

## 5 WAYS

# To Improve Your Global Digital Customer Experience

Offering a polished, consistent user experience across your company's digital channels is vital for improving customer awareness, loyalty and conversation rates. Here are five ways to increase engagement with users around the world.



## UNDERSTAND YOUR AUDIENCE

# 1

- ✓ Use website analytics to determine your most impactful content, and create more like it
- ✓ 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

# 2

## CONTINUALLY PROVIDE A GREAT UX / UI

# 3

- ✓ 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



- ✓ Customers' growing smartphone use represents untapped 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

# 4

## REDESIGN YOUR WEBSITE AND SECURE PORTALS

# 5

- ✓ Refreshing the look and content of your online experience ensures your brand and solution remain relevant
- ✓ Contemporary design improves conversions such as transactions, newsletter signups, content downloads, etc.
- ✓ Apply design improvements to portals. This positively influences educational, cross-sell and upsell opportunities
- ✓ If localizing your digital customer experience for multilingual audiences, use a translation solution that flawlessly operates before, during and after redesigns

