The Translation Impact of Global CX

Creating Multilingual Content At Scale

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The Pandemic Impact

Accelerated and expanded the enterprise digital presence

CX has become a critical area of enterprise focus
Focused on listening, communicating, collaborating, & understanding

CX is a continuous journey that begins with first contact

The Modern Buyer & Customer Journey

Even for B2B the average number of digital interactions increased from 15 to 25

CX is the aggregate perception of the brand gathered over time through multiple interactions, both digital and physical
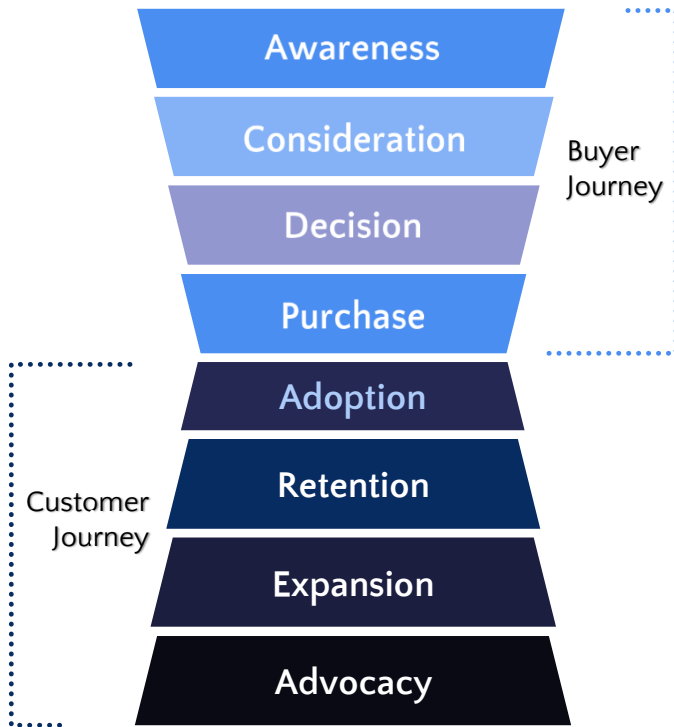
Why Does CX Matter?

Customers will pay a premium for good CX
Customers are more loyal to brands that provide good CX
CX Leaders grow revenue faster than CX laggards

1 in 3 customers will walk away from a brand they love after a negative customer experience

CX is expected to take over price & product
as a key brand differentiator

An Expanded Digital Presence Requires More Content

Customers expect large volumes of relevant data available across all digital channels 24/7

Content is the best salesperson for the active digitally savvy customer

Rapid response with the right information is a requirement to be digitally relevant

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The Impact on the Translation Perspective

What we translate

More dynamic, higher volume, real-time content

Why we translate

From mandatory **to increase & expand communication** with customers and understand them

How we translate

More automation, MT and open collaboration models, millions of words per day

Does it improve the customer's digital experience?

The Emerging Translation Use Reality

Broad customer acceptance of MT output
Extensive MT Use for Support, Service, Communication
Continued improvements in MT adaptation & output quality
Decreasing relevance of Localization Tech Stack

Greater Use of Unedited "Raw" MT to Listen, Share, & Understand

MT powers the Enterprise Language Platform
A global IT service not a localization department tool

The Localization of Yesterday

Human
PEMT

Existing Markets

Partly Multilingual

- Corporate
- Products
- Website
- Product Documentation

Content	Word Volume
Corporate Brochures	5,000
Product Brochures	25,000
Product Manuals	100,000
Website / Support	500,000

Localization has traditionally focused on relatively static content, project management, LQA, and relatively low-volume
High touch approach for all content

Tools Used:
CAT, TM, TMS, Terminology Management, Linguistic Quality Assurance
MT is used sparingly in PEMT modes

