

# 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 to be **tailored 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.

## 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**

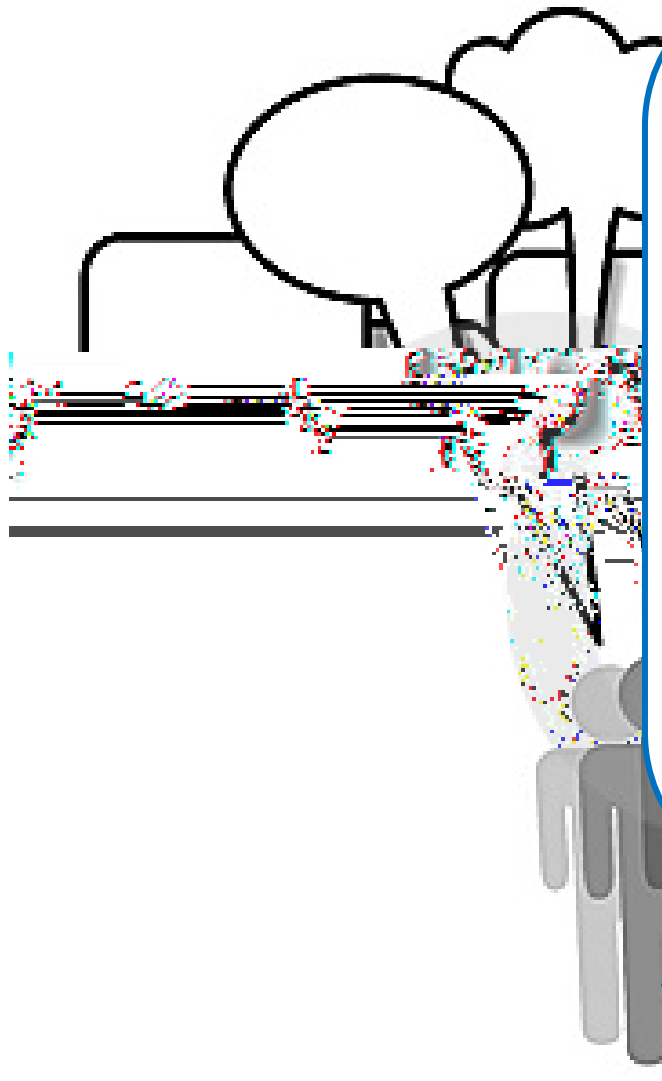
90% of HP's customers buy based on content, not on touching the product\*

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

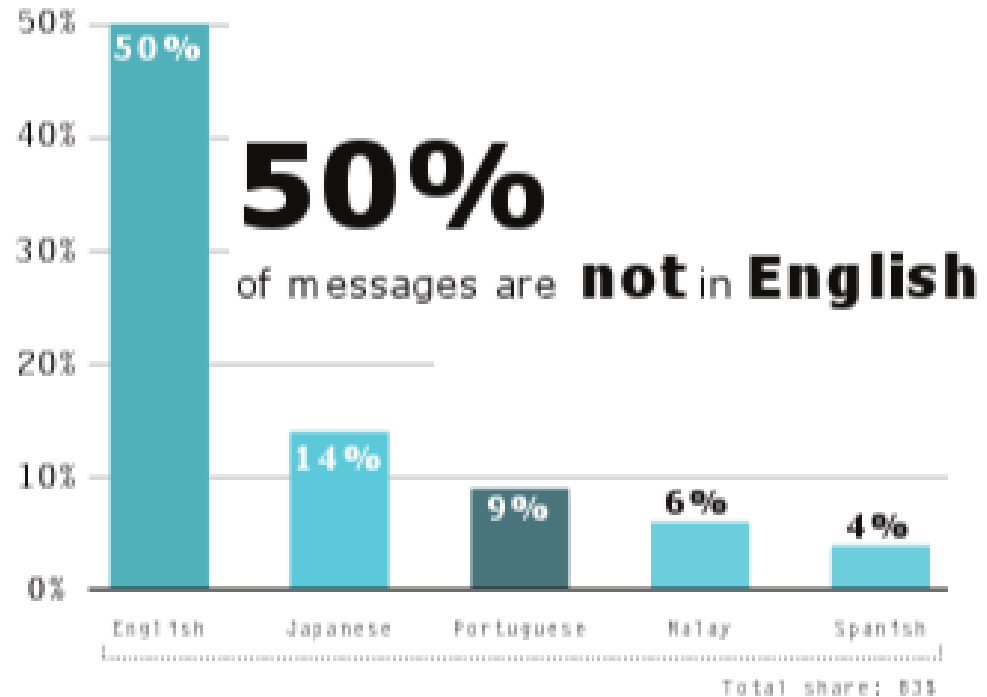
69% of HP's revenues are generated from outside of the US\*

