



PART 1

# The Ultimate AI Toolkit to Magnify Your Global Impact

Why You Need an AI Translation Strategy



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## 01

# Introduction: What You'll Receive from this Toolkit

As globalization continues to connect brands with people, language defines how companies are able to reach and communicate with new customers. After all, consumers aren't responsible for learning new languages to engage with brands — the companies that want to reach them are.

Leading global companies are reacting to their understanding of this importance by making larger volumes of content available to customers in more languages. Across websites, blogs, social, customer support, product reviews, and more, 63% of respondents report increasing their volume of multilingual content created over the last three years.

This toolkit will help you understand the powerful evolution toward personalized customer journeys, and how you can equip your company with AI technology to deliver a global experience that sets today's winning brands apart. And while language is only one key component to a robust globalization strategy, it's the most important place to start. Here, we'll guide you through it step by step and make it a tangible strategy you can activate within your own global organization.

Inside this guide, you will find all the context, infographics, case studies, and data-driven analysis that you need to get started with an AI localization strategy. We cover the topic in-depth so you will walk away with a thorough understanding of a powerful global experience strategy and how to chart your own course. If your organization already recognizes the need to adopt an AI strategy, you can skip the early sections that focus on defining and justifying such a strategy and jump right into learning how to get there—just begin your reading on [Part 2, “How to Get Started on an AI Translation Strategy.”](#)



# 02

## What is an AI Translation Solution?

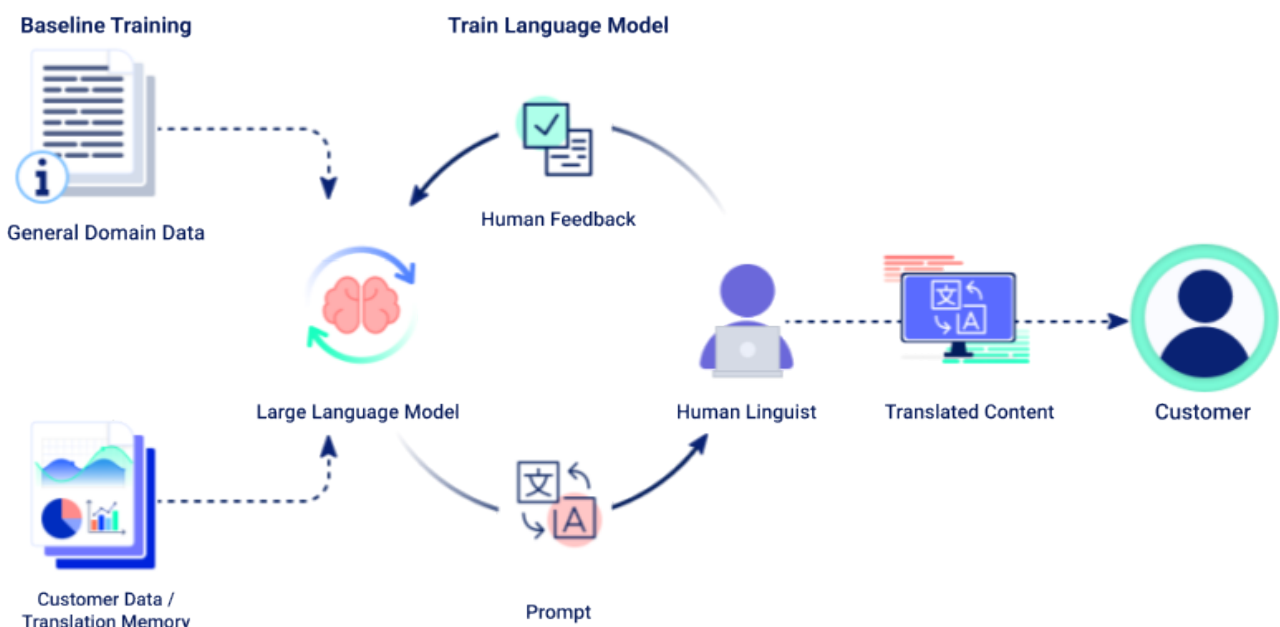
AI translation technology has grown exponentially over the past few years, giving enterprises the opportunity to reach and connect with customers across different languages and cultures, while also streamlining internal processes.

