

# The Multilingual Customer Experience



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- **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** raised the bar for any online experience.
- They expect that information is available in **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.

## The Persuasive Content Architecture



FORRESTER

**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 - IT does not always understand** marketing's context and **goals**

# The Age Of Digital Business



90% of HP's customers buy based on content, not on touching the product\*

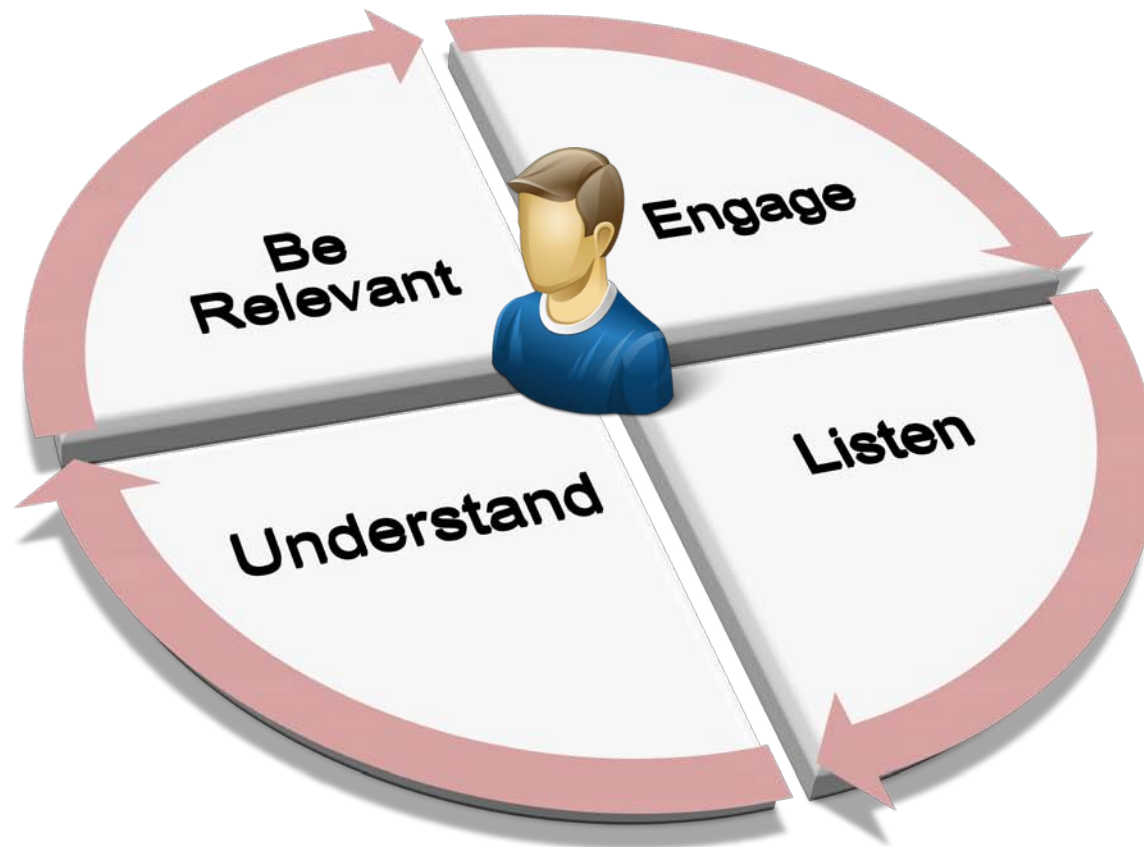
Only 15% of purchasers are very comfortable buying online in non-native language\*\*

