How to Measure Success of Global Customer Experience

Ascend 2021 Cheatsheet

Creating and launching a strategic global experience program can be a challenge. Sourcing new markets to grow into and finding the internal resources to support those new markets is certainly a big undertaking. But one of the most important aspects of a global experience program is understanding what is working and measuring its overall success.

At Ascend 2021, leaders with years of experience working on localization spoke about the importance of building a program that is scalable and measurable. While it's important to get workflows up and running, it's arguably more important to be able to measure the success of those workflows to prove future value.

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

- Why it's important to measure success
- What metrics to track
- How to measure success for long term growth

A Modern Look at Metrics

Historically, the localization industry has measured the success of its programs based on metrics around quality and efficiency. However, as the global experience revolution starts to take hold, companies are starting to focus on metrics with a larger business impact.

In her session Quantifying Value and Getting a Seat at the Table, Carrie Fischer of Subway spoke about the importance of choosing the right metrics and the larger effect that can have on a strategic level.

> **"A lot of people in localization are focused on the wrong metrics. We need to reframe the conversation around things like customer satisfaction. That's how you really deliver a great experience."**
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> **Carrie Fischer**
> Head of Globalization at Subway

Others agree - looking at customer experience and revenue metrics helps tie localization to larger business goals, and provides a better understanding of the return on investment that many organizations look for. But translation quality and efficiency are still just as important as ever.

In his session Building Global Experiences in a Borderless Industry, Martin Sigwald, Product Manager at Hummingbot, discussed just how vital translation is in the growing crypto world, sharing how language has enabled them to grow globally.

hummingbot

"High translation quality makes a big difference in the experience our users have. It's difficult to engage global users without that."

Martin Sigwald
Product Manager at Hummingbot

While translation quality and accuracy are important to measure how efficient a localization program is, there are additional ways to measure its impact. Localization is actually an investment into global growth and enabling the organization to pursue new revenue targets in new markets.

Thinking About the Larger Picture

Once you understand the larger business goals for global growth and are able to track metrics that are connected, it's important to think about what's next. For Miguel Gomez Ramirez, Sr. Product Manager, Browse, Search & Personalization at Walmart eCommerce, planning for and building a successful, long-term global customer experience is an ongoing process.

Walmart

"Our main business objective is to create an experience that delivers value to our global customers. Language is so powerful that a single word can make a big difference in the global experience."

Miguel Gomez Ramirez
Sr. Product Manager, Browse, Search & Personalization at Walmart eCommerce

Takeaways

At the end of the day, it's important to keep in mind that building global experiences doesn't stop once you've completed translation for some of your website content - it's an ongoing process. Continuing to build and iterate on processes will have an effect on the long-term success of your global experience program.