

6 Best Practices for Global eSuccess



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Who Is This eBook For?

If you are responsible for international strategy, marketing, global business development, translation, training, technology or web properties, we wrote this book for you.

Our objective is to show you how to successfully integrate language capabilities to:

- Improve branding and boost international sales,
- Conduct multilingual marketing including multilingual SEO,
- Manage international expansion without support teams in every locale,
- Create and animate international user communities,
- Scale international training in any language,
- Monitor what users across the world are saying about your products and services, and about your competitors.



Introduction

*"Growth markets for most companies today are not in their home markets. Their markets are global."
Greg Oxtan, Consortium for Service Innovation.*

If you're reading this, you are as excited as we are about the new digital opportunities for companies to succeed beyond their national boundaries. Advances in cloud computing, artificial intelligence and language technologies give us the means to leverage human translation to profit from these global eOpportunities like never before.

Companies operating in the global marketplace who add language capabilities see two main benefits:

- Greater profitability: Once the original platform is built — whether it's a website, eStore, online community, marketing campaign or training program — international expansion is possible for a marginal additional investment. This lower per-unit cost means that global markets generate higher profits.
- Greater impact: The days of believing that one language fits all are gone. According to the language industry's leading think tank, the Common Sense Advisory, people are six times more likely to buy when information is available in their own language.

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I. eCommerce

The Opportunity

eCommerce is one of the fastest growing and most dynamic markets, growing at an average annual rate of 15%. Current revenues are €368 billion in just the EU alone. And the trend is growing. According to the GlobalWebIndex, 64% of shoppers in the UK reported having made at least one online purchase via PC over the preceding 30-day period. For the German population, this figure is 63%. An additional 20% made a purchase via mobile phone. In the US over half — 56% — of consumers reported an online purchase via PC, with 18% buying via their mobile phone.

These figures are set to explode because unlike physical stores, eCommerce can reach beyond borders. Expanding to global markets with only a marginal additional investment enables international eCommerce to generate higher profits from international sales.

The Challenge

As with other eOpportunities, global is built right into the technology for eCommerce. Those eStores that attempt to globalize their business without offering the languages of their consumers are losing a significant business opportunity because 60% rarely or never buy from websites that are not in their language. To capture this market requires fully localized content and multilingual SEO. However, in a traditional process, translating large product catalogues, with dynamic content and frequent updates, not to mention providing international customer support, can require a large upfront investment.



The Solution

Today there is a solution for fast, cost-effective translation and localization that uses technology to leverage the skills of human translators. With this approach, top priority is assigned to highly visible content such as the main website pages (particularly navigation), legal content like terms and conditions as well as the most frequently-consulted product information documentation and product reviews.

At the other end of the scale, fully automated real-time translation can be offered for "lesser" content such as frequently updated product information and after-sales information like customer support articles. To ensure the quality of this automated solution and protect your brand, it is critical to avoid using a generic machine translation engine. Rather, the best solution is to use a custom engine that has been trained on product names and descriptions and integrates previous human translation through translation memory (TM) tools.

This real-time translation availability can be either "pull", through a translation widget that translates just the information a customer is interested in, or "push", through pre-translation either by humans, machine translation, or a combination of both.

In this process, translated product documentation also feeds multilingual SEO to build a global audience. International after-sales support is facilitated by the same methodology as above: assigning priority human translation to frequently asked questions (FAQs) and to the most popular articles and blog posts while other content is managed with a pure-play automated solution.

When support issues must be escalated to the help desk, translation chat bots can enable support staff to communicate with international customers; automatic translation chat bots are available as an add-on to many of the main chat software packages. (See Chapter VI eSupport.)