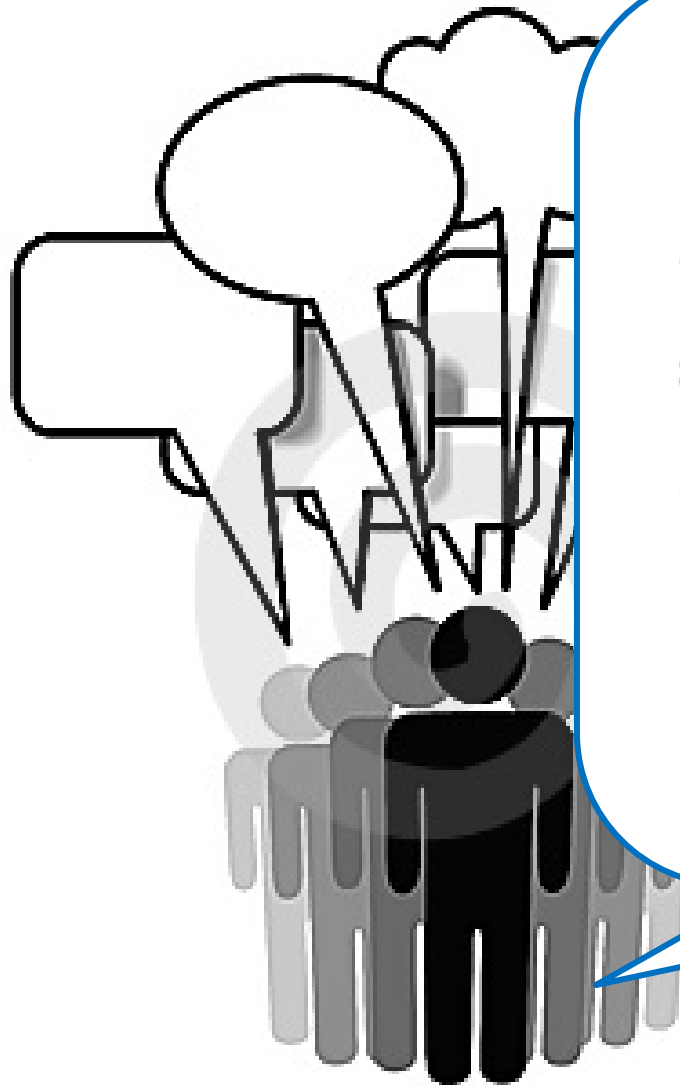
69% of HP's revenues are generated from outside of the US\*

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

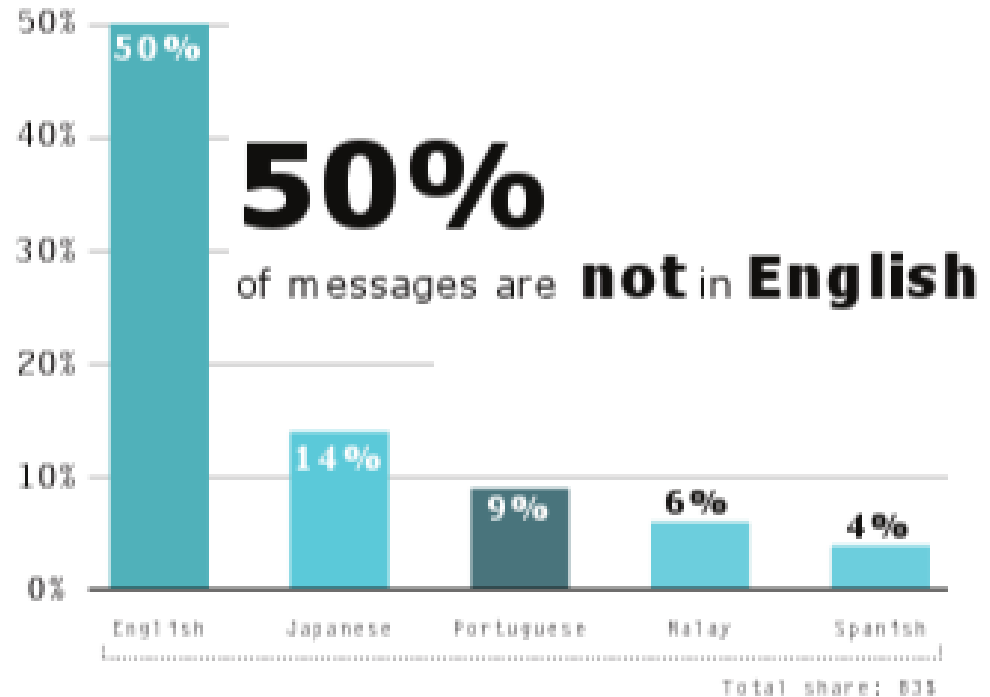
\* Gilbane Globalization blog – Mary LaPlante, 2008

\*\* (c) Common Sense Advisory 2008; Proof Localization Matters - Organizations with more than 250 employees.





