Grow Your Global Customer Experience

Ascend 2021 Cheatsheet

Over the last ten years, the customer experience revolution has taken companies by storm - as the internet has progressed and grown, more and more customers have access to new information and expect a seamless, personalized experience.

However, since the start of the COVID 19 pandemic, there's been an acceleration in the number of customer interactions happening online, growing by nearly 30% in just the first few months. This has transformed the way companies operate, focusing more on the digital presence to ensure customers can have great experiences when interacting with a brand.

At Ascend 2021, leaders from different industries and departments discussed the value of using localization to grow and expand global customer experiences and build more meaningful relationships with their users.

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

- The importance of global experience
- Using technology to boost localization programs
- Why automation is the key to meeting demand

The Importance of Global Experience

Customers these days have unprecedented access to content. With so much of it available online, it's easier than ever to engage and interact with a company through its content. Often, though, early customer touchpoints are forgotten when it comes to localization - instead, the customer journey is only seen as customer support.

In his keynote talk, Lilt CEO Spence Green highlighted that customer experience goes far beyond customer support. It actually covers the entire customer journey, from initial awareness of a product or service all the way through the purchase itself. But it also includes the ongoing relationship over time.

However, the current problem is that most experiences don't take the idea of global far enough.

> **"Many systems are not connected together in the business world, so what you typically find when interacting with a business, in terms of language, is a fragmented experience."**
>
> **Spence Green**
> CEO and Co-founder at Lilt

To ensure that companies are thinking on a global level, Spence suggests starting discussions internally and asking a simple question: **what is the journey for a global customer in each of the markets that we're working in?**

This question will enable companies to think critically about their current workflows and strategies to ensure that all customers have great experiences.

Scaling with Innovation and Technology

One challenge of many localization professionals is figuring out how to incorporate technology that improves efficiency across the board. According to Loïc Dufresne de Virel, Head of Localization at Intel, the growing digital ecosystem that many companies are in requires the help of technology.

> **"Because content today has a shorter shelf life than before, we're constantly refreshing different parts of the global experience. The only way to meet this growing demand is with innovation and automation."**
>
> **Loïc Dufresne de Virel**
> Head of Localizatoin at Intel

Whether it's through the use of machine translation, continuous localization workflows, translation memory, or many of the other technologies available, putting in place a system that is automated and can be updated quickly is the only way to scale effectively. For many companies, that technology is the biggest factor in their ability to scale globally.

> **"Lilt has been a strong partner with technology that easily fits into our existing workflow. The Lilt team really delivers a solution that has been instrumental to our team's success."**
>
> **David Gogel**
> Head of Growth and Operations at dYdX Foundation

Takeaways

With the proper tools and technologies in place, it's easier than ever to manage workflows and automate repetitive tasks to ensure that global experience is consistently updated, no matter the increase in demand or volume of content.