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





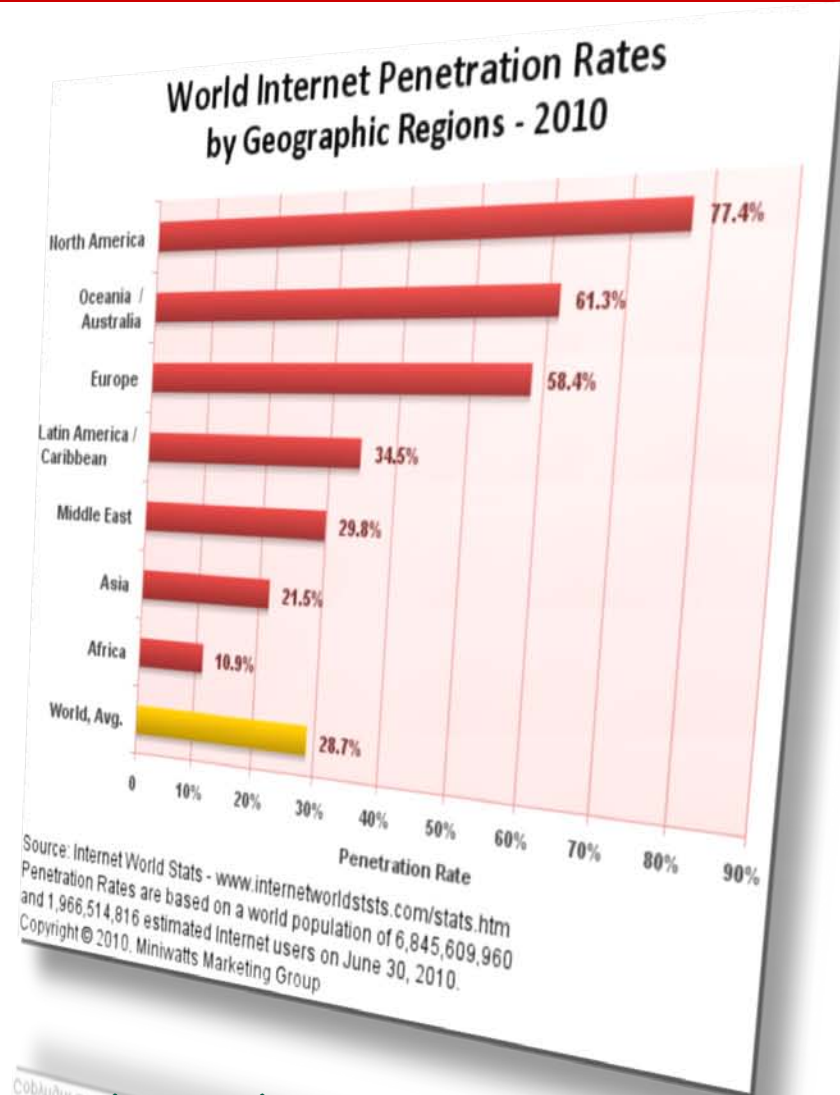
Language share on Twitter



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**

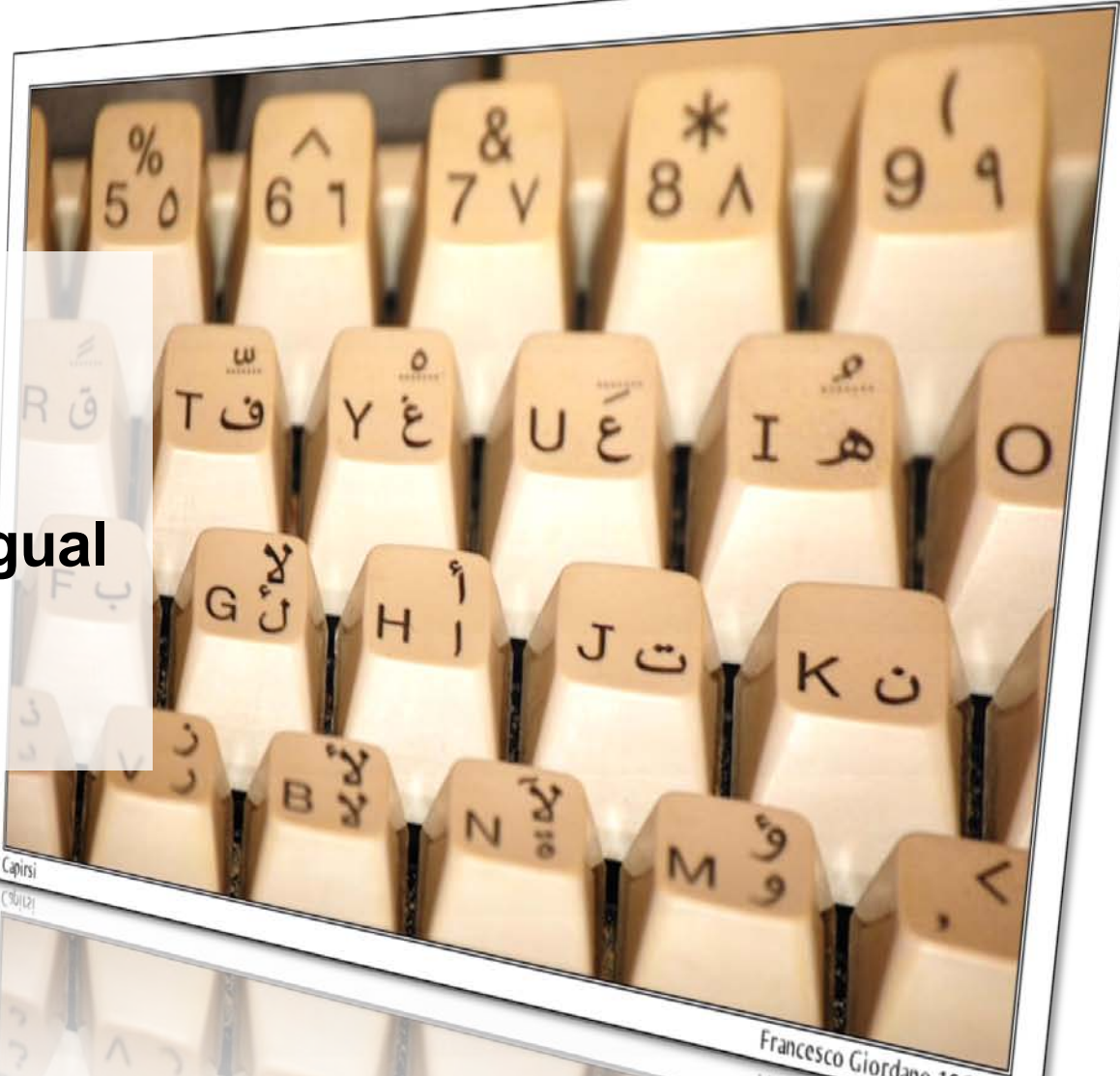
*How do we do that if we don't understand the language?*

*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

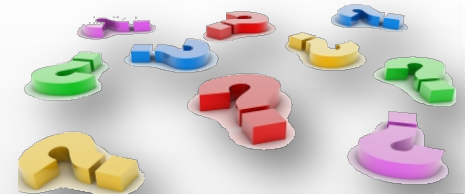
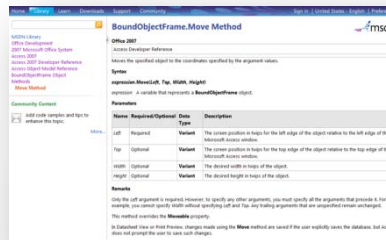
Service & Support