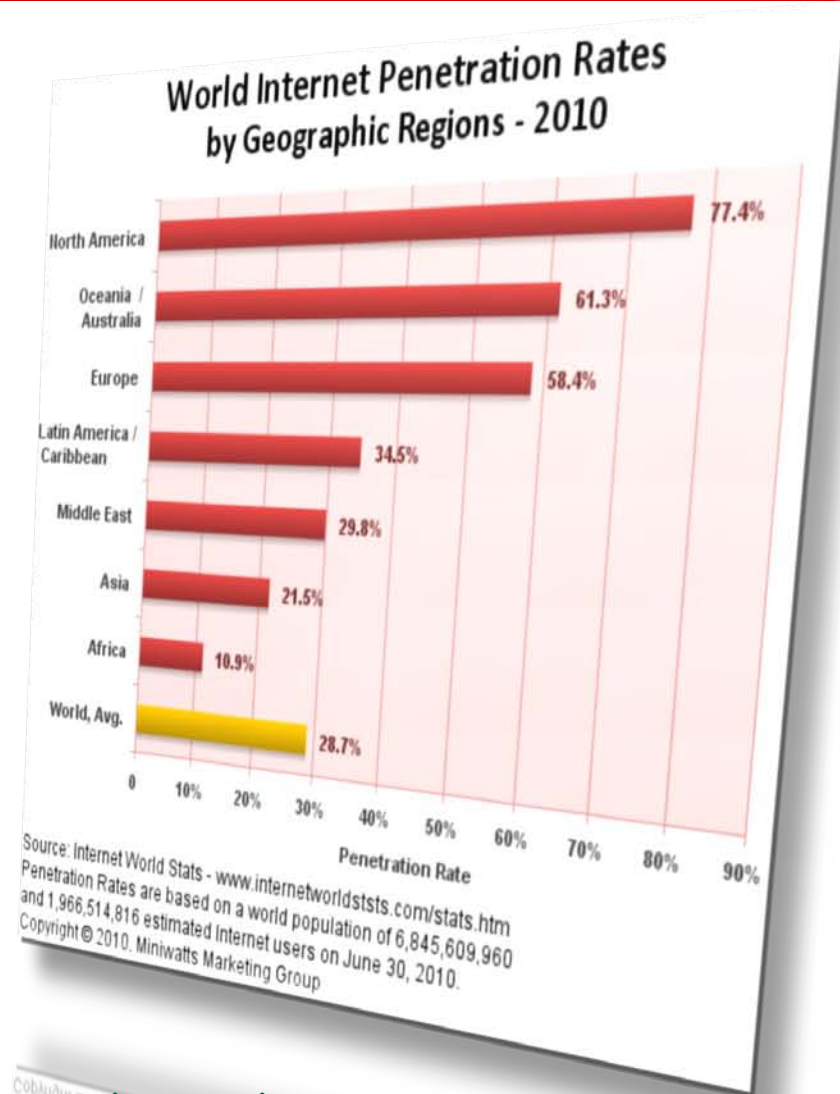
Language share on Twitter



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/>

## 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?*

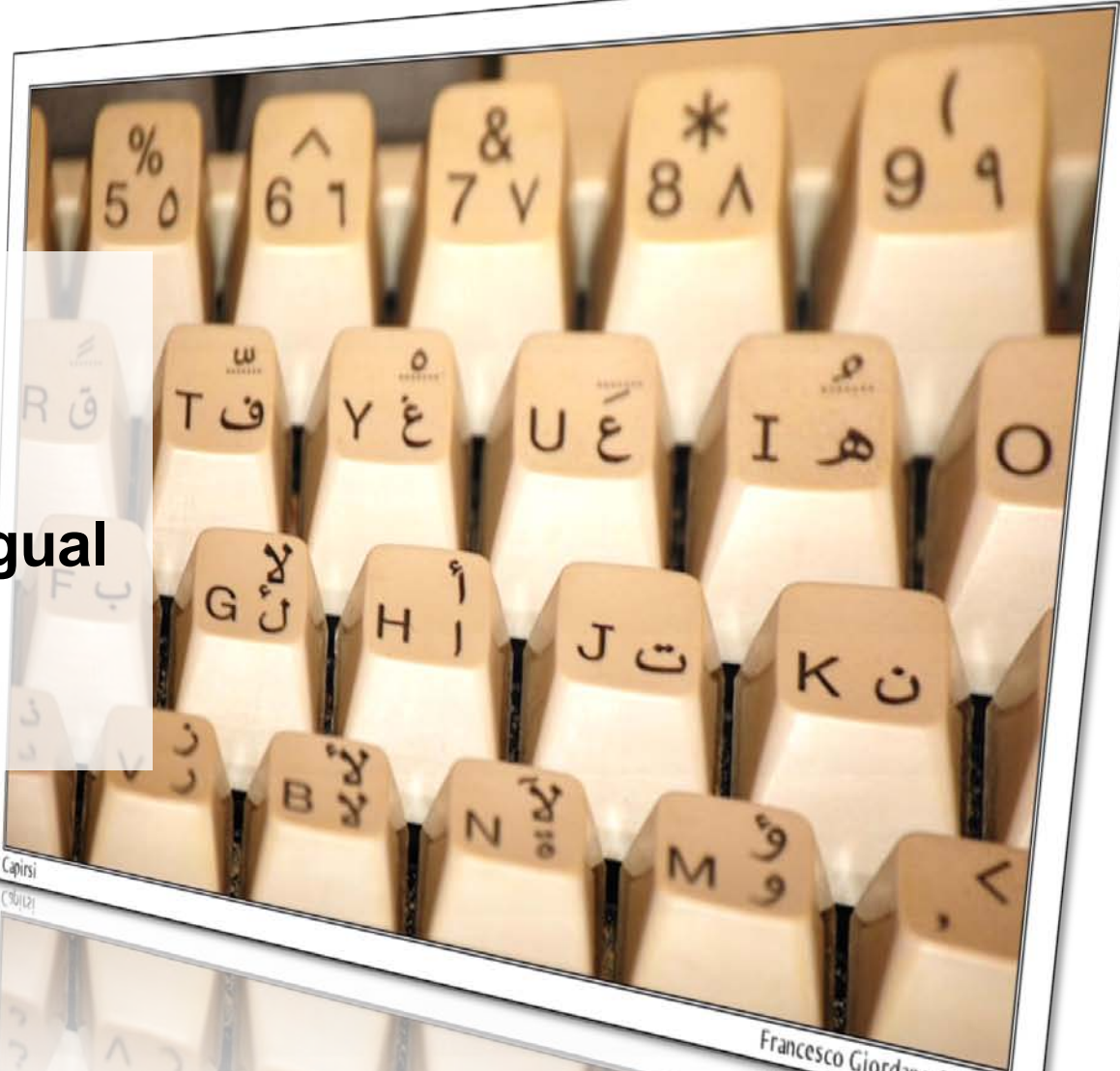
*How will brands manage the volume?*



- **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?*



- **Need to facilitate these global conversations**
- **Connect multi-lingual communities**