But what is an AI translation solution, and what does it look like?

An AI translation solution is an integrated system of people, tools, and processes centered around machine systems and datasets to translate words with higher accuracy, cost efficiency, and scale. Benefits of AI-driven translation include less time spent on manual tasks, better customer experiences, and consistent messaging across multiple channels.

High-impact AI translation models can significantly improve the effectiveness of linguists and the quality of fully automated customized machine translation. The combination of these translation workflows create a holistic AI translation solution, enabling enterprise content creators to reach their global audience.

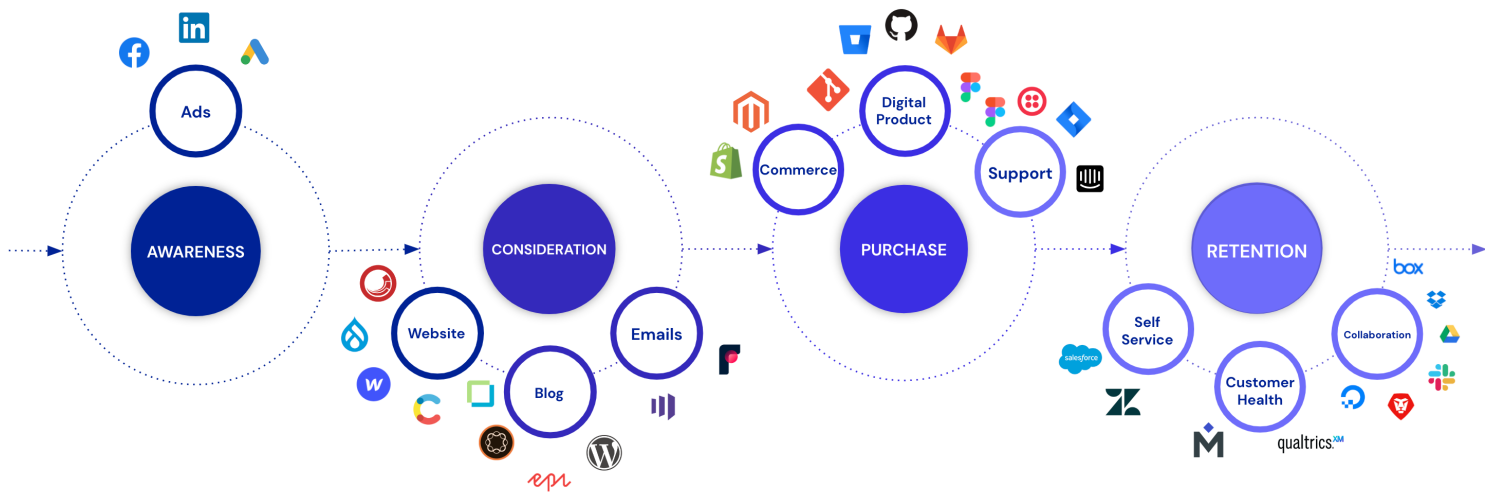
At Lilt, our AI translation solution is powered by our Contextual AI Engine, which is instantly retraining, driving accuracy and velocity.



## What AI Translation Means When Building Out Your Global Brand

For customers outside of a company's primary locale, language is arguably the most important component of a great experience. No matter what language your customers speak, they expect to be able to engage with you easily, at any time and across any touchpoint. Utilizing AI for localization allows businesses to generate high-quality translation with greater efficiency—an asset for companies of every size and industry.

### The Modern Customer Journey



The customer experience for a global customer has seen remarkable growth due to global customer experience. Digital tools such as chatbots, virtual assistants, and automated translation software have simplified the journey and allowed customers to easily find and purchase solutions online, wherever and whenever they please.