Customer Support

Ensure the best after-sales experience and customer satisfaction

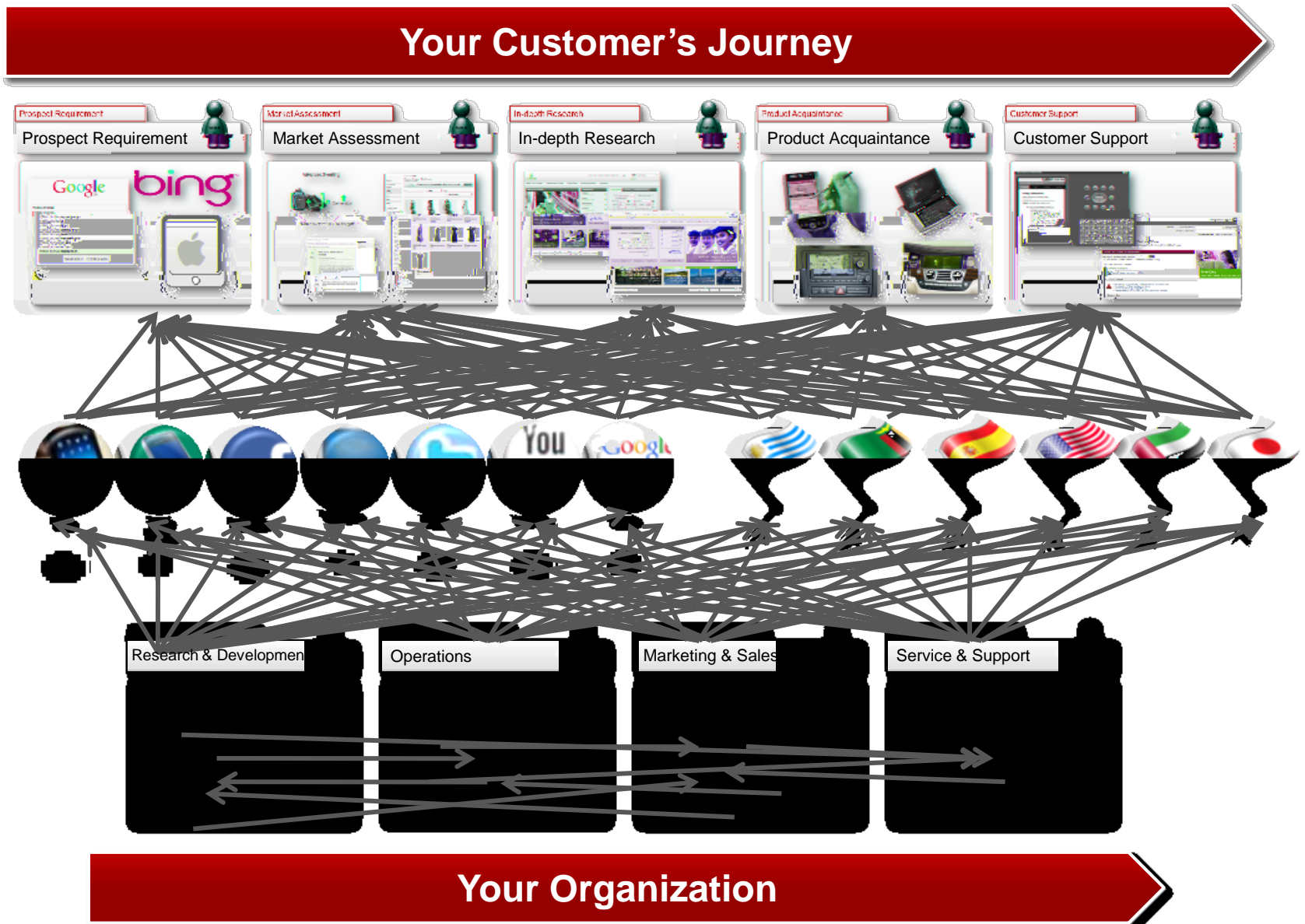
The less you understand, the more support



