BUSINESS TRANSLATION BEYOND LOCALIZATION

KIRTI VASHEE

AMTA 2020

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THE GLOBAL VILLAGE IS A REALITY

We are connected as never before

Content increasingly **defines the digital presence of the modern enterprise**

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CONTENT **REALLY** MATTERS IN THE DIGITAL MARKETPLACE

DIGITAL TRANSFORMATION
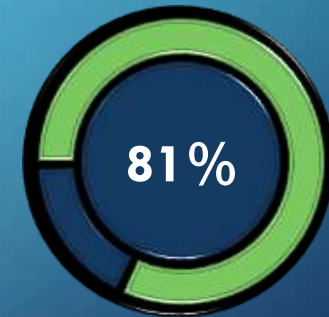IS THE FUEL FOR
ECONOMIC GROWTH

87%
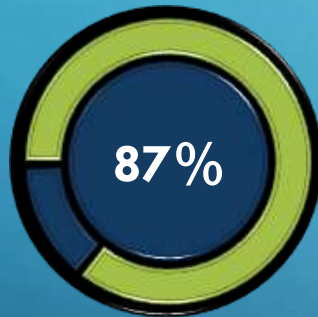
87% of companies believe digital transformation is a **competitive opportunity**

GLOBALIZATION
HAS GONE
DIGITAL

50%
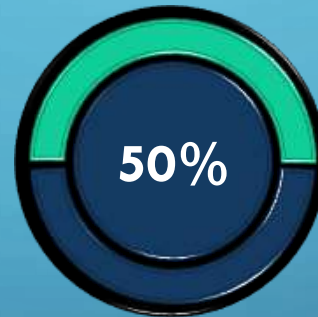
50% of the world's traded services are **delivered digitally**

SECURITY
REMAINS A
TOP CONCERN

81%

81% of companies expressed high levels of concern over **data breaches**

3

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Since 2000, 52% of companies in the Fortune 500 have either gone bankrupt, been acquired, or ceased to exist as a result of digital disruption

75% of today's S&P 500 will be replaced by 2027

Innosight Research

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Large volumes of multilingual data flows have created a huge and growing need for rapid translation

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THE IMPACT OF DIGITAL TRANSFORMATION

Buyer Journey
- Awareness
- Consideration
- Decision
- Purchase

Customer Journey
- Adoption
- Retention
- Expansion
- Advocacy

Content drives CX

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

Content is the best salesperson for the active digitally savvy customer

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

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MT expands the reach of translation solutions into the heart of the enterprise

The potential to use unedited RAW MT continues to grow and increasingly enhances international business initiatives
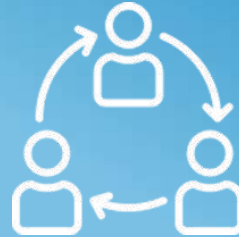
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MT makes all content instantly multilingual

Customers

Listen

Understand

Communicate

Employees

Collaborate

Communicate

Innovate

Partners

Collaborate

Leverage

Co-create

MT works across ongoing data flows between stakeholders

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MT IN THE LOCALIZATION INDUSTRY
COST CONTAINMENT
PEMT EFFICIENCY
QUALITY MEASUREMENT

Ignores the transformational role of RAW MT when integrated with flowing enterprise content