The consideration stage has been further improved by data analytics and machine learning algorithms, which provide personalized recommendations to customers. This way, customers have more tailored experiences and translation providers have a greater chance of converting leads.

AI-powered customer retention strategies such as loyalty programs and personalized email marketing have further helped to maintain existing customers and develop lasting relationships. All in all, AI has completely changed enterprise translation by making it smoother, more personalized, and easier for businesses to grow and streamline their processes.

# 03

## Why It's Important to Invest in AI Translation Early

Maintaining an edge in today's competitive market environment is crucial. Businesses that don't adopt new technologies risk falling behind their competitors and find it difficult to compete in the current market. Similarly, business leaders across industries are being challenged to incorporate AI into their team's strategy and workstreams. The exponential rise in interest for innovative AI-based tech solutions shows no signs of slowing down, as teams and companies continue to adopt artificial intelligence (AI) tools, optimizing a number of business processes.

Translation is one key area of your business where AI can make a significant impact, unlocking a whole range of benefits, including improved communication and profitability.

### The Growing Demand for Localized Customer Experiences



**76% of customers want to buy products and services in their native language.**

“Can’t Read, Won’t Buy – B2C” CSA Research 2020



**65% of customers prefer content in their native language.**

“Can’t Read, Won’t Buy – B2C” CSA Research 2020



**95% of professionals believe that language of choice is important throughout the customer journey.**

“State of Global Experience 2022 Report” Lilt 2022



**84% of professionals believe localization has an impact on revenue.**

“State of Localization 2021 Report” Lilt 2021

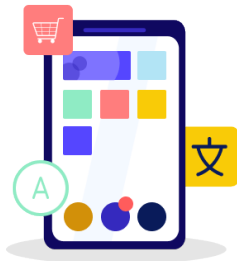
## The Importance of AI Translation in Global Expansion

With so many world languages, many of which are profoundly complex, generating perfect translations that fit the context of the original language can be challenging. That said, blended workforces that include both experienced linguists and well-trained AI systems are where localization is heading.

Investing in an AI translation model is a highly effective way for companies to scale and improve their localization processes. As AI translation solutions continue to improve and adapt to evolving language trends, cultural nuances, and colloquial expressions, individuals and brands are empowered to confidently interact in a globally connected world with higher quality translations faster than ever.

### Results from an Effective Translation Strategy Have Shown:

Localizing a website yields:



47% more search traffic, 70%, more website visits, and 70% increase in conversion rates. (“What Is a Multilingual Website and Why Your Business Needs One” DesigningIT, 2018)

Localizing an app yields:



767% more app traffic, 8x more downloads per month (3,000 to 23,000 downloads). (“App localization increases app ROI” Business Insider, May 2016)

Localizing content yields:



72% of brand engagement and 66% of content impressions coming from localized pages. (“State of the Market Report” SOCi, Q4 2018)

## Benefits of an AI Translation Strategy

When executed correctly with the right technology, an effective AI translation strategy can become your brand's greatest strength and a key competitive differentiator in current, highly saturated global markets. In general, translating your content and customer touchpoints can help your business:

- Enable worldwide access to your brand
- Build deep, meaningful connections that help customers engage on a new level
- Provide resources and support materials for global customers
- Improve conversion rates and enable growth
- Scale product usability for new markets
- Increase inclusivity through language accessibility

## Enabling Worldwide Access to Your Brand

Localizing your product, services, and content gives global customers new opportunities to find and engage with your brand. A thoughtful, personalized localization strategy ensures that multilingual customers can connect with your brand and have access to the same content quality and messaging as speakers of your company's native language.

## Building Deep, Meaningful Connections that Help Customers Engage on a New Level

At its core, creating a global experience is all about the customer. A meaningful customer journey enables prospective and existing customers to engage with your company at key decision-making moments and more importantly, feel valued and supported by your brand.



