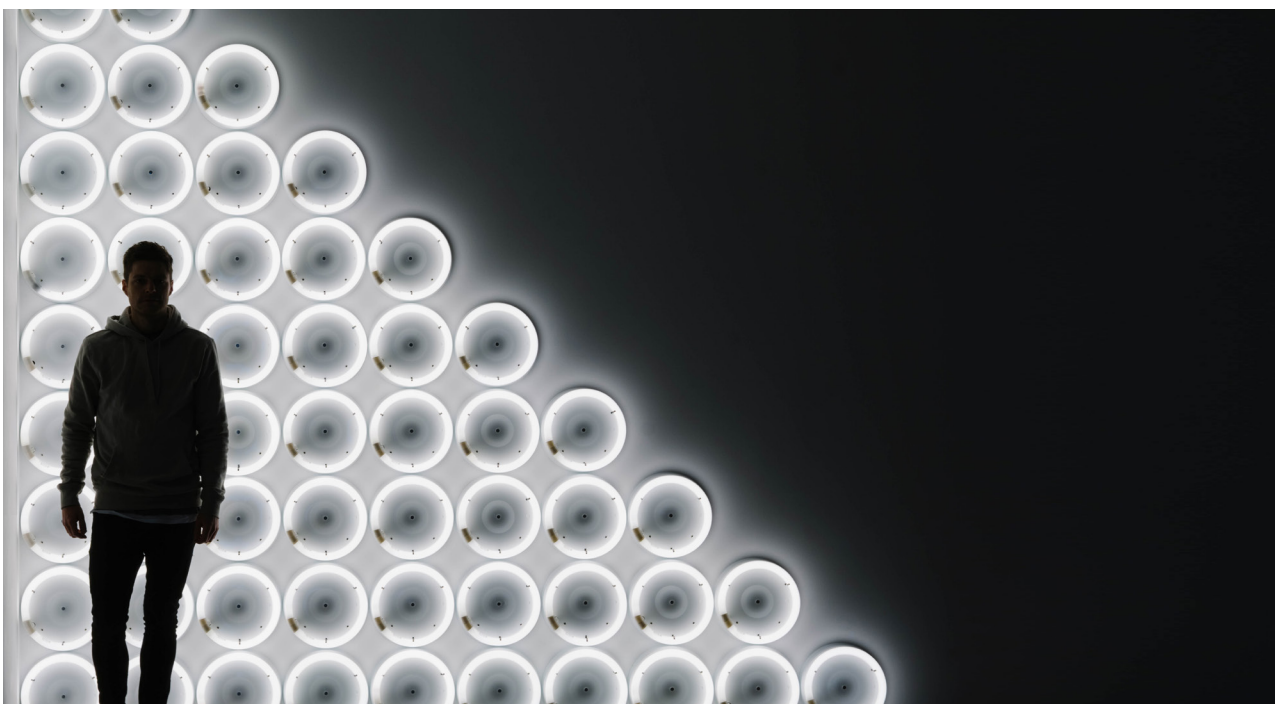
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Customer care: the new frontier in global leadership

Offering a great product or service is no longer enough.

To compete in the global marketplace, enterprises need to deliver real value and stand out across the entire customer journey. Delivering a great customer experience is essential – no matter where your customers are in the world.

For global companies, effective multilingual customer service and support provides a significant competitive advantage: there is a clear relationship between customer satisfaction and increased revenue.

These days the customer experience extends far beyond the traditional call centre. Today's digital natives prefer anytime, anywhere, easy access to information. While community and knowledge bases are a favorite destination, chatbots and virtual assistants are increasingly being used to make the right information easier for customers to find.

Multilingual support across all channels is essential if you are to break down the language barrier. Adding multilingual capabilities to just some of your channels often results in a fragmented, confusing experience.

