



HOW DIGITAL TRANSLATION Helps in Times of Uncertainty

Engaging multilingual customers in their preferred languages—especially during a global crisis—showcases your company's empathy and commitment to them. Localization helps ensure business continuity, too.

Customer Communications

Localized websites, multimedia and social content provides customers with the latest news about your company's preparedness, service availability and more.

Customer & Community Outreach

Localizing announcements about charitable giving, discounted services and products, and health information reveals the human side of your business.

Accommodating Increased Customer Activity

A localized CX—including account management features within secure login areas—provides reassurance and reliability to anxious customers.

Updates to Business Partners and Clients

Timely multilingual information for global suppliers, clients and business partners can enhance those relationships during this crisis, and beyond.

Global Business Continuity

A localized employee portal ensures your team is aligned across all markets. Processes such as staff management and resource allocation are streamlined, too.

Seamless Virtual Collaboration

Translated in-house training content gives first-time telecommuting employees the support they need to help customers during a time of uncertainty.