## Providing Resources and Support Materials for Global Customers

According to this year's State of Global Experience Report, **74% of companies believe that Customer Support is the most impactful customer touchpoint**. Given that, brands and organizations that prioritize user support and multilingual help centers will pull in more global customers.

## Increasing Your Addressable Market

The best strategy to break into new global markets starts with language. When you speak the same language as your customer, you maximize your brand's potential to reach and engage with new customers and audiences.

## Improving Conversion Rates

A thoughtful global experience positions your brand as a world market leader. Across your website, social media, product descriptions, and more, a localized customer journey gives consumers the tools they need to make confident and highly-informed decisions at every stage. Not to mention, building your international reputation as a global-forward and customer-first organization allows your company to maximize your global brand value, increase potential pipeline, and improve customer retention.



# 04

## Must Know AI Translation Terms

The AI translation space is an evolving industry that's using new technologies and strategies as it continues to grow. It's one that's full of industry veterans from many departments that are helping to pave the way for future scale as well.

However, since AI translation combines many disciplines into one, cohesive idea, it's riddled with terms and phrases that aren't always so obvious to understand. Even if you're an industry expert, projects with new companies can throw new terms your way causing you to search Google for the latest AI trends.

To help with that, we've compiled a list of the important terms in a simple and straight-to-the-point AI dictionary.

### Adaptive Engine Training

This approach offers continuous training, eliminating the retrain/deploy cycle of custom engine training. The model is always trained on the most recent data and updates the deployed model's parameters with each new training example. Lilt is a pioneer of this technology.

### Application Program Interface (API)

An API is a piece of software that allows two applications to interact with each other.

### Computer Assisted Translation (CAT) Tool

A CAT tool is one that's built to help translators increase the speed and consistency at which they translate content. Some of the more popular features of a CAT tool include Translation Memories and Termbases.

### Connector

A Connector is an integration that enables companies to send content from their existing systems to Lilt for simplified and

optimized localization workflows. Allows for more automated, consistent localization.

### Content Management System

A CMS is a software tool that allows companies to create, edit, and publish website content more easily than traditional methods. Common CMS systems include WordPress, Contentful, and Drupal.

### Context AI Engine

Artificial intelligence systems that can understand and interpret the context of a given situation or query to provide more relevant and accurate responses or outputs.

### Custom Engine Training

Given a content-specific dataset, this approach tracks a model's parameters once and deploys those parameters. If you want to train on one more example, you need to retrain the whole model and deploy it again.

### Customer Experience

Customer experience is the entire experience that a customer may have with a company, from sales and marketing to customer support and product. A positive customer experience means that customer expectations are met at most (if not all) interaction points. Similarly, the customer journey is a progression of interactions that a customer or prospect may have with a company, service, or product. This journey often looks different depending on the company and customer and can often have an impact on customer experience.

### Few-Shot Prompting

This technique involves adding training examples to the input of the deployed model, which also includes the text to be translated. The training examples influence the model's output without adjusting the model's parameters.

### Fine-Tuning

This is a term specific to neural networks that is equivalent to adaptive engine training. It adjusts the model's parameters for each new example.

### Fuzzy Matching

Fuzzy Matching is the process where a CAT tool looks for segments inside of a Translation Memory with similar meaning and spelling. Fuzzy matches are often between 75-99% similar to an existing entry.

### Generative AI

Generative AI is a type of artificial intelligence technology that can produce new content, including text, imagery, audio, and data.

### Global Experience (GX)

Global Experience is the process of making a company's customer experience multilingual and accessible by all customers and prospects, regardless of language or locale. Successful global experience consists of all internal teams aligning on global strategy.

### Globalization

Globalization is the idea of bringing different countries and cultures together, whether separated by people, economies, or borders. Oftentimes, globalization is thought of as the umbrella goal that localization, internationalization, and translation all work to accomplish.