From millions to billions of words a year

Human
PEMT

Partly Multilingual

Traditional Localization

CX Driven
Dynamic Content

**The Expanding
Role of Machine
Translation**

Corporate

Products

Website

Product Documentation

Enterprise Information

Realtime Communications

Service & Support / Knowledge

CX Related Content

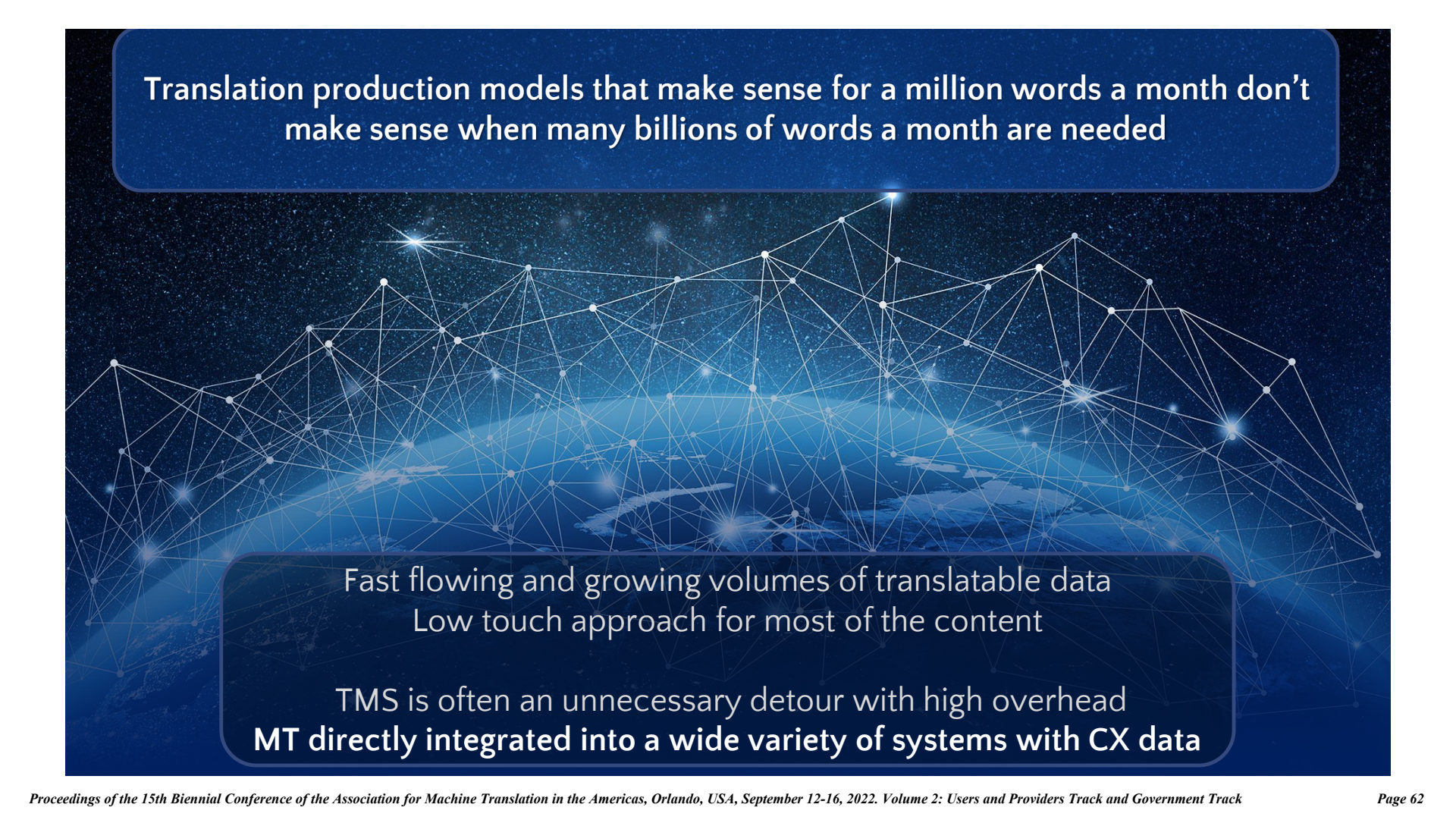| Content	Word Volume
Corporate Brochures	5,000
Product Brochures	25,000
Web Pages	100,000
Doc / Support/ Website	500,000
HR / Training / Reports	2,500,000
Email / Collaboration	10,000,000
Call Center / Help Desk	20,000,000+
Reviews / Social / DX	100,000,000+