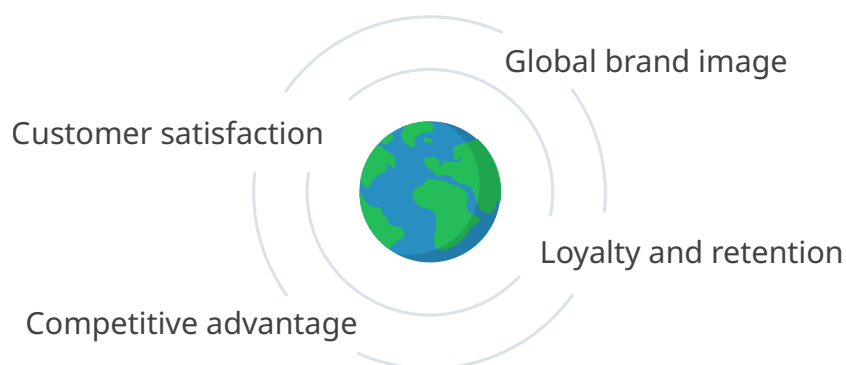
Today's customers demand:

- Omnichannel, always-on access
- Understandable, personalized, relevant content
- Service in their own language
- Self-service on any device
- Service consistency across channels
- Better service and less effort

65% of consumers prefer content in their own language – even if it's poor quality

CSA Research

Great global customer care builds:



The evolution of customer care

Over the last few decades, technology has radically changed the way in which customers interact with companies – and how companies support their customers.

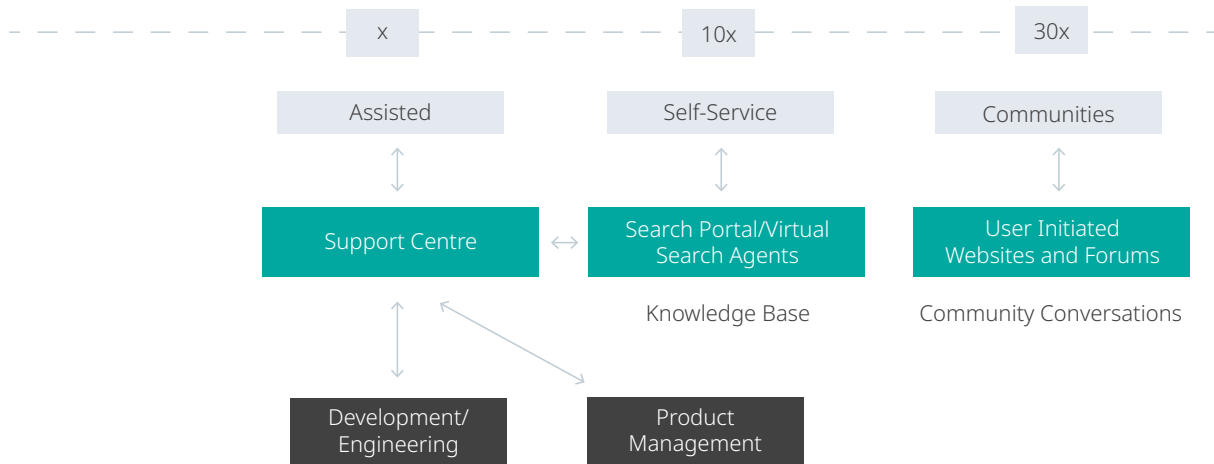
As customers relationships with brands have evolved, from one-way company monologues to two-way dialogue, so customer expectations have soared.

As a result Customer Care has evolved from static, structured and predictable content (such as GUI and user manuals) to dynamic, unstructured and less controlled content (such as knowledge bases and user-generated support data).

With interactive support, social networks, instant messaging, video and voice, customers now expect rapid reaction and resolution to their queries – on whatever channel they choose to interact with you on.

The Customer Care delivery model has also evolved over time – from fully assisted in the traditional Support Centre, to self-service in web portals and community conversations in user-initiated online groups.

Customer Expectations



Improve customer satisfaction with a cohesive multilingual strategy

For wide global reach, today's leading brands leverage technologies that enable them to offer the same knowledge in multiple languages via multiple channels, offering everything from self-service to real-time support interactions. This approach provides customers with a personalized, low-effort experience in their preferred channels and in their own language.

Enterprise Machine Translation (MT) can simplify the translation process by providing access to a wider set of languages, along with enterprise-grade capacity, speed and security.

The right MT solution is adaptable, easy to use, scalable and secure.

Having a single solution that can support all channel content needs ensures you can maintain a consistent voice and minimize effort.

Having a centralized strategy for translation facilitates content simplification and organization. This offers significant benefits:

- Ability to provide consistent and reliable content from a 'single source of multilingual truth'
- Overall reduction of customer care costs
- Improved customer service, customer retention and loyalty

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

66% of call centre agents become frustrated with language barriers

ICMI



Global customer care challenges

The goal of any customer service department is to help customers find the right answer – and to stay off the phone. Even in a single language, phone support is typically expensive and can be frustrating for the customer.

