The Multilingual Customer Experience

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Who are SDL?

- Develop software and language services
- Products that manage structured global content, digital marketing & translation
- Founded in 1992, provide solutions to 1500 customers, including 42 of the top 50 global brands in the world
- Global, 90% revenue outside the UK HQ
Global Information Management helps companies engage with their customers throughout the customer journey – from brand awareness, to sales and after-sales support – and across languages, cultures and channels.

Global Information Management - A Strategy for Business
Customizing the multilingual customer experience – deliver targeted online information based on geography, user preferences, channel and visitor demographics

• Users are increasingly using **social media** and **different devices** next to the 'traditional' web and offline media.

• **Information** that was **previously unavailable** or inaccessible is today **shaping their opinions** and buying behaviour.

• As a result, **users' expectations** have changed and have raised the bar for any organization that interacts with them.

• They expect that information is always **targeted and relevant** to their needs, available in **their language** and on the **device of their choice**.

**Themes**

• Social media and different devices

• Information shaping opinions

• Users expectations have changed

• Relevant content, in their language and on the device of their choice.
Customer experience expectations rise each year as customers want faster responses to requests, more conversational interactions, and more relevant content.

Marketers now find themselves under pressure to better manage content associated with their outbound and inbound customer interactions (across multiple channels). Enterprise Content Management (ECM) systems remain largely disconnected from the technologies and services used to support marketing goals. IT does not always understand marketing’s context and always understand marketing’s context and goals.
90% of HP’s customers buy based on content, not on touching the product*

69% of HP’s revenues are generated from outside of the US*

Only 15% of purchasers are very comfortable buying online in non-native language**

Buyers are 3x more likely to buy from a known brand but 40% will buy a localized product**

* Gilbane Globalization blog – Mary LaPlante, 2008
**(c) Common Sense Advisory 2008, Proof Localization Matters - Organizations with more than 250 employees.
The Engagement Cycle

- Be Relevant
- Understand
- Engage
- Listen
Listen

Not just speak, but to listen.

People are talking.

Source: Techcrunch, data from Semiocast
http://techcrunch.com/2010/02/24/twitter-languages/
• That 50% of Tweets in English will only diminish
• Internet access is at 70% in English speaking world, yet only:
  • 34.3 percent, of China's population was using the Internet at the end of last year*
  • Latin America/Caribbean has 34.5% internet penetration**
• Can we listen to that?

*China Internet Network Information Center (CNNIC)
** InternetWorldStats - http://www.internetworldstats.com/
Listen

Example: Social Media Monitoring

• Understand audience sentiment
• Monitor for customer feedback / complaints
• To find influencers and advocates

How do we do that if we don’t understand the language?

How will brands manage the volume?
• To deliver relevant content we need to understand the audience
• Find groups with common interests (psychographics) across language, demographics and geographies
• Their user generated content drives buying decisions,
• How do you leverage this in new markets?
Understand

- Need to facilitate these global conversations
- Connect multi-lingual communities
Be Relevant

• Use this understanding to deliver relevancy

Be where the user is

Re-purpose content by channel

Re-purpose content by community

First step to relevancy – be local
Be Relevant

- Being relevant drives an explosion in content
The Engagement Challenge

Your Customer's Journey

Prospect Requirement
You need a solution

Market Assessment
You expect to find relevant information quickly

In-depth Research
You go to a website and want a consistent experience but with local relevancy

Product Acquaintance
You need to know how to use the product or service

Customer Support
The less you understand, the more you need support

Service & Support
Ensure the best after-sales experience and customer satisfaction

Your Organization

Call Center
FAQs

User Interfaces
Specifications
Documentation

Operations
Ensure the product can be produced optimally and shipped to the market

Packaging
Distribution

Product Information

Marketing & Sales
Promote and sell the product

Brochures
Targeted Campaigns
Websites

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The Engagement Challenge

Your Customer’s Journey

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Product Acquaintance
Customer Support

Your Organization

Research & Development
Operations
Marketing & Sales
Service & Support
Engage

• Challenge: Assemble a relevant local experience

• 70-80 websites
• 60 languages
• Social media presence and campaigns
Engage

• Not just marketing… folks are coming to your website on a mission to do something.
• Not just marketing… your technical documents are the new sales collateral…

“…we go to the Web: to make better decisions. [they have] our attention. We want to check up. We want to verify. We want detail. We want facts. …what happens AFTER we buy this thing”

Gerry McGovern - CEO of Customer Carewords
• Expectations are not just digital
• Social media is now customer service – not just marketing
• Customer service needs to be hooked into this across all channels
• Customer service needs to be local
The Engagement Cycle

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- Engage
- Understand
- Listen
Conclusion

Themes

• Social media and different devices
• Information shaping opinions
• Users expectations have changed
• Relevant content, in their language and on the device of their choice.
• *Create demand for more languages, more content and automation to cope...*
Thank you

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