The CX Impact on the Enterprise Translation Focus

Translation in the Age of CX is different

- Enterprise Pervasive
- Varied in Quality
- More Real-Time
- Able to handle unstructured and UGC with ease

- Scales from millions to billions of words a month
- Integrated into critical communication, collaboration, & customer data platform infrastructure
- Able to vary production modes for varying translation quality needs
- Enables pervasive but differently optimized translation capabilities across the enterprise
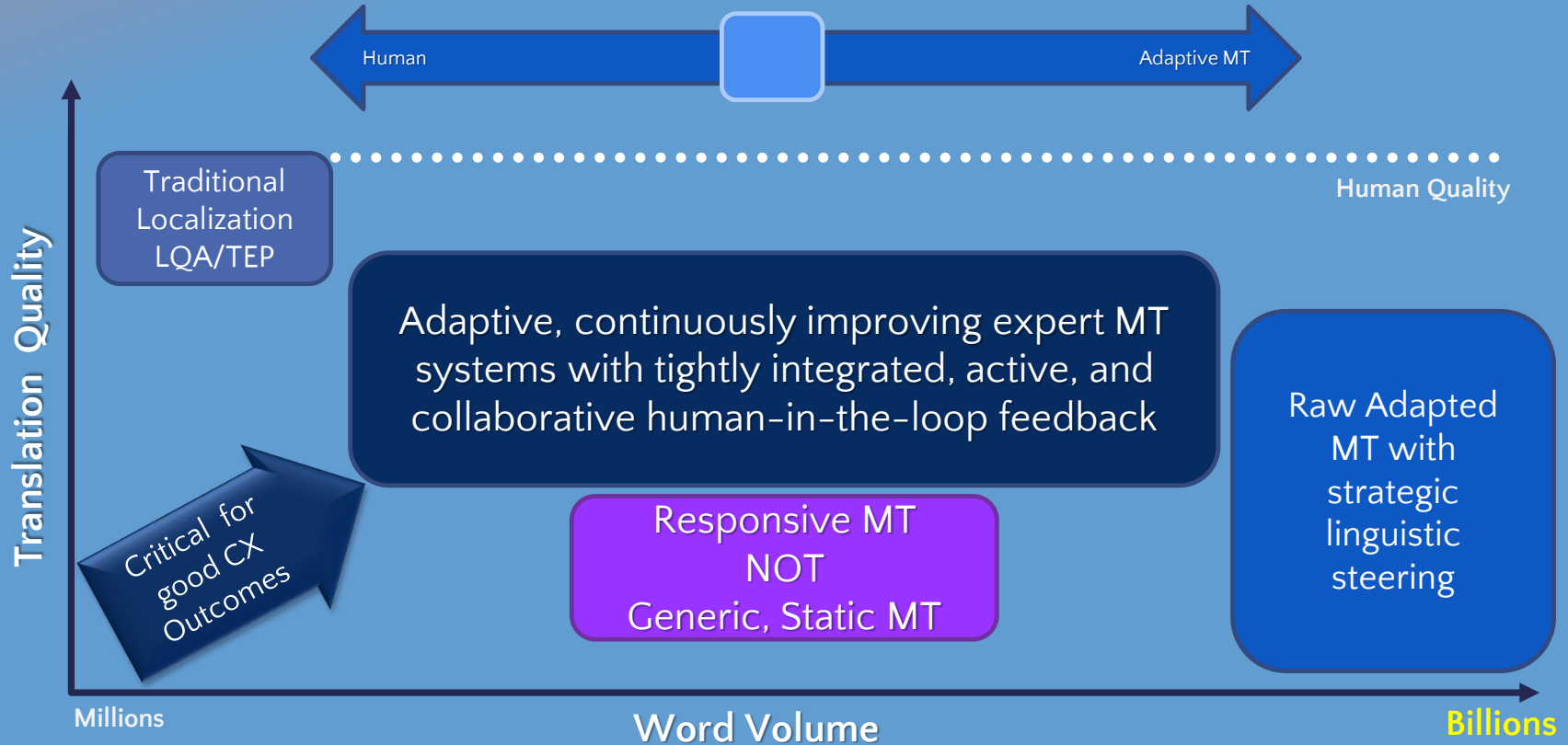
Translation production models that make sense for a million words a month don't make sense when many billions of words a month are needed
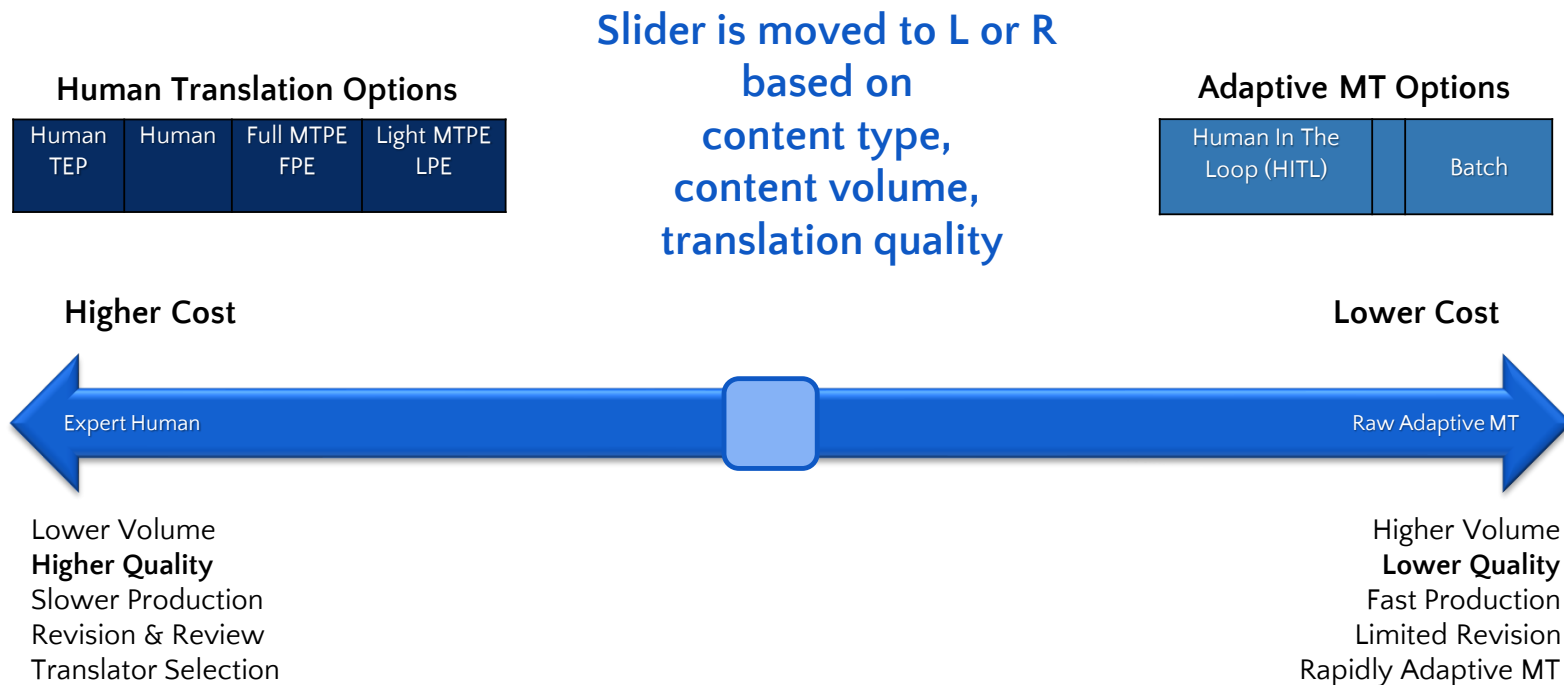
Fast flowing and growing volumes of translatable data
Low touch approach for most of the content

TMS is often an unnecessary detour with high overhead
MT directly integrated into a wide variety of systems with CX data