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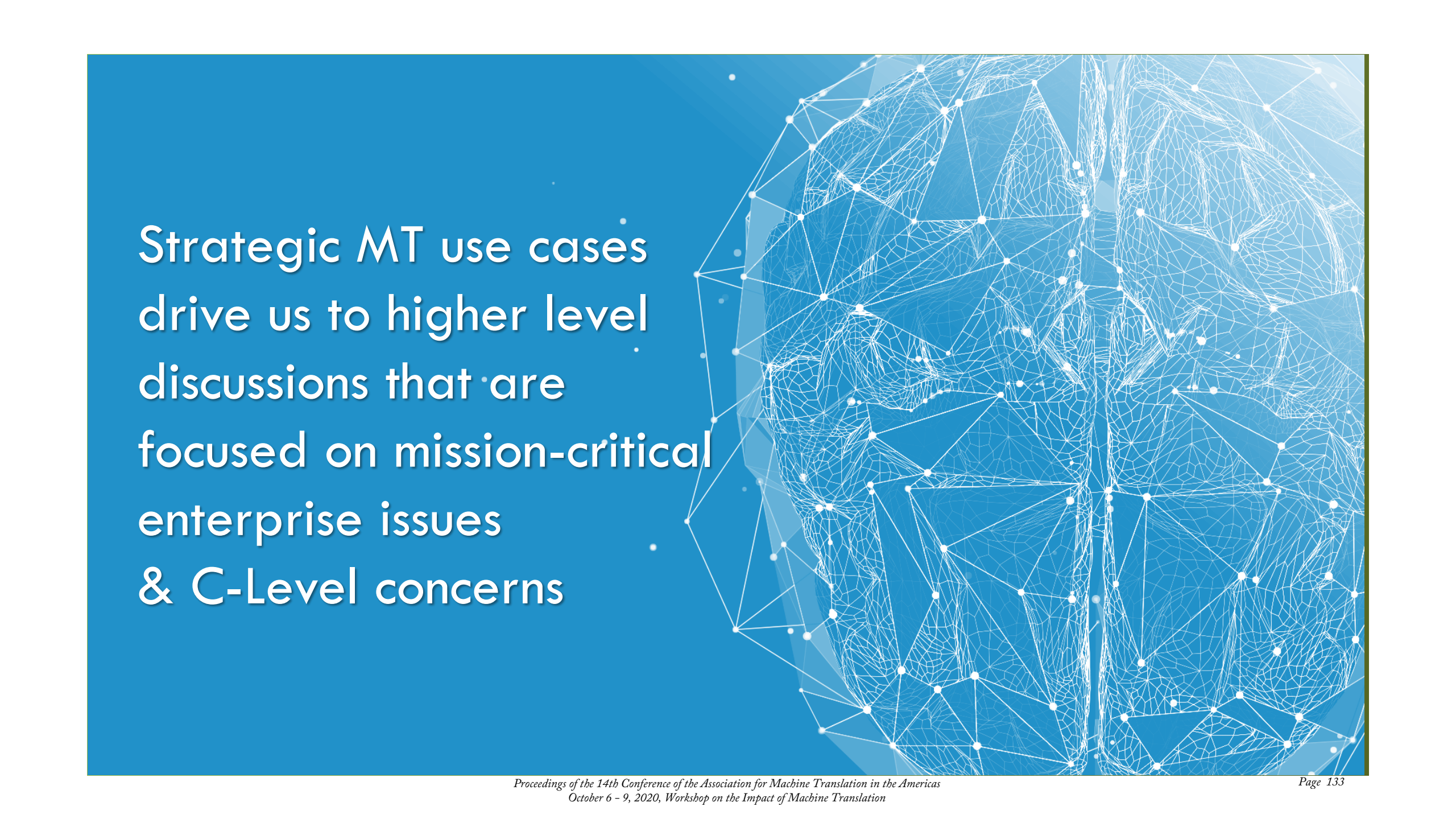
Strategic MT use cases drive us to higher level discussions that are focused on mission-critical enterprise issues & C-Level concerns

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Where can translation be used in the Enterprise?
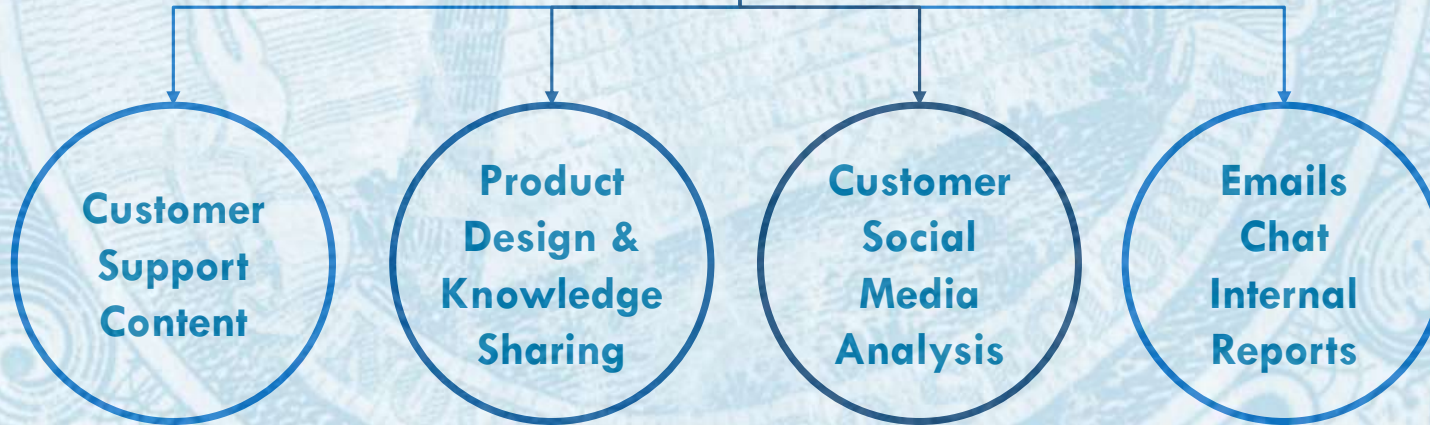
Problem: Staff need to communicate and collaborate in real-time, globally, in their multiple languages, and listen and respond to global customers
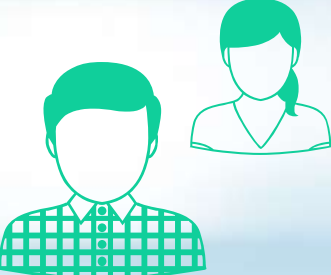
- **Customer Support Content**
- **Product Design & Knowledge Sharing**
- **Customer Social Media Analysis**
- **Emails Chat Internal Reports**

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Content drives revenue and is critical to overall customer experience

Keep Customers

- Customer service
- Technical support
- Education + adoption
- Advice + best practices
- Personalized moments
- Personalized recommendations

Thought leadership

Brand awareness

Buying research

Sales Guidance

Get Customers

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Today, email and voice are top supported interactions; email and chat are to become top interactions within 12 months
(Any device, Any channel, Always on)

Contact Center 2.0 Research Report

This corresponds with the top challenges facing today's contact centers, with companies ranking improving customer experiences and customer satisfaction in the top first and third spots, respectively.