Call Center

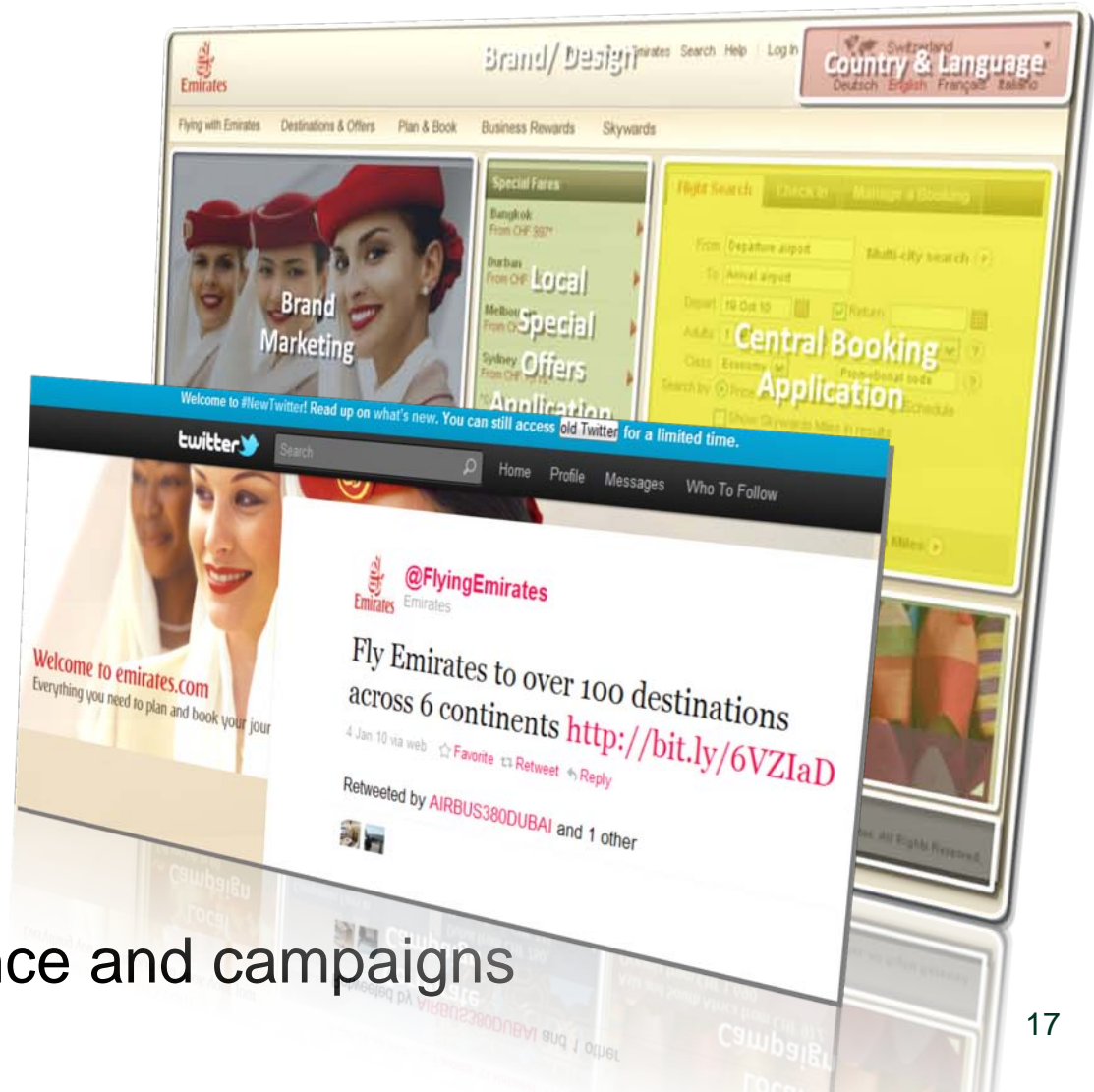


Your Organization





- **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..**

- **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**

# The Engagement Cycle



## 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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