



motionpoint

The Business Case for Localizing Your Customer Journey

Discover how to generate long-term business value
in new global markets.

Introduction

The customer experience is a key point of focus for many global companies today—and for good reason. Experience-driven businesses [drive faster topline growth](#), and great experiences help engage and retain customers who have already made an investment with your company.

This is especially true in international markets, where buyers expect a customer journey that's available in their preferred languages. Your in-market sales and marketing teams also need localized content to help establish and grow brand awareness.

The path is clear: Leading companies translate their customer journeys to capture today's global opportunities—and ensure tomorrow's growth.



The Challenge

Localizing the customer experience is a smart business decision, but it's still the exception across many sectors. Why is that?

Translating content alone may not seem difficult, but it's only one part of the equation. Many global companies, especially those just beginning their international growth, don't have the human resources to execute and implement large-scale translation projects.

Even if a company finds a capable localization partner to help translate the content their customers need and want, there are operational complexities that hinder most projects before they begin.

For instance, a company's online assets typically live across many different platforms—including website CMSs, third-party applications and in-house databases—and are often owned and managed by different areas of the business. The technical infrastructure of your digital properties can vary, too. Pure-play translation vendors (or worse yet, machine-only translation solutions) simply don't have the expertise or capability to navigate them.

The answer is to approach localization in a much more holistic way that puts the global customer experience right at the center.

The Solution: Strategic Localization

A **strategic localization initiative** for your company is the key to providing an authentic, interconnected customer experience across your digital channels. To achieve it, you'll want a plan that incorporates two mission-critical elements of a strong global presence online.



Your Digital Home Base

As the cornerstone of your international presence, your website should be discoverable, navigable and consumable in the language your customers prefer to use.

You'll want to get help from a vendor that can handle the nuts-and-bolts aspects of translation, and also to offer guidance on optimizing your translated properties for local and regional search engines. This helps ensure that your business can be easily discovered as you enter new markets.

The right partners will also have the technical know-how to work with **content in any platform and any format**, easily connecting the dots between what lives on your website and the content your customers will consume from embedded applications or third-party technologies (such as product

catalogs or booking engines). This way, the entire digital customer experience is immersive and integrated into the new language.

The most flexible translation technologies today can operate completely independently of your digital infrastructure while maintaining rigorous security and compliance standards.

This means the investments you make in translation can be preserved even through website redesigns, digital re-platforming or other strategic changes as you develop your market presence.



Outpost Channels

Getting people to your website is imperative, but most companies today do that through a network of outpost channels that help generate demand and capture interest from the broader digital universe.

That means your content seen in digital advertising, social media programs and omnichannel should also be translated for global audiences. So should promotional

material or thought leadership assets. Today's best translation technologies will help you effortlessly localize your archive of existing assets to scale your digital programs.

It makes sense to work with your regional partners or distributors, too, to ensure that any content you provide them—either through your marketing channels or dedicated partner portals—is localized as well. Your sales and business development teams will also benefit from having materials available in the languages they're using to open doors and close deals.

As global customers experience your brand across the digital landscape—be it in your owned brand channels or the extended network of social media, partners and sales teams—a localization strategy will help create:

- ▶ **Brand continuity**
- ▶ **A cohesive and educational customer journey**
- ▶ **An authentic, personalized experience for international customers**

These will demonstrate your brand's dedication to and investment in the local market.

A Worthwhile Investment

The customer journey can have a dramatic impact on your bottom line, and a strategic approach to localization puts it front and center for your digital content. From your website to sales and partner networks, a truly localized customer experience can make a difference between growth and stagnation in a competitive landscape.

The right combination of qualified expertise and advanced technology can help you not just translate content, but develop a holistic digital ecosystem that's tailored for your diverse international customers. And it will help generate business value in new global markets for the long-term.

About MotionPoint

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.

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