### Human Feedback

The changes or acceptances of translation prompts. This feedback then enables the AI system to learn and adjust its behavior and output based on changing circumstances or new information from linguist feedback. Unlike MTPE, human feedback is learning in real-time and improves on its own with more feedback without the need to be retrained on data.

### In-Context Learning (ICL)

Also known as LLM Fine-Tuning, ICL is a newer approach to translation that allows for rapid customization of a single model to a specific content type by updating the model's parameters with a constant stream of new training examples.

### Localization (l10n)

Localization is the process of actually adapting to a specific locale or region. This often includes all visible pieces, like text and images, to make sure that they align with the culture.

### Language Services Provider (LSP)

LSP is short for Language Services Provider, a company that offers services like translation or possibly interpretation.

### Large Language Models (LLMs)

Artificial intelligence systems are trained on massive amounts of text data to generate human-like language outputs and perform natural language processing.

### Machine Translation (MT)

Machine translation is fully automated software that translates content from one language to another. Since a large portion of the world's content is inaccessible to people that don't speak the original source language, MT can effectively translate content faster and into more languages.

### Machine Translation Post-Editing (MTPE)

Some companies use a translation approach called Machine Translation Post-Editing (MTPE), where content is translated using MT and then reviewed by human translators after the fact. While this workflow does cut costs, the quality is typically lower than human-in-the-loop machine translation or human-only translation.

### Natural Language Processing (NLP)

NLP is a branch of artificial intelligence that focuses on allowing computers to understand language in a human way. It combines linguistics with technology to understand the meaning, context, and intent behind spoken

spoken and/or written language. Common examples of NLP include chatbots, speech-to-text software, digital assistants (like Alexa or Siri), and more.

### Terminology Management

Terminology management is a process of researching, choosing, defining, updating, and maintaining key terms in the local language relevant to a business, product or service provider, or public or scientific institution.

### Translation Management System (TMS)

A TMS is the software system that manages the localization process from start to end. More often than not, they're meant to automate and streamline the localization workflow, making it easier to pass content back and forth for translation.

### Translation Memory (TM)

A TM is a database that stores all previous translation segments. Those segments can then be used in future translations, saving time for translators, ensuring consistency for the brand, and saving costs for businesses.

### TM Leverage

This is the term used to track and measure the frequency of TM use. The higher the leverage, the more often a TM is referenced in subsequent translations, likely providing faster turnaround and lower costs.

New terms are still appearing, so it's important to stay on top of the latest developments in the industry and work with a trusted AI translation partner.

# 05

## Learn from Brands that are Leveraging an AI Translation Strategy Exceptionally Well

Canva, ASICS, Intel, and more



# Accelerating Keeper Security's Global Go-to-Market with AI

Keeper's marketing team saves time with streamlined Lilt workflow.



HQ Location  
**Chicago, IL**



Company Size  
**101-500 Employees**



Industry  
**Technology**

## Reduced Complexity

Lilt enables Keeper Security with a simplified, continuous localization workflow that fits their needs.

## Faster Turnaround

Lilt's Contextual AI Engine have ensured that the team can meet tight timelines.

### The Challenge

With a global customer base across multiple countries relying on Keeper, localizing content was a top priority for their team. Finding a partner to manage translation of Keeper marketing content had historically been a challenge. Over an 18-month period, the marketing team tried four different vendors and none had been able to meet the needs of their projects. Previous vendors either could not deliver projects within set timelines, or on rare occasions, forgot to deliver altogether.

### The Solution

That all changed when the team found Lilt. The marketing team needed a partner that would enable them to create multilingual content at scale for their six target core languages, and do so within the team's tight timelines. Not only has Lilt's AI translation solution reduced the time and effort required from the Keeper marketing team for tasks related to translation, but it has shortened the time between requesting and receiving translated content.

### A Streamlined Workflow for a Global Team

With Lilt, translation workflows for Keeper's global marketing team have never been simpler. With centralized organization provided by Lilt, any content creator across the global team of 20 can easily send projects to Lilt for translation and receive translated content in return.

