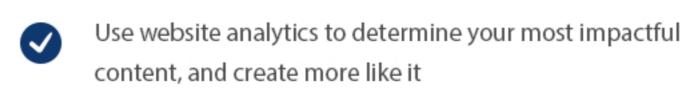


### **UNDERSTAND YOUR AUDIENCE**



- Is site traffic hailing from unexpected international markets? Engage these underserved users
- Provide localized digital experiences in users' preferred languages
- Showcase cultural fluency by honoring local celebrations and presenting unique offers to international users



## PROVIDE QUALITY CONTENT IN ALL CHANNELS



Craft differentiated, high-quality content that speaks to your constituents

Excellent content improves key KPIs such as organic traffic, SEO effectiveness, time on-site and conversions

Don't neglect secure portals for customer support and account management; these touchpoints are critical for the customer journey

Localize relevant channels—especially websites and portals—to provide seamless buyer and customer journeys for multilingual users

#### **CONTINUALLY PROVIDE A GREAT UX / UI**



Design your digital customer experience to be accessible to users in all markets, in all channels

Offer simple, elegant website navigation

that makes it practically effortless to find relevant site content Leverage best practices to eliminate

the design and development challenges that localization creates for multilingual sites



# **ADOPT A MOBILE MINDSET**



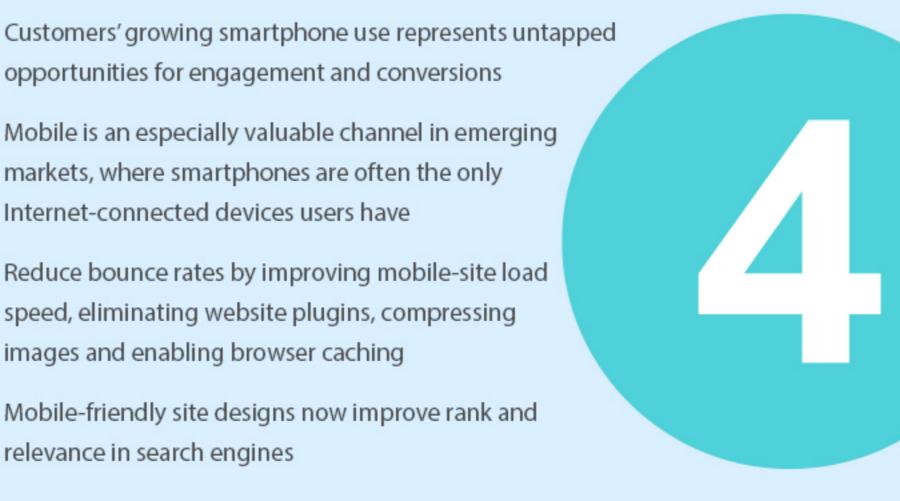
opportunities for engagement and conversions Mobile is an especially valuable channel in emerging

markets, where smartphones are often the only Internet-connected devices users have Reduce bounce rates by improving mobile-site load

speed, eliminating website plugins, compressing images and enabling browser caching Mobile-friendly site designs now improve rank and

relevance in search engines

Also extend mobile-friendly practices to secure portals, to improve post-conversion engagement



#### REDESIGN YOUR WEBSITE AND SECURE PORTALS



brand and solution remain relevant Contemporary design improves conversions such as transactions,

Refreshing the look and content of your online experience ensures your

If localizing your digital customer experience for multilingual audiences,

Apply design improvements to portals. This positively influences educational, cross-sell and upsell opportunities

newsletter signups, content downloads, etc.

use a translation solution that flawlessly operates before, during and after redesigns



