

# Crisis Management: Supporting Online Customers & Staff

To help ensure profitability and productivity, businesses should provide localized portals for multilingual customers and employees.

Localizing your company's secure portals for multilingual customers and employees generates many benefits for your business—especially in times of crisis.



## Upsides of Localizing Your Customer Portal

### REDUCES CUSTOMER SUPPORT COSTS

- 1 When multilingual customers can't find translated online support information, their calls **overburden phone support teams**, fast. This is especially true during a crisis.
- 2 Localizing support and account-management portal content **reduces that workload**.
- 3 It also **improves satisfaction ratings**, since customers prefer self-serve online support.

### PROVIDES UP-TO-DATE INFORMATION

- 1 Translated customer portals can help educate customers on the crisis itself, or refer them to trusted resources.
- 2 They can also offer **information about local operations**, product availability and more.
- 3 This **builds brand credibility and trust**, which are usually in short supply during a crisis.



## Upsides of Localizing Your Employee Portal

### FACILITATES SEAMLESS COLLABORATION

- 1 Localizing your employee portal **streamlines cross-market communication**.
- 2 It ensures **efficient collaboration** across all countries, subsidiaries and departments, too.
- 3 A localized platform also **enables efficient management of global resources**.

### CENTRALIZES HUMAN RESOURCES INFORMATION

Empowers multilingual staffers to **urgently access employee benefits**, make PTO requests and more.



## Key Insights for Localizing Portal Sites

- 1 Portal sites are **technically complex** and baffle most translation vendors.
- 2 Insist on a solution that handles **complicated single-page applications** and dynamic content.
- 3 Make sure it **properly detects all translatable content**, for a perfectly localized UX.
- 4 The best solutions are **turn-key**, and **eliminate time, effort and translation costs** on an ongoing basis.