Francesco Giordano 10/2009

FRANCESCO GIORDANO 10/2009

- Use this understanding to deliver relevancy

Be where the user is —•

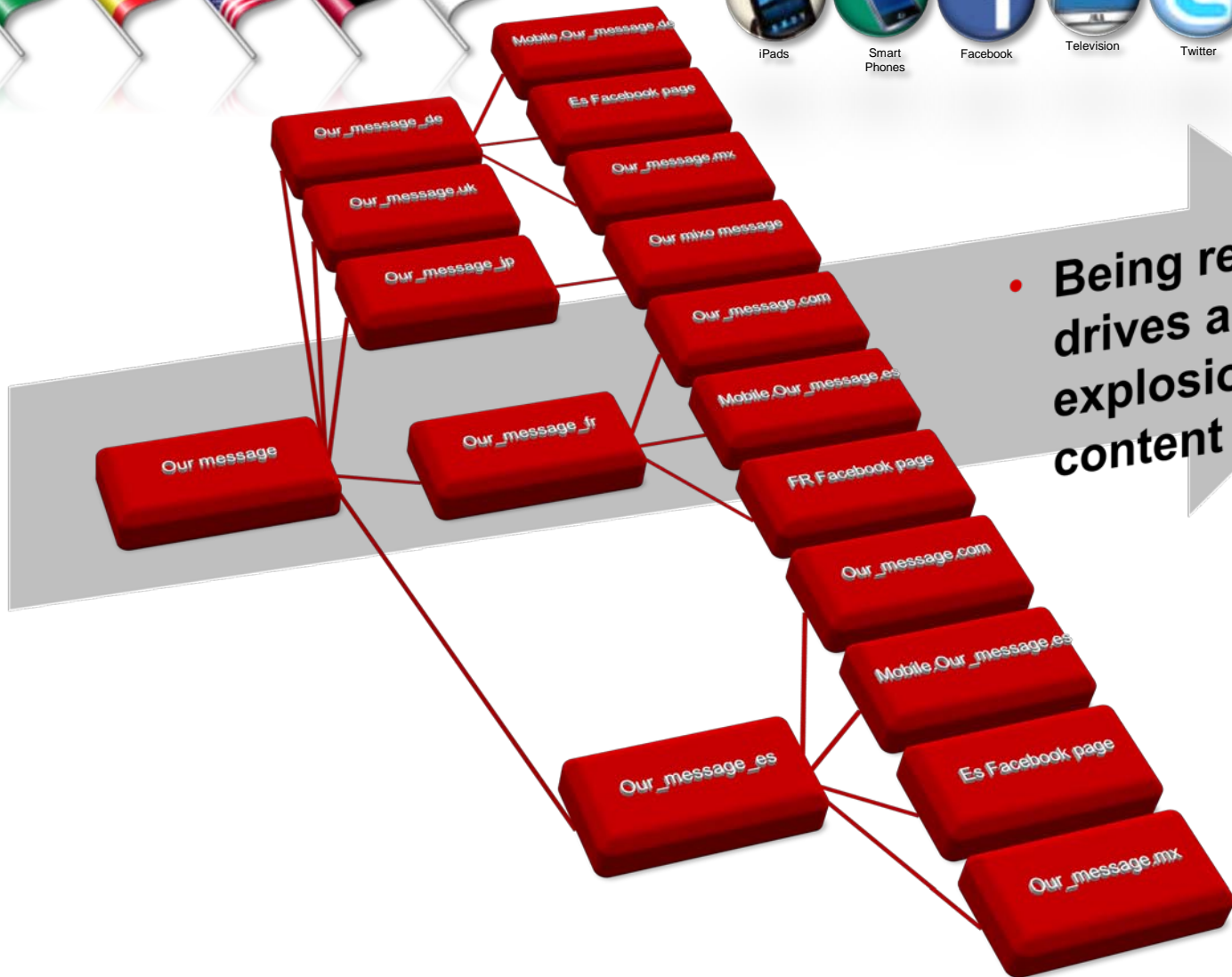
Re-purpose content by channel —•

Re-purpose content by community —•

First step to relevancy – be local —•



# Be Relevant



- Being relevant drives an explosion in content

# The Engagement Challenge



You

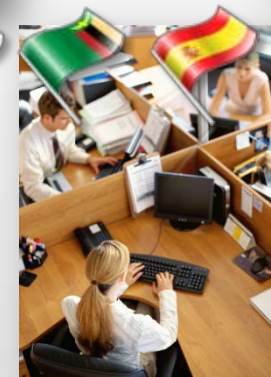
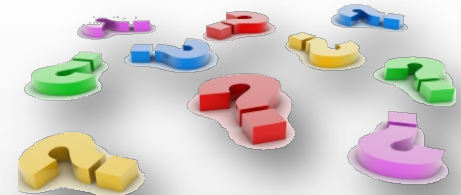
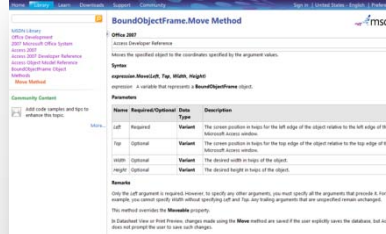
Service & Support



Customer Support

Ensure the best after-sales experience and customer satisfaction

The less you understand, the more support



FAQs

Call Center



Your Organization

## Your Customer's Journey





- **Challenge: Assemble a relevant local experience**



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

- Not just marketing... folks are coming to your website on a mission to do something..



The screenshot displays the flight search interface on the emirates.com/qa website. The main search area includes a search bar with the text "البحث عن رحلات" (Search for flights) and a search icon. Below the search bar are several navigation buttons: "إدارة حجز موجود" (Manage existing booking), "إنجاز إجراءات السفر عبر الإنترنت" (Complete travel arrangements online), "التحقق من حالة رحلة" (Check flight status), and "شاهد برنامج رحلاتك" (View your flight program). The search form itself contains fields for departure and arrival airports, departure and return dates (01 April 11), class of service (درجة السياحية - Business Class), and the number of passengers (0 adults, 0 children, 1 infant). There are also options for "استبدال الأمتعة" (Change baggage), "البحث حسب" (Search by) with radio buttons for "التواريخ المبردة" (Fare type), "الأحبار" (Cabin class), and "الجدول" (Schedule), and a "Mobile Enabled" checkbox. The top navigation bar includes links for "السفر مع طيران الإمارات" (Travel with Emirates), "الوجهات والعروض" (Destinations and offers), "التخطيط و الحجز" (Planning and booking), "مكافآت الشركات" (Corporate rewards), and "برنامج سكامي و اردز" (Skanmi and Ardaz program). The bottom of the page features four promotional banners: "الخدمات الترفيهية في الأجواء مع ما" (Entertainment services in the atmosphere with Ma), "الآن رحلات إلى دكا" (Now flights to Dhaka), "تسيير طيران الإمارات رحلتين" (Emirates flight two routes), and "سجل الآن اتصلك" (Register now contact).