### AI-Powered Translation Velocity

Lilt's highly responsive program team and the heightened translation velocity enabled by the Contextual AI Engine have ensured that Lilt can meet tight timelines, even delivering content on the same day. Ultimately, this means that Keeper can go to market with new campaigns more quickly.

### A Strategic Partner and Innovative AI Solution

With Lilt's team and technology doing the heavy lifting, translation now takes up 1/6 of the time it took the Keeper marketing team with previous vendors. This has freed up the team's resources to focus on high-impact projects where their unique skill sets are most valuable.



"Lilt has helped us rapidly expand into new markets by streamlining our approach to localization. Lilt's AI technology allows us to quickly and easily localize to any language that we need pretty much on the fly."

**Brad Cain**  
Director of Global B2B Marketing

# ASICS keeps its global content operations running fast with Lilt

ASICS increases translation velocity by 60% and reduces costs by 70% through partnering Lilt's AI-powered translation services.



HQ Location  
**Kobe, Japan**



Company Size  
**8,800+ Employees**



Industry  
**Retail & E-Commerce**

Reduced Translation  
Costs by

**70%**

year-over-year by incorporating Lilt's human-in-the-loop solution as a key part of the ASICS localization workflow.

Increased Translation  
Velocity by

**60%**

thanks to Lilt's use of AI and automation across every step of the localization workflow.

## The Challenge

Digital transformation a priority at ASICS in order to help the company better ways to serve the needs of its global customer base. ASICS needed to find a localization partner to help accelerate its growth plans. Because of growing competition in the retail and e-commerce thanks to the new generation of direct-to-consumer brands, ASICS knew that they needed to move faster than ever, reducing costs through standardization and process improvements and increasing overall operational excellence.

## The Solution

Lilt's vertically-integrated localization solution has had huge efficiency gains for ASICS, streamlining the end-to-end localization workflow and helping linguists work faster than ever before. With Lilt, the ASICS team has more time to think strategically about evangelizing localization to their internal stakeholders - rather than constantly worrying about the day-to-day operational challenges with localization.

## Faster Speed-to-Market for Global Customers

With previous localization providers, translation turnaround times have often been the biggest pain point for ASICS. That's why the team was so excited for Lilt's approach to combining skilled human translators with an adaptive neural MT system. Together, the solution gives ASICS 60% faster turnaround times, helping the team better serve its global stakeholders across the product, marketing, digital, and merchandising teams - all while preserving the high quality on which a brand like ASICS prides itself.

## Lower Costs Means Increased Localization ROI

For ASICS to achieve its growth goals while staying within budget, cost control was a major priority. Before Lilt, ASICS relied on 100% human translation. While quality was high, turnaround times were slow and costs were at unsustainable levels. By incorporating Lilt's human-in-the-loop solution, ASICS was able to not only increase turnaround times - but also achieve a 70% year over year decrease in localization cost. While the team had initial concerns around MT, they embraced Lilt's solution - which provides human linguists with predictive, adaptive neural MT technology to make them faster and better than ever.

## A Business Partner that Invests Deeply in Technology

As ASICS embraces digital transformation across its global operations, it is excited to have a partner like Lilt that invests deeply in product development and technology R&D innovation in order to quickly adapt, grow, and scale with the rapidly changing needs of ASICS's business and the customers it serves. Given the major improvements in ASICS's localization metrics, the company is excited to expand its use of Lilt into new areas.



"Lilt's vertically-integrated solution has had huge efficiency gains for ASICS."

**Alessandra Binazzi**  
Director of Localization



# Transforming Intel's Localization Strategy and Operations with Innovation in AI

Intel's use of Lilt's AI translation solution enables its localization team to do more with less, more efficiently and without sacrificing quality.