Optimal Translation Production Mode Varies With Use Case

Human ← → Adaptive MT

Human Quality

Traditional Localization LQA/TEP

Translation Quality

Adaptive, continuously improving expert MT systems with tightly integrated, active, and collaborative human–in–the–loop feedback

Raw Adapted MT with strategic linguistic steering

Critical for good CX Outcomes

Responsive MT NOT Generic, Static MT

Millions

Word Volume

Billions

The Optimal Translation Production Mode Varies with Use-case Specific Requirements

Human Translation Options

Human TEP	Human	Full MTPE FPE	Light MTPE LPE

Slider is moved to L or R based on content type, content volume, translation quality

Adaptive MT Options

Human In The Loop (HITL)	Batch

Higher Cost

Expert Human ⟵ ⟶ Raw Adaptive MT

Lower Cost

Lower Volume	Higher Volume
Higher Quality	**Lower Quality**
Slower Production	Fast Production
Revision & Review	Limited Revision
Translator Selection	Rapidly Adaptive MT

For CX The Human-Machine Translation Mix Can Vary

Language Platform Based Not Translation Tool Centric

MT

Human Quality

TM
TMS
HT >90%

Adaptive, **continuously improving** MT systems with tightly integrated, active, and collaborative human-in-the-loop driving quality improvements over time

