Proving the Value of Global Customer Experience

Ascend 2021 Cheatsheet

Building an end to end global experience that all customers can enjoy requires partnership and alignment from multiple departments across an organization. But in many cases, its core global element, localization, is put towards the end of the process and is not viewed as a strategic operation.

At Ascend 2021, many speakers discussed the importance of getting localization involved in company strategy from an early stage. However, in order to do that, it's critical to prove its value and align to larger business goals.

This cheat sheet includes insights from speakers at Ascend 2021. You'll learn about:

- The value of executive sponsorship
- Why strategy and data is critical for strategic support
- How global experience can lead to growth and success

Getting a Seat at the Table

Since departments that directly generate revenue are often the focus for business strategy, localization can easily be overlooked as a strategic function. For many speakers at Ascend 2021, a key way to establish that strategic importance is to find a higher level individual to support your efforts.

By finding an executive sponsor that can help showcase the importance of localization and global experience, it's easier to relay the message and start incorporating localization efforts into the larger business strategy. From there, budget, planning, headcount, and much more become more accessible for your organization.

Proving Value of Global Experience

In many organizations, finding an upper level executive that supports localization and global experience can be quite the challenge, one that requires reasoning and data. Carrie Fischer, Head of Globalization at Subway, has faced that challenge before and understands what's important from a business perspective.

> **"Focusing on the end to end customer experience is the way to win. Language is one of the most important components of building that experience for global customers."**
>
> **Carrie Fischer**
> Head of Globalization at Subway

Building a business case that promotes the value of why language and localization are crucial to global business can elevate your department to a more strategic role. Investment in localization is an investment in global growth - it helps to enable increased revenue by increasing access to more potential customers in different markets.

Using Localization for Global Success

Ultimately, proving the importance of localization can be a staple of long term business success. For some, it can directly add new sales leads and increase revenue. For others, it can create an opportunity to provide users with a global experience that connects and grows a community.

> **"Localization has been instrumental to getting our product and content in front of our potential users. Building a global experience that resonates with users is a key part of the success and traction that we've seen today."**
>
> **David Gogel**
> Head of Growth and Operations at dYdX Foundation

Without a connected global experience for all users, regardless of language or locale, it's hard for businesses to truly embrace international markets.

Takeaway

Getting a seat at the strategic table is never easy, and proving the value of localization can be hard to translate on a business level. However, doing so can help elevate localization from a secondary option to a primary function that enables growth and global experience. As many experienced leaders shared at Ascend 2021, it's important to establish its value with a solid foundation of data, strategy, and executive sponsorship.