HQ Location  
**Santa Clara, CA**



Company Size  
**110,000+ Employees**



Industry  
**Semiconductors**

Reduced Translation  
Costs by

**40%**

thanks to productivity and efficiency gains from Lilt's AI technology.

Increased Translation  
Velocity by

**100%**

year-over-year in the same period of time for its largest internal stakeholder thanks to Lilt's Contextual AI Engine.

## The Challenge

Intel had been looking to reinvent the way it approached localization, but previous attempts had resulted in incremental - rather than transformational - improvements. Because of a significant increase in demand for translation and localization services across Intel's internal stakeholders, the team needed to figure out how to scale to meet these needs, but at a sustainable cost and with a very lean team. It was clear that they needed to be more aggressive in our approach and adopt a more innovative model.

## The Solution

Intel was intrigued by Lilt's new model of applying AI to augment the work performed by human translators, and automation to make every step of the localization process more efficient. Intel cut its translation costs by 40% and was able to process a 100% year-over-year increase in translation volume, all thanks to Lilt's Contextual AI Engine.

## Reduced Costs Improves Localization ROI

The productivity gains from Lilt's AI translation solution has enabled Intel to reduce translation costs by 40% year-over-year for the same volume of content. One key to these gains is the flexibility and extensibility of Lilt's Contextual AI Platform and Connectors, which makes it easy to connect to Intel's existing infrastructure and workflows and avoids the need for expensive custom development. Finally, Lilt's automation functionality helps streamline Intel's business processes, reducing the need for human intervention in program management, QA, and review.

## Increased Speed-to-Value and Translation Velocity

Lilt's Contextual AI Engine run on large language models delivers major improvements on fluency and accuracy over legacy MT engines. As a result, the Lilt Platform is substantially increasing Intel's content throughput and reducing the possibility of human error, all supported by Lilt's innovative AI technology that enables translators to work 3-5x faster with no loss in quality. Because of these successes, Intel's internal stakeholders have asked to deploy AI across the company.

## A True Collaboration Between Intel and Lilt

Lilt is laser-focused on driving success for its customers like Intel, keeping an open dialogue about the product vision and roadmap. Because of Lilt's continuous investment in developing new products and services, Intel knows that as their localization needs grow, Lilt will grow with them.



"Lilt's potential to leverage AI and automation to reduce costs at every stage in the localization value chain is exciting to us."

**Loïc Dufresne de Virel**  
Head of Localization

# WalkMe Adopts Lilt to Improve Its Global Experience

WalkMe increases translation velocity and simplifies the translation workflow with Lilt's AI translation solution.



HQ Location  
**San Francisco, CA**



Company Size  
**1,000+ Employees**



Industry  
**B2B Technology**

## Maximized Impact

Lilt enables WalkMe to run an effective localization program without a dedicated in-house localization team.

## Reduced Complexity

Lilt provides an end-to-end solution, including instantly retraining models, systems design, and automation.

### The Challenge

As WalkMe rapidly scaled and built out its international presence, the company found it difficult to localize its digital content into all the languages spoken by its global customer base. As a result, support tickets were mounting and putting a strain on the organization, reducing customer satisfaction, and potentially driving away new deals. Without a localization team, scattered efforts to try to translate content just weren't getting the job done, but the team wasn't sure what to do.

### The Solution

The team knew they needed a trusted, strategic localization partner that thought about the power of AI and automation in the same way that WalkMe did. That's why they turned to Lilt. Lilt simplifies the entire localization process for WalkMe, providing them with not only high-quality translation services, but also their Contextual AI Platform that integrates with their content systems and workflows, AI and machine learning to increase translation speed and accuracy, and automation to make the whole process simple.

### Focus on Business Outcomes Beyond Localization Outputs

With the speed and cost-effectiveness of Lilt's AI translation solution, WalkMe can afford to be more proactive about the languages into which they translate, anticipating their customers' needs before they even ask for anything. Because of WalkMe's rapidly growing global customer base, the team is hyper-focused on deflecting support tickets by always having updated, localized self-service support content available online.