HT<20%

Responsive MT is critical

HT ⟷ MT

HT ⟷ MT

Raw Adapted MT with corpus aware linguistic steering

HT<5%

Translation Quality

Millions

Word Volume

Billions
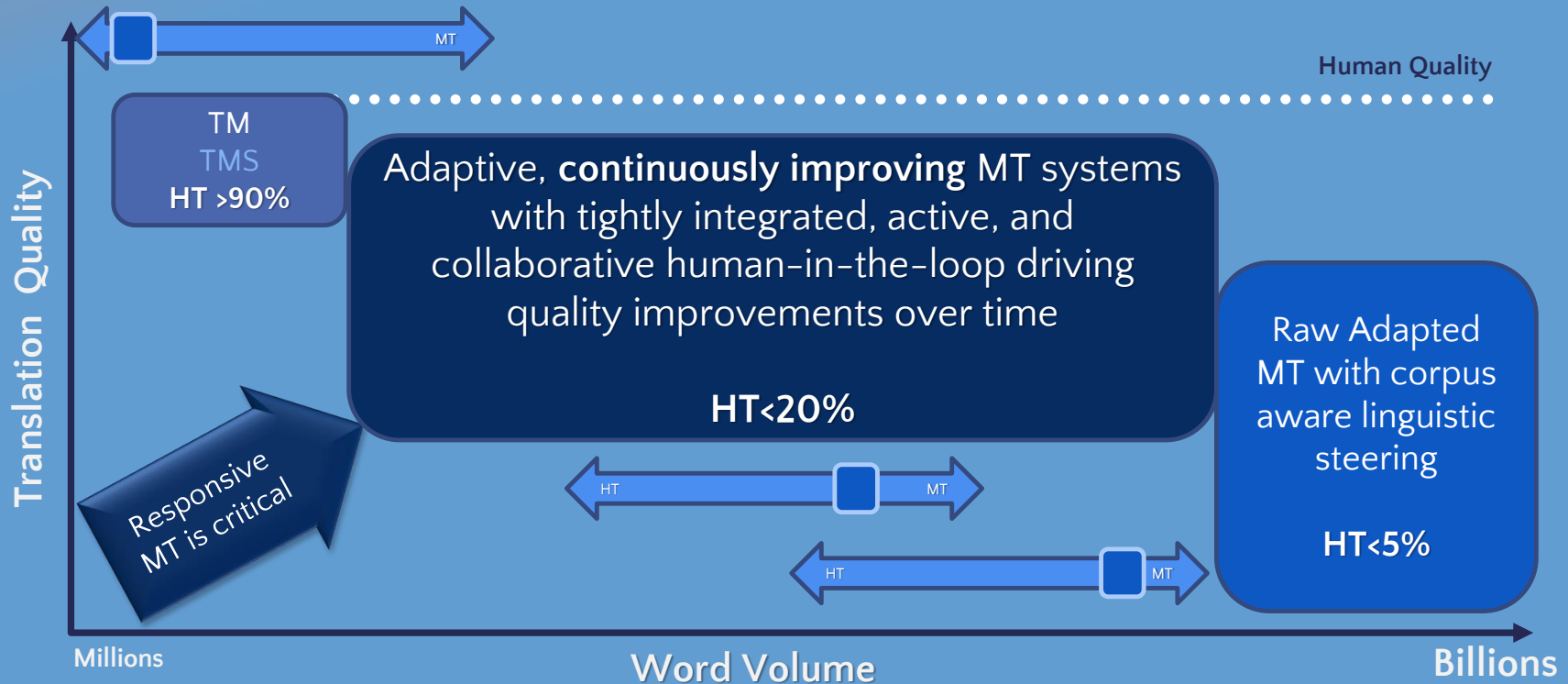
Multilingual eCommerce Translation Production
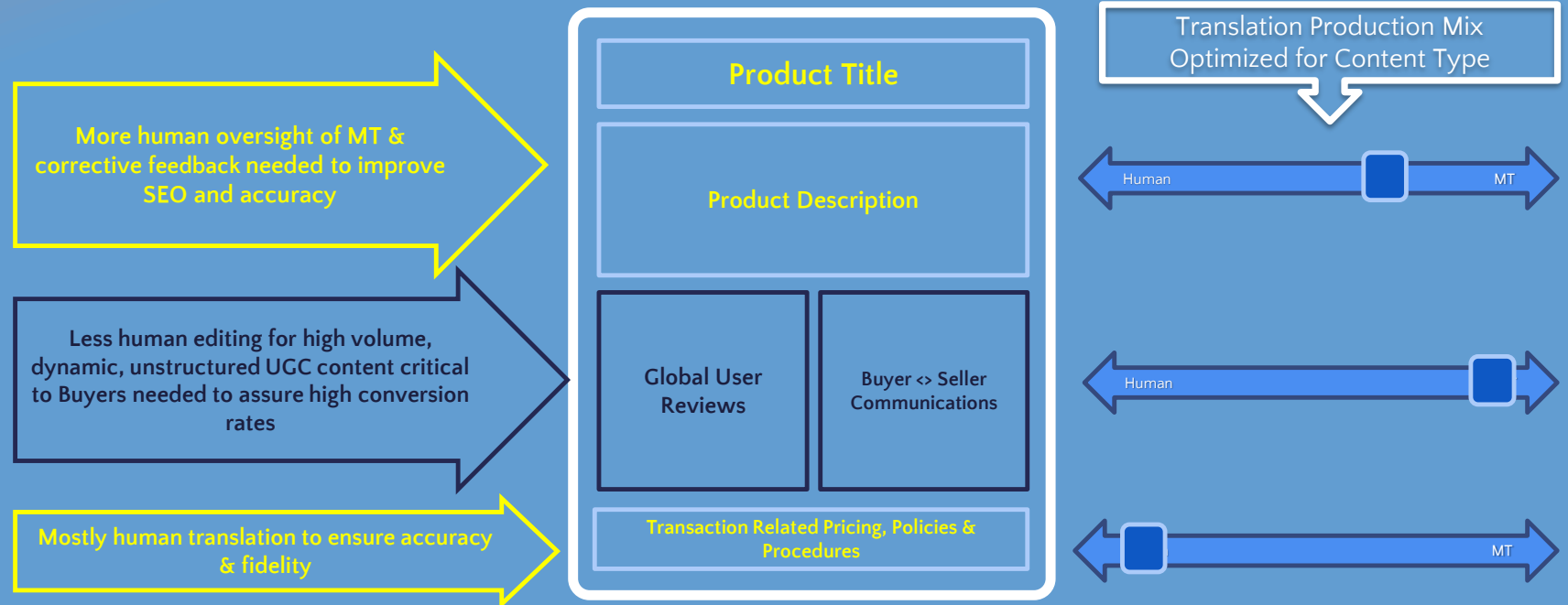
Integration into the CX data infrastructure