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Language Plays A Key Role in eCommerce

Recently, the Common Sense Advisory, the language industry's leading research entity, surveyed consumers in 11 nations* about their online buying habits and preferences. The importance of language to eCommerce success is demonstrated by their findings:

- 60% rarely or never buy from websites that are not in their language
- 35% rarely or never visit websites that are not in their language
- 56% spend less time on a website when it's not in their language
- 67% prefer to have navigation buttons in their own language, even if not everything else is translated
- 55% will only make a purchase if the user instructions or owner's manual is in their language
- 72% prefer to have product reviews in their own language
- 51% would prefer to have local language content, even if it's poor quality
- 75% prefer buying products that have information in their language when faced with the choice of two similar products
- 74% are more likely to buy the same brand again if the after-sales service is in their language

** Brazil, China, Egypt, France, Germany, Indonesia, Japan, Russia, Spain, Turkey, United States*



II. eCommunities

The Opportunity

Today companies don't necessarily earn loyalty through advertising and promotion. They build loyalty through the creation of communities around their services or products.

To give just a few examples:

- Communities of users trade knowledge and best practices, reducing technical support costs for companies.
- Communities of dealers and resellers share product information and sales techniques. Sometimes they come together to translate documentation that head office has no budget for.
- Communities of consumers build excitement by sharing ideas, use cases and even photos of their new purchases.

The possible configurations of communities are endless. What's important to know is that communities are the single most powerful way to strengthen relations with the people likely to promote your product or service.

The Challenge

A central question around communities is whether to foster separate online communities according to country and language or to enable one global community. When communities are segregated by language, they tend to be smaller with uneven levels of engagement. Furthermore, insights from one community are less likely to spill over to the others. On the other hand, with a single global community what frequently happens is that one language, usually English, comes to dominate, leaving members who are less conversant in that language on the sidelines.



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The Solution

An integrated machine translation button able to handle user-generated content expands the ability of members from different countries to become full participants. However, the challenge of this sort of automated translation resides in the way users talk to each other. Grammatical mistakes, spelling errors and abbreviations can all confound an automated engine, leaving the resulting translation more laughable than informative.

In order to handle notoriously community content, a solution must not only provide an integrated widget for automated translation, but that widget must be capable of "pre-editing" the user-generated content to make it correct enough to be recognized by the engine.

With the translation challenge thus addressed, the advantages of a single global community can be enormous, as a leading travel website has discovered. For TripAdvisor, making community-generated reviews from all languages accessible and searchable means the same reviews are available in every country, regardless of how active the local community.

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III. eMarketing

The Opportunity

Today, most growth markets are global. Global-aware eMarketing helps you reach them. Search engine marketing (SEM), multilingual search engine optimization (SEO) and content marketing achieve superior results because of their ability to target those people who are potentially interested in your product or service, regardless of what language they speak.

Search engine marketing involves techniques for search engine optimization, including the purchase of keywords. Content marketing is based on creating information that is interesting enough to your target audience that it drives them to respond to your calls to action, whether to buy, give their name and other personal details or visit your website to learn more. Both methods are highly targeted and can be adapted to international markets with great success.

The Challenge

Language is the sine qua non of global expansion. International SEM, SEO and content marketing are all highly dependent on language. Translations need to be thoroughly adapted to the target audience to be effective and quality needs to be high. Transcreation may be required to make eContent more relevant to a local audience. Keyword phrases used in SEM and SEO also need to be researched and localized by someone from the target culture: rare is the case when a direct translation of a keyword responds to the way potential customers search in their own languages. Multilingual SEO requires a particular skill set not easily found in typical translation agencies.



The Solution

As with traditional marketing, successful eMarketing depends on high quality human translation. One advantage of digital content is that it is easy to reuse (known as repurposing) and this is also true of translation. Translate-it-once technology such as translation memory (TM) tools allow for reuse of high quality human translations to support repurposing of the same eMarketing content in different forms — from web pages to blog to eBook to newsletter and more.

Connecting technology to human talents is also critical for SEM/SEO. That's because employing one keyword search term over another could mean a 1000-fold or greater improvement in search results. Local expertise equipped with the appropriate tools will best identify the highest performing keywords in each language.