Today, customer service departments are working towards enhancing relationships with customers by offering support over many channels, including knowledge base articles, online forums, email support, social media and real-time chat.

Given how fiercely competitive the global marketplace is, it is surprising that not all multinational enterprises have fully embraced multilingual customer support as a top priority.

A company may not yet be providing multilingual support because:

They are unaware of global customers' needs and demands.

It is costly and difficult to maintain multilingual staff.

They have not found an efficient, cost-effective solution to create multilingual content at scale.

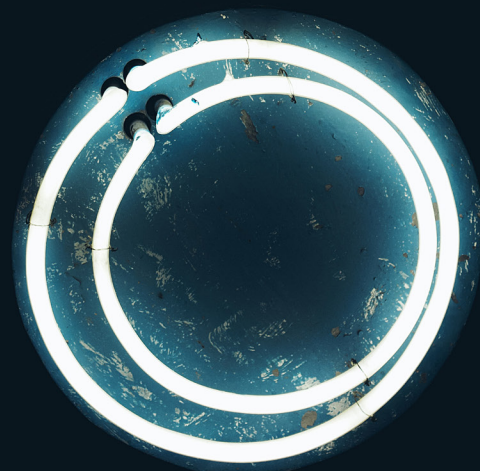
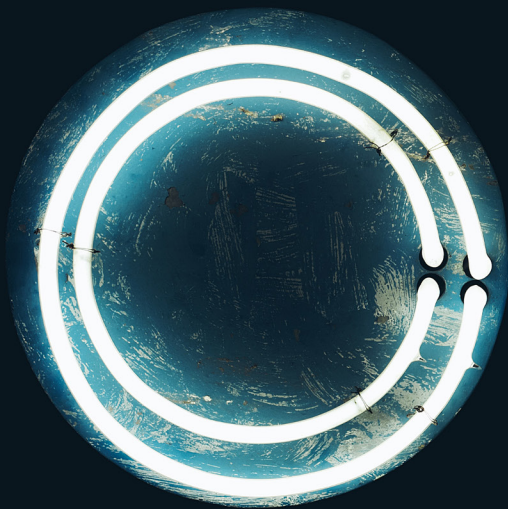
They are not aware that machine translation (MT) can offer both quality and ease of use.

They don't have the knowledge and expertise to deploy MT at scale.

40% of consumers will not buy in other languages

73% of consumers want product reviews in their own language

CSA Research



Machine translation transforms global customer care

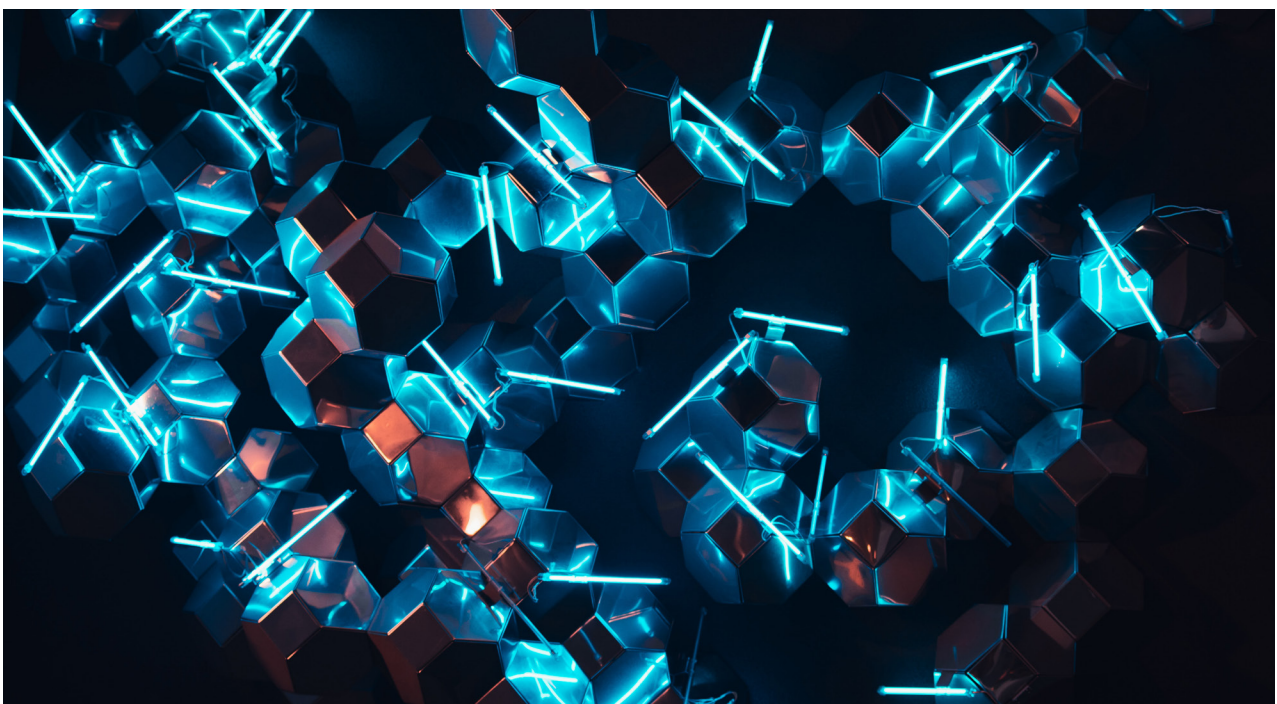
To deliver a great global customer experience, all information delivery channels need to be linked to complete and accurate support information across languages. Given the immense volume of dynamic content that needs to be made multilingual, quickly, automation is key.

