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Optimizing the Customer Experience with Website Translation

Discover 8 ways to smartly serve
customers in global markets.

Introduction

Companies are increasingly doing more with less. They're doubling down on efficient operations and production, and streamlining organization charts. These efforts see increases in revenue and business success.

Such lean principles usually affect the entire organization, including marketing and development teams. "Doing more with less" generates great results for your current digital marketing strategy—but what happens when you want to serve global markets online?

The websites you'll need to serve those international customers should be in their preferred languages. But if you're thinking about managing that ambitious website translation project with in-house resources, you're likely to learn that going lean can cut to the quick.

It takes more people and resources than most lean organizations probably have. It's also technically complicated, and winds up being expensive. But smart companies can sidestep those pains with a thoughtful approach to market expansion—and to website translation.

Here are eight ways your company can save time, effort and resources when localizing your website for global markets.



1. Put Yourself In Your Customers' Shoes

With any website localization project, you must examine your online and multichannel content and determine which elements should be translated. As you examine your content, consider whether localizing a particular online asset will:

- ▶ Improve customers' and stakeholders' understanding of business-critical information
- ▶ Strengthen trust with visitors to your site
- ▶ Increase traffic to your site
- ▶ Drive more sales and revenue

Weigh the benefits you'll receive from making these localizations against the cost of executing them. And be sure to consider the value of translation beyond providing a great on-site customer experience. Factor in the value of how the best translations, combined with international SEO best practices, can increase website traffic, user engagement and conversions.

2. Consider the Needs of Your Global Sales Team and Resellers

To drive optimal revenue in global markets, it's a best practice to provide optimal support to your local sales teams and resellers.

Ensure all of your sales materials receive high-quality translations. **Look for a turn-key website translation solution that can handle your most important information channels,** such as employee and reseller portals—and that can do so using the same technologies and workflows that handle the translation of your website.

If you want your in-country sales teams to be successful, always make sure they have easy access to translated sales and marketing materials.



3. Streamline Post-Sales Support

As companies expand their global reach and sales, their customer service departments almost always see an increase of activity, too.

When it comes to properly helping global customers, you can't leave your service reps out in the cold. Offering translated versions of your customer support documents, via a global website or a dedicated customer portal, can immediately reduce the strain on your support team.

This operational efficiency enables your team to focus on higher priority tickets and rapidly address customer concerns. And you'll save on costs by re-using translation across channels—from email to offline documents and more.

4. Control Costs with Smart Technology

Most translation vendors have business models that put their needs over their customers'. They try to *maximize* their customers' translation spend. But the best vendors use innovative technologies and workflows to save time and money. They eliminate the need to hire new personnel, buy new technologies, babysit vendors, or wrangle new and unfamiliar workflows.

Great vendors also save you money by using superior technology that detects all translatable content on your website, translates repeated content at no extra charge, and enables the re-use of translation across all channels—all while being flexible, scalable and fully turn-key.



5. Make Things Easy for Your Internal Marketing and IT Teams

Your marketing and IT departments have enough bandwidth to keep your origin website running smoothly with updated content. But overseeing one or more multilingual websites will undoubtedly overburden them. The workload grows exponentially.

The best website translation solutions make the process of multilingual website management easy for your teams, at launch and ongoing. Approaches that use turn-key proxy technology and complementary services can automatically pull content directly from your origin site and queue it up for translation.

Look for approaches that handle the under-the-hood complexities that would otherwise burden your IT team. Equally important, make sure your marketing team's workload doesn't change at all.

The best solutions empower your marketing team to update your origin website, as they always do. The best solutions translate, edit and publish that content typically within one business day.

6. Account for Local Regulations

Some industries face regulations in global markets, each with their own requirements for websites, labels and documentation—as well as locally-preferred languages and phrases on those materials. Local regulatory agencies can fine, or litigate against, noncompliant companies.

To mitigate this risk, work with a translation provider that is familiar with local regulations, and can ensure your translated websites and omnichannel content comply with them.

7. Consider Your Product Names and Trademarks

Some companies believe they can sidestep costs by using affordable translation software, also known as machine translation. However, these solutions endanger your branding and trademarks by automatically—and often awkwardly—translating them without regard to creative intent or context. This is risky. Your product names could be translated when they should be left alone, or mistranslated into something incomprehensible or offensive.

To protect your branding and trademarks, rely on a translation provider that works closely with you to identify and define these specific terms for each market.

The correct usage should be specified in a translation glossary to make sure they're used correctly and consistently.

8. Use a Translation Approach That Emphasizes Efficiency

Launching a multilingual website can be challenging, but managing these sites with in-house resources is where most lean organizations become outclassed. The task is often too operationally complex, requiring processes that go beyond mere translation, including exporting content to back-end systems, managing translation workflows, quality testing, synchronizing daily changes and more.

Simplify your multilingual website management by leveraging a turn-key solution that uses scalable, innovative technologies to keep your sites up-to-date and localized without requiring any extra personnel, processes, or technologies on your end. You should be able to re-use your translation across all channels without increasing overhead, too.

Translation Helps You Grow in Global Markets

By communicating the value of your offerings to your global customers—in the languages they prefer to speak—you create a powerful avenue for building brand awareness and increasing revenue in new markets.

Translating your website will contribute to that international success. As you look for vendors to help you enter new online markets, make sure to find one that combines human expertise with technology-powered solutions. This approach will remove ongoing burden from your lean IT and marketing teams, while driving optimal international growth for your organization.

About MotionPoint

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

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



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