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IV. eLearning

The Opportunity

Training companies are using the eLearning technology behind MOOCs (Massive Open Online Courses) to offer their courses internationally, at infinite scale. The same training material can reach any number of participants, a capability that has only recently begun to be exploited at potential. Technology also provides an advantage to companies whose core activity is not training, yet who use upskilling to better inform and train their international staff. In fact, smart companies know that training is one of the best ways to create engaged, committed teams.

The Challenge

As Nelson Mandela once said, "If you speak to a man in a language he knows, that goes to his head. When you speak to a man in his language, that goes to his heart." The most successful eLearning programs engage their participants by speaking to them in their language. Furthermore, learning outcomes are improved when the language of the training is well understood by the learner.

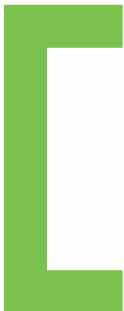
Leaders who assume that all international employees are conversant enough in the company's dominant language leave out these two important considerations:

1. People learn best and are more engaged in their native language.
2. Addressing staff in their language increases commitment, loyalty and a sense of belonging.




The Solution

Being able to work in a range of eLearning software packages is a key attribute for a translation provider, as is the ability to involve multilingual DTP and engineering teams as well as voice-over talent and recording studios. But the full potential of eLearning requires smart technology and smart processes. Depending on budget, various solutions exist from fully human translation to machine-generated. Additionally, in certain cases bilingual course participants can be integrated in a crowd-sourcing environment to generate translation for monolingual participants.



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V. eIntelligence

The Opportunity

The volumes of data today are exploding. Analyzing these large data sets — so called big data — will become a key driver of innovation, growth and productivity according to the consulting firm McKinsey. For companies with global customers and global competitors, collecting and analyzing competitive and marketing intelligence (CMI) data requires the intermediary step of translation.

A solid process for collecting and translating data gathered from international sources such as the international press, blogs, foreign language tweets and posts on local social media platforms will yield rich information. Once translated into a single language, further processing such as sentiment analysis can be applied to these data sets to yield valuable eReputation insights.

The Challenge

Channels for tracking user sentiment or maintaining a technology watch have multiplied from the old print days when your clipping service would monitor just a handful of newspapers and magazines. Contrast that with today when your products or services may be discussed on any number of online publications, in forums, within communities and on various social media channels (Twitter, FaceBook and their local equivalents such as Weibo and Tencent Wechat). Given that the comments to monitor can be in literally any language, how to collect and analyze data from an overwhelming number of channels and languages?



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The Solution

Working with existing tools that extract data from the channels above, a customized machine translation solution renders the information into a single language. From this point the aggregated information can be analyzed based on certain opinion-related words, negative or positive, to provide you with a sentiment analysis on how users feel about your product or service — or about your competitors' products or services. For in-depth examination, certain content can be flagged for human translation or post-editing.

**Big data will become a
key driver of innovation,
growth and productivity**



VI. eSupport

The Opportunity

eSupport delivers technical and commercial support to customers who speak a different language, creating a localized customer experience that closely resembles the support available to domestic customers of the parent company. This seamless customer experience accompanies businesses as they expand globally.