Because of its real-time capabilities and its capacity to handle large volumes of content, MT is an excellent solution to automate translation and make high-value support content multilingual.

The ultimate benefits of MT are a reduction in the number of calls to call centers, faster customer problem resolution, and most importantly, increased customer satisfaction.

MT helps to enhance the entire customer experience

- **Awareness and consideration**
Make your product information available in the customer's own language
- **Decision and purchase**
Provide your global customers with a smooth purchasing experience
- **Adoption and retention**
Assist with product setup and monitor online reviews for insight into global trends and product improvement opportunities
- **Expansion and advocacy**
Offer product recommendations based on customer feedback to increase repeat sales



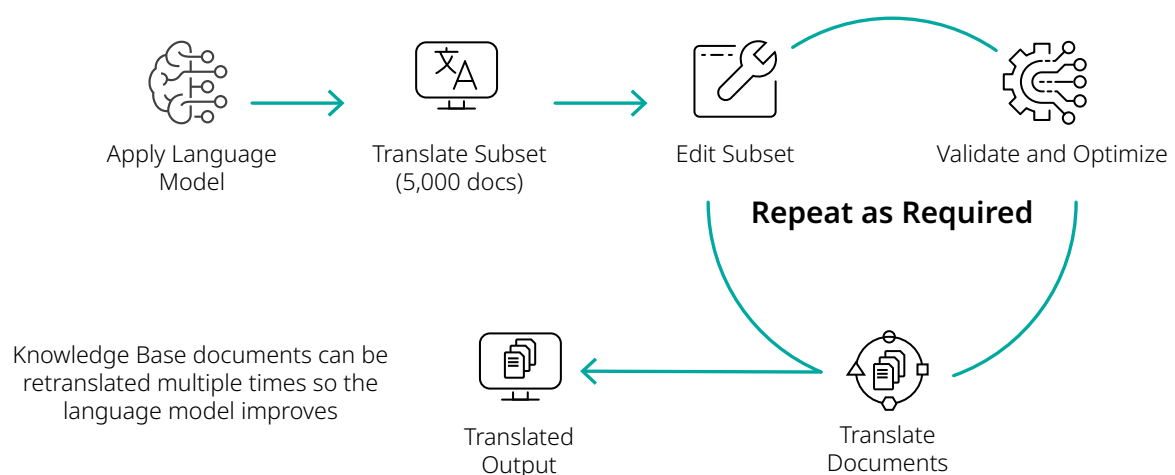
MT enables all your channels to speak the customer's language

MT enables the enterprise to deliver the desired customer care in the customer's preferred language and channel – no matter how simple or complex the issue is.

The first step is building a comprehensive multilingual knowledge base:

- Automatically translate your knowledge base with a smart machine translation solution that is tuned to your business
- Adapt your language models in a variety of ways – or leverage experts to fully customize your system
- Integrate machine translation into real-time channels such as chatbots
- Create seamless human-in-the-loop workflows that reduce time to market

All phases of customer care – from self-service to live agents – are improved when customers can interact with the brand and receive information in their own language consistently



Self-service support feeds from a multilingual knowledge base

For the global digital business, self-service channels must be optimized to deliver the latest support information to customers quickly and in their native language. MT enables large knowledge bases to rapidly become multilingual.

