How to Launch a Global Customer Experience

Ascend 2021 Cheatsheet

With the world becoming more digitally connected than ever, customers have more access and opportunity to engage with and interact with a company. As a result, customers worldwide are now expecting user experiences that they can easily engage with as if it were in their native language. However, many companies are still operating with a one-locale mindset, only optimizing their customer experiences for English speakers.

At Ascend 2021, many conversations were had around the idea of global customer experience and how to build one that is frictionless for all customers, no matter their location or language spoken. In many cases, though, it's hard to know where to begin or how to start - especially if localization and global experience are new ideas.

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

- Approaches to launching a localization program
- What you need in place to get started
- Best practices and metrics to measure

Preparing for Localization Launch

When kicking off a plan for localization, a few key components come into play. First and foremost, understand target languages. While it might seem like an obvious starting point, it's important to understand how to get there and what languages are actually important.

Sales strategies can often dictate where to start with localization. If you're seeing a lot of inbound traffic from one region or know that a product is being developed with a country in mind, it's important to prepare your experiences for those new target markets. Once you have that down, keep in mind that a perceived target language might not be exactly what you expect.

Use a platform like Google Analytics to track inbound website traffic and look at trends over time to strategize where you might need to localize for next.

According to Matt Mores, Head of Revenue EMEA at Lilt, where you are likely to distribute content makes a difference.

> **"Languages have different dialects depending on the regions. If you localize your content into Spanish, 'where' becomes an important question."**
>
> **Matt Mores**
> Head of Revenue EMEA at Lilt

Another key to a successful launch is understanding what types of assets you need in order to ensure that you'll receive successful translations. Style guides, glossaries, and term bases will help your program launch faster and easier than having to start completely from scratch.

"Even having those assets in English is a much stronger start than not. It helps remove some of the subjectivity and lessens the likelihood of receiving a translation that doesn't quite fit the style you're looking for," Matt said.

Building a Process for Sustained Success

Understanding how to engage with other internal stakeholders is a critical piece of building and maintaining a global experience program that can grow and scale with increased demand.

In her session Lessons in Localization- Product UX and Design, Morgan Kelly, Sr. Product Manager at Stubhub, discussed how getting ahead of the curve early on will actually help the final product and experience for customers.

> **"We used to put localization at the end of the product development process. But now that we're thinking more holistically about the global experience, we bring in localization much earlier to ensure our product supports all potential users, no matter what language they speak."**
>
> **Morgan Kelly**
> Sr. Product Manager at Stubhub

By getting involved with teams earlier in the process, you can reduce the need for constant revisions, back and forths, and content updates after translation, as the content was already created with localization in mind.

Takeaways

At the end of the day, it's important to keep in mind that building a successful global experience isn't just about making sure that one part of the customer journey works for your audience - it's about tying together all of the customer touchpoints and engagement opportunities to make sure that all users, no matter their language or locale, can experience the same journey.

Thinking strategically about what your business needs and relating localization output to those goals will help to build a strong global experience foundation.