SOURCE: TEALIUM
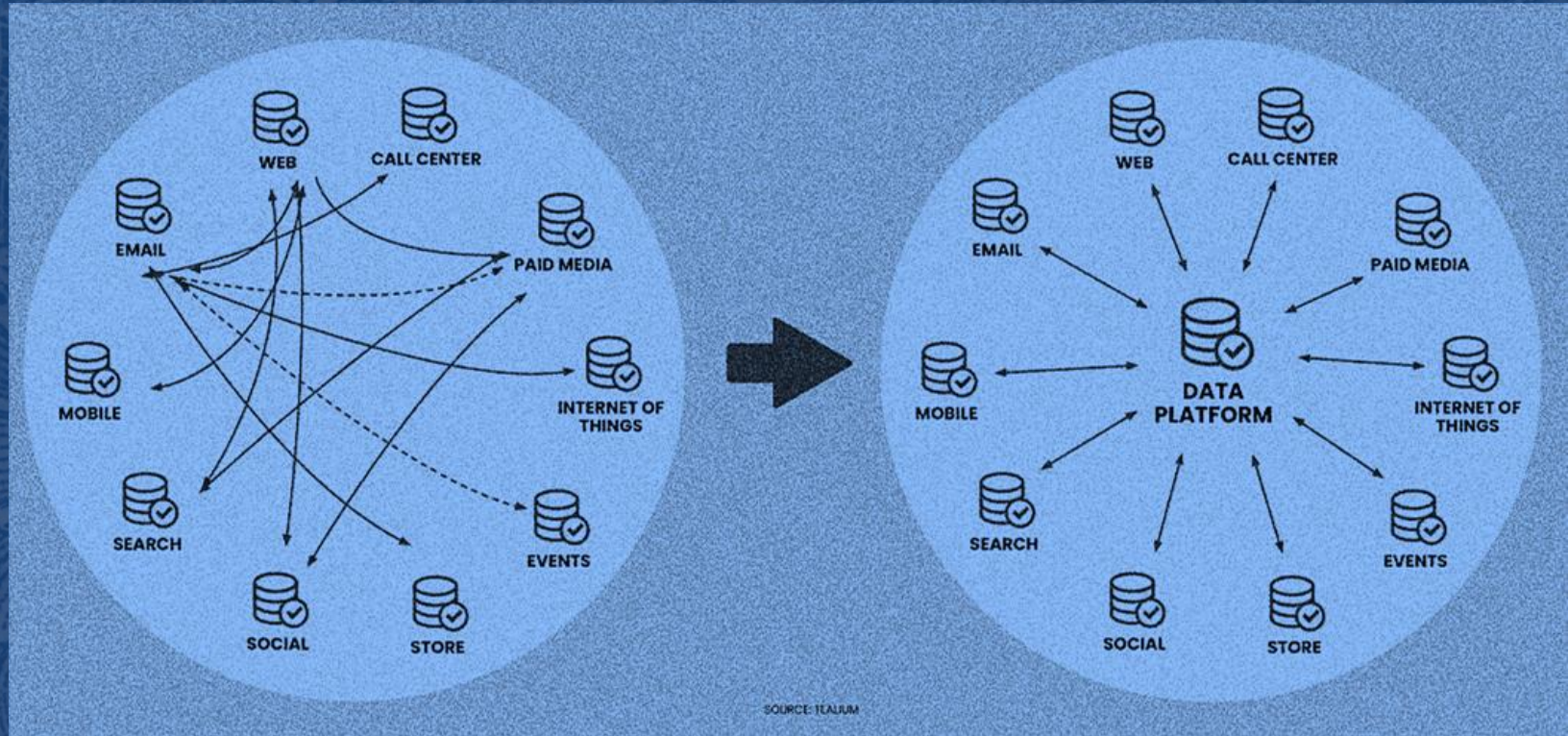
The Translation Reality in the Age of CX

Massively more volume (100X+)
More sophisticated broad IT Integration into CDP
Robust and adaptable Human–Machine collaboration
Focused on communication, collaboration, & understanding

translated.

This is covered in more detail at:
https://blog.modernmt.com/translation-in-the-age-of-cx/

We believe in humans

Thanks!

Questions?

You can find me at:

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https://blog.modernmt.com/

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