"I love calling customer service!" …said no customer ever.

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QUALITY = DID IT SOLVE THE CUSTOMER PROBLEM

Easy
- 24/7
- Omni-channel access
- Multilingual

Fast
- Single interaction resolution
- Minimal Wait

Accurate
- Single source of truth
- Complete

Is support content available **faster** around the world?

Is it **easily found**?

Is it **useful**?

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Enterprise MT

eCommerce
Making Product Catalogues Global

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eCommerce is one of the biggest transformations of commercial business practice in history

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Multilingual eCommerce

Online eCommerce Product Portfolios
- Allow rapid expansion of global buyers with multilingual Product Catalogues
- Rapidly expand global customer base

Expand into global markets in a cost effective way

Product Title

Product Description

Global User Reviews

Buyer <> Seller Communications

Transaction Related Pricing, Policies & Procedures

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ECOMMERCE: THE FASTEST ACCESS TO THE GLOBAL MARKET

Top-Tier Markets

United States
United Kingdom
China
Japan
South Korea
Australia

Second Wave

India
Indonesia
Mexico
Brazil
Saudi Arabia
Sweden
Switzerland

Wait and See

Russia
Argentina
South Africa
Nigeria

Source: Shopify

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UNDERSTANDING MT QUALITY IN USE CONTEXT

Consumer Experience, Communication & Collaboration, eDiscovery

Localization

High translation volume:
10s of **millions** of words per day

Low translation volume:
10s of **thousands** of words per day

Larger budgets > Accelerate global business agility & response
Limited post-editing possible

Small budgets > Improve efficiency, reduce cost
Post-editing is critical

Linguistic steering and moderate customization produce positive outcomes

Requires deep, costly customization to enable positive PEMT outcomes

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LINGUISTIC STEERING (VS) POST EDITING

CX, Communication, Global Collaboration eCommerce eDiscovery use cases

Millions of words a day with little human touch: Real-time

Corpus and linguistic pattern level focus & linguistic feedback

Big Data Orientation

Localization Use Case

Thousands of words a day with multiple levels of human touch

Sentence level focus: Batch

PEMT focused culture

Published Content Orientation

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LINGUISTIC STEERING (VS) POST EDITING

CX, Communication, Collaboration eCommerce/eDiscovery use cases

Millions of words a day

Massive volumes of unstructured content
Mission-critical data flow
Broad coverage encompassing all
enterprise departments

Localization use case

Thousands of words a day

Small volumes of structured and controlled content
Necessary for regulatory compliance-related data flows
Basic product documentation and high-level marketing and support content

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The Translation Opportunity Beyond Localization

Develop large-scale translation ability

- Understand Linguistic Steering vs PEMT
- Understand how to solve dynamic, big-data translation challenges
- Understand corpus level linguistic profiling
- Identify internal and external high value content

Leverage multilingual content production

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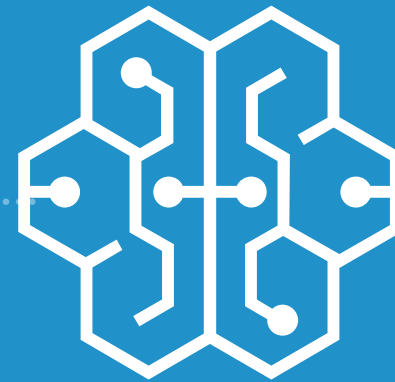# Looking at Opportunity Beyond Localization

Focus on the metrics that matter most

- Enhanced global communication and collaboration
- Expanded coverage & rapidity of response in global customer service/support scenarios
- Identify & Understand what customers care about across the globe
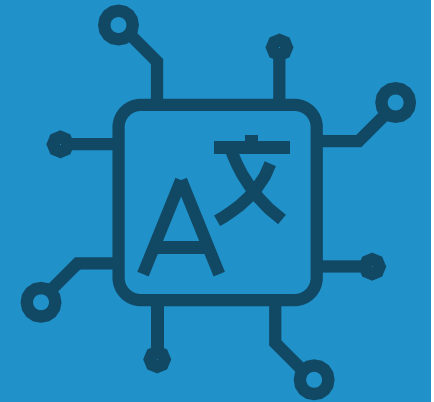- Improved conversion rates in eCommerce

Improve the Customer Digital Experience

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Human

Machine

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 @kvashee

Thank You

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