- **Not just marketing... your technical documents are the new sales collateral...**

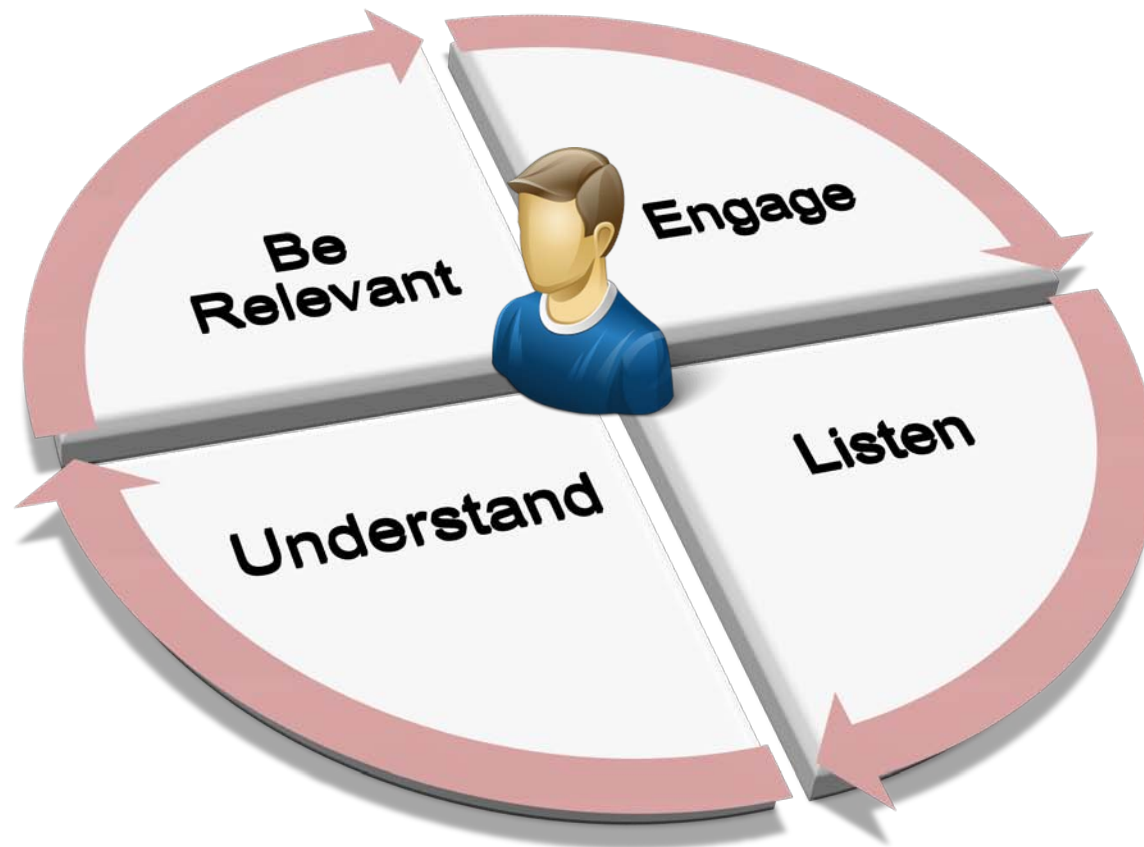
**"...we go to the Web: to make better decisions. [they have] our attention. We want to check up. We want to verify. We want detail. We want facts. ..what happens AFTER we buy this thing"**

Gerry McGovern - CEO of Customer Carewords

<http://giraffeforum.com/wordpress/2011/02/27/technical-documentation-is-the-new-sales/>



- **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**



## 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.
- *Creates demand for more languages , more content and automation to cope...*

# Thank you

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