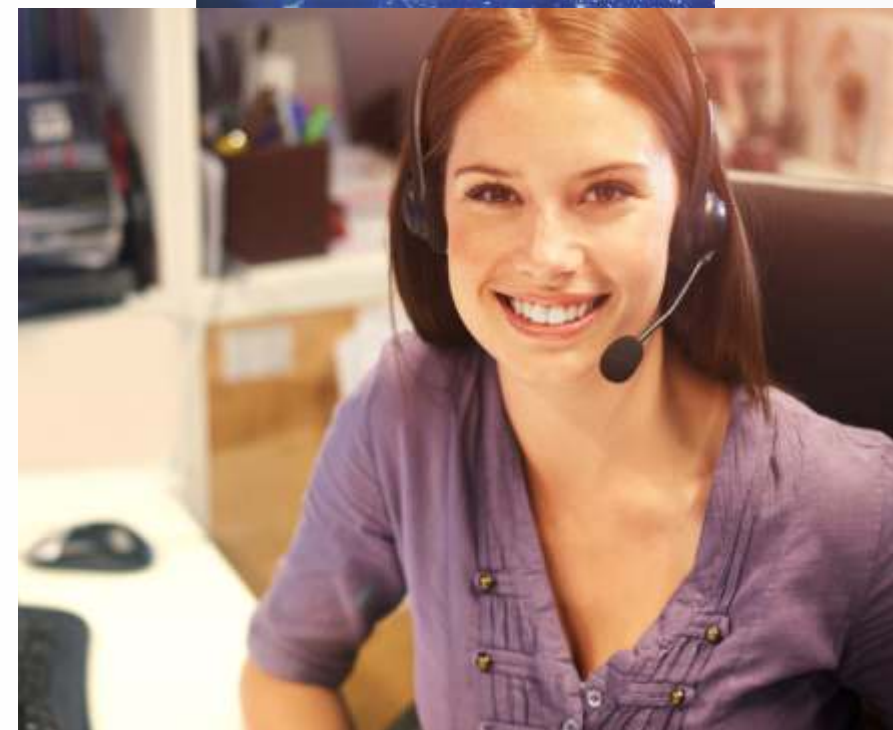
Talk to your customers in their language and they will like your brand more. In fact, customers who can access information in their own language report greater satisfaction and increased brand loyalty. Furthermore, offering customers support in their own language can help stave off homegrown competitors seeking to capitalize on their shared language.

Intel found that using MT for customer support improved customer loyalty and satisfaction, decreased translation costs by 96% and grew international sales.

The Challenge

Customer support relies on multiple channels: emails, web pages, phone, chat. Speaking to your customers in their languages involves mastery of all these different channels. And that's not to mention the user-generated information about your products and services that people will consult in forums and on social media.

Mastery of eSupport, however, is complicated by the amount of information to translate. Documentation can run to millions of words and voluminous knowledge base articles usually require frequent updates to stay relevant. Human translating all this content can be costly.



The Solution

Besides supporting eCommunities (see Chapter II), localized web pages can solve customers' problems before they turn into more labor-intensive solutions such as chat, eMail and phone calls to the help desk. The investment in translation is often amortized by reducing the need for one-on-one interactions. However, the sheer quantities of text involved suggests that machine translation should be part of the overall solution.

For a significantly reduced cost, machine translation, if it is generated by a well-trained engine, is only slightly less effective than a human translation. A study of Microsoft customer support found that MT solved customers' problems 54% of the time, vs a significantly more expensive human translation which solved problems only 8% more often, that is, 62% of the time.

Studies have shown that users are more willing to accept language imperfections in exchange for usable information. Furthermore, customer satisfaction and loyalty is improved. In one study, 92% of Japanese users said they preferred machine translation to no translation.

A human translation/machine translation solution can also be employed whereby the most popular 10% to 20% of articles are offered as high quality fully post-edited machine translations, with the remaining articles available without any human touch beyond the professional engine training.

Further facilitating global customer support, translation chat bots offer real-time machine translation so that support staff can communicate directly and in real-time with international customers. Available as an add-on to many of the main chat software packages, the bots offer the opportunity to solve problems that weren't already solved by the translated help articles. A similar solution also exists for automatically translating emails.

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Conclusion

There has never been a more exciting time for companies to grow beyond their national borders. The tools are there. The opportunities are there. But language, which is at the heart of any international expansion, is not a trivial consideration. It's important to have the right quality for each step in a customer's international journey. Where a fully human translation is not feasible for reasons of cost or timeframe, then an automated solution must be engaged that connects human talents to trusted technology.

The advantage of translation is clear: customers who find content in their own language are more likely to buy your products and services, and also more likely to return again and again. Working closely with a translation provider who is skilled in the latest technologies will help you earn the loyalty of your international stakeholders within your budget and in the timeframe you need.

In today's digital, globalized world, language is the opportunity. And we at Lexcelera are here to help you take advantage of it.