Research consistently shows that customers prefer self-service over having to contact and interact with an agent.

Most customer requests are simple and person-to-person contact channels tend to be the most expensive. Providing an effective knowledge base, where a customer can quickly find an answer to their question, improves the outcome for the customer and the organization.

Research consistently shows that customers prefer self-service over having to contact and interact with an agent



Bots deliver support content in conversational style

Although most people prefer self-service options, a portion of your customer base may prefer verbal interactions. Chatbots offer bot capabilities with a human feel, working from the centralized translated knowledge base to deliver specific and relevant support and service content to a customer in a conversational style.

- Immediate answers for more complex issues
- Precise issue identification for the best answer
- Effective triage to escalate issues to a human agent

To build effective chatbots, content must be:

- **Structured**
Support content must be properly structured so as to enable it to be more valuable in interactive customer conversational scenarios.
- **Metadata-enabled**
Rich metadata enables the right information to be identified, retrieved and delivered to customer enquiries and questions.
- **AI-enabled**
Artificial Intelligence techniques like Natural Language Understanding (NLU) and Natural Language Processing (NLP) are used to create smart chatbots that can interact naturally and fluently with customers, and identify the right information to present to them.
- **In the user's language**
In addition to AI for language processing, AI can power machine translation – to enable virtual assistants to speak and interact in multiple languages.

Chatbots can cut operational costs by up to 30%

Chatbots Life

Chatbots can answer 80% of standard questions

IBM

Monolingual agents can help multilingual customers

Live agents are your most expensive resource and should be the last resort in issue resolution.

To enhance the customer experience while lowering costs and resource demands, MT is simply invaluable. MT enables monolingual live agents to address multilingual issues by providing them with a comprehensive localized knowledge base and real-time chat tools.

MT empowers monolingual agents to:

- Resolve complex issues for global customers in any language
- Support multiple chat users concurrently
- Pull quick answers for FAQs
- Find more obscure content for more complex issues with dynamic MT

72% of consumers consider it poor customer service if they had to explain their problem to multiple people

After a bad customer service experience, 39% of customers will avoid a company for two years

Dimensional Research



72%

of customer service leaders said support in a customer's native language increased their satisfaction with customer support



58%

of customers said native language support increased their loyalty to the brand

ICMI

MT achieves rapid ROI

High-touch channels such as phone are significantly more expensive than self-service. In addition, customers prefer digital channels for their immediacy and convenience. Using MT to provide multilingual self-service can lower costs and improve customer satisfaction, yielding a higher ROI.

For additional ROI, the best MT technology offers customization capabilities to:

- Handle critical enterprise terminology and linguistic requirements
- Support multiple specific use cases
- Enable rapid reconfiguration to support new use cases
- Improve output quality and accuracy over time

MT enables digital transformation and leadership

MT helps organizations to succeed in the global marketplace by empowering them to embrace a competitive strategy that includes:

- Product innovation through global knowledge sharing to ensure market-responsive product development and creation.
- Increased customer intimacy through monitoring and feedback for better understanding and support.
- Enhanced operational efficiency through faster delivery of multilingual information at scale.
- Enhanced customer experiences by delivering relevant content.

What makes a channel indispensable?



**Convenience
(50%)**



**Reliability
(45%)**



**Speed
(41%)**

Critical Channel of Choice Report,
CMO Council



**of adults prefer
digital communication
with companies**

MarketingSherpa

What makes our MT different?

Our state-of-the-art MT solution offers the highest quality machine translation output in the industry, keeps your data private and secure, and connects seamlessly to your communication, collaboration and productivity tools – including Content Management Systems (CMS) and Translation Management Systems (TMS).

Customizable quality

Our MT solution can be tailored to the desired level of quality and optimized for your specific use case through advanced customization capabilities. We offer expert services for MT engine development and linguistic steering so that your customized MT solution delivers on specific customer needs and use.

Data privacy and security

To guarantee the right level of security for your data, deployment options include:

- RWS-managed cloud
- Client-managed private cloud
- On-premises

Integration

To provide access and facilitate usage, MT connects to the enterprise IT infrastructure:

- Communication tools
- Collaboration platforms
- Customer service and support interfaces
- Multilingual chat tools
- Social networks

Creating better customer experiences with Language Weaver®

Wide breadth of languages

Take advantage of 250+ 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 RWS to translate their documents, 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 Language Weaver can empower and enable your global customer support:

rws.com/mt

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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