### Automation to Streamline Workflows

WalkMe was worried about wasting time and resources due to a lack of a clear localization workflow. The company uses WordPress to host much of its external content, and Lilt's native WordPress connector makes it easy for WalkMe to send content and have it rapidly assigned, translated, and sent right back into Wordpress - saving time and effort. By bringing all of WalkMe's translation through a single, unified platform, the team has drastically reduced complexity and the possibility of human error.

### A Strategic Partner and Innovative AI Solution

WalkMe wanted a partner that could not only help design localization workflows and business processes, but also one who could help the company think strategically about how localization can help them scale with AI. Because WalkMe was early in its localization journey, the team wanted a partner who could help them discover new areas to localize content and new ways to get a higher return on their localization investment.



"I wanted a partner who could free up my time to think strategically about WalkMe's business. That's the partnership we have with Lilt."

**Minor Ben-David**  
Knowledge Manager



# Growing Canva's Localization Programs for the Future

Canva uses Lilt's AI solution to scale its localization programs and optimize workflows.



HQ Location  
**Sydney, Australia**



Company Size  
**1,000+ Employees**



Industry  
**Consumer Internet**

## High Quality Translations

Lilt translators work in the Contextual AI Platform to ensure translations are accurate, consistent, and reflect Canva's brand tone and voice.

## Localization at Scale

Lilt provides Canva with an AI translation solution that enables scale.

### The Challenge

Even though localization is a key to Canva's success, scaling from one language to a hundred is a challenge for any organization. With Canva's mission to create design templates that can be used by anyone, it's important for those templates to be localized so they are relatable to the user and easily fit the look and feel of their language and locale. But with so many content types to localize, the scale and complexity of the localization efforts were massive. It became clear to the team early on that localizing templates wouldn't be as simple as translating strings of text.

### The Solution

Lilt's AI translation solution optimizes the entire localization process for Canva. Lilt's Contextual AI Platform enables translators to work quickly and at a much more affordable cost, all while keeping translation quality high and on-brand. For the team at Canva, that was really important due to their high volume of content. Working with Lilt, Canva was able to set up and refine processes to ensure their localization operations ran smoothly.

### Growing for the Future with Contextual AI

Canva decided to partner with Lilt because of how efficiently its translators can work. That efficiency is all thanks to the Lilt's Contextual AI Platform, which enables higher translation velocity while maintaining quality. Without having to worry about translation quality or accuracy, the team at Canva can spend their time focusing on new ways to innovate to support Canva's growth ambitions.

### Building a Partnership for Scale

Canva was also looking for a partner that would be able to grow alongside them as they continued to build their localization program. Lilt's Contextual AI Engine is instantly retraining and thus built for translation at scale. It was important to take the time to establish new workflows with Lilt's team and technology, as the partnership between Canva and Lilt was an important part of scaling up and maintaining a high output rate.

### Streamlining Localization Workflows

Canva was looking for a partner with flexibility and ability to meet their demands at every stage. When things were slow and trickling in, their focus was mostly about getting the quality and process right. Lilt worked with the localization team at Canva to optimize their workflow efficiencies and scalability.

*Canva*

"Seeing how Lilt could help both with urgent campaigns and large scale, long-term projects was what helped us realize we made the right decision in working with them."

**Aswin Kannan**  
International Product Manager

# 06

## Conclusion

While AI has yet to be universally integrated into business strategy, many companies have begun to adopt a strategic mindset and build the necessary foundations to ensure that global experience and translation is a key component of customer engagement.

For many, this mindset shift will have its bumps along the way. But putting the right strategy in place and rethinking the optimal approach for how to deliver a seamless customer journey across touchpoints will be the differentiating factor for leading companies as they build and elevate their global presence. Read Part 2 to learn how to start.

Learn how to get started with an AI translation strategy for marketing, product, customer support, and L&D teams.

[Download Part 2](#)