**IN TODAY'S DIGITAL,
GLOBALIZED WORLD,
LANGUAGE IS THE
OPPORTUNITY**



Glossary

Addressable market: The market that is available for your product or service

Big data: A volume of structured and unstructured data that is so large it requires special solutions to process it

Chat Bot: A chat bot is a piece of software that acts like a personal assistant to help you get things done. A translation chat bot brings machine translation into a chat screen, translating conversations between users who are speaking different languages

Content marketing: Realizing your marketing objectives by providing content such as blogs, podcasts and eBooks that is of value and interest to your target market with the goal of generating leads for the sales process

Multilingual SEO: SEO, or Search Engine Optimization, is the process of helping search engines find your content more easily. Multilingual SEO goes beyond a direct translation of keywords and content for search engines to find the precise combination of terms that would be used in the target language. It also involves integrating those terms into your website so people can find you more easily

MT, or Machine translation: Translation that has been computer-generated by software trained for specific language pairs

MT engine, customized: A machine translation engine that has been specifically trained on terminology for your domain and for your company

Post-editing: Correcting machine translation output to ensure a more fluid and accurate translation

SEM or Search Engine Marketing: SEM uses all techniques such as SEO, content marketing and Pay-Per-Click Adwords to bring more people to your website to buy your products and services

TM, or Translation Memory: a tool for storing in memory phrases that have been translated so that they can be automatically reused anytime the same source content reappears

Transcreation: Translation that is fully adapted to the target audience, including changing examples and other source content where the original would not resonate correctly with the target audience

User-Generated Content: Content that is generated by users themselves such as reviews, forum comments, Tweets and Facebook posts



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The Future of Communication

The future of communication is **technology**, because only through technology can your message reach millions, tens of millions, even hundreds of millions.

The future of communication is **language**, because only language can ensure that your message is understood by the audience that technology helps you reach.

The future of communication is **exponential**, because when language and technology unlock global doors together, growth is not gradually incremental but exponential.

Lexcelera welcomes you to the future.



About Lexcelera

Founded in 1986, Lexcelera has been helping leading companies with their global communications for over three decades. Multinational and multilingual, Lexcelera is at the forefront of translation and technologies for creating new value for companies expanding thanks to the new digital technologies. By providing a seamless way to connect human talents with trusted technology, Lexcelera is making global easy.

Lexcelera's Services for a technology enabled, language empowered exponential future:

- Human Translation
- Machine Translation
- Pre-editing
- Post-editing
- Translation Memory
- Onsite and Remote Video Interpreting
- Translation Memory Leveraging
- Multilingual SEO / SEM
- Online translation widget

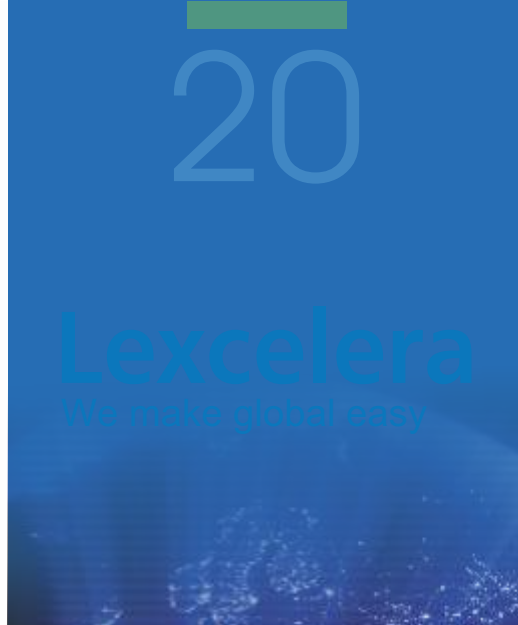




About Lori Thicke

With dual French and Canadian nationality, Lori is the founder and CEO of Lexcelera. Lori's vision is for a world where everyone can access the information they need regardless of what language they speak. She is realizing that vision through Translators without Borders, the world's largest translation charity, as well as through Lexcelera's digital translation services.

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