



Building Products with Global Experience in Mind

Ascend 2021 Cheatsheet

Since the pandemic drastically shifted how customers engage with companies, a new age of customer experience has arrived. Today's world is more digitally connected than ever - customers from across the globe are able to buy products and services from anywhere. However, many companies are realizing that those product experiences are not equal for all users, and that some are not optimized for the target language or local nuances.

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 cheatsheet includes insights from speakers at [Ascend 2021](#). You'll learn about:

- ✓ How a forward-thinking process can maximize results
- ✓ Using technology to boost localization programs
- ✓ Why automation is the key to meeting demand

Process Impact Results

One of the biggest challenges that global experience professionals face is that, in many organizations, localization is put at the end of the content process. As a result, products (and their corresponding experiences) are not created with localization in mind. The end product is a fragmented experience that doesn't consider the local linguistic and cultural nuances.

However, rebuilding product development by thinking about localization as a more strategic part of the process can help create a workflow that is scalable and saves time in the long run. Morgan Kelly, Sr. Product Manager at Stubhub, did exactly that at her company - and they felt more connected than ever with users.

StubHub

"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 on to ensure our product supports all potential users, no matter what language they speak."

Morgan Kelly

Sr. Product Manager at Stubhub



Taking a Product to Global Markets

Once you do build localization into the product development lifecycle, the next task is actually taking your product to market. In the current interconnected digital world, many companies see getting to market as a global plan.

In order to connect with all users and take your product to every market it needs to be in, localization is vital.



“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



Takeaway

Creating a globally accessible product can be a long and challenging process. In today’s digital world, there’s a bigger focus than ever before to ensure that those products and experiences are available for all customers, no matter the language or locale.



“Once you launch a product or service in a new language, you have to update and develop new content to make sure that the global customer experience stays consistent regardless of the language your customers speak.”

Giedré Kronberga

International Marketing Manager at Printful



Throughout conversations at Ascend, many product leaders echoed those points and shared that the global customer experience includes product, marketing, sales, and more. Whether you’re considering launching products into new markets or have already done so, it’s important to consider how localization fits into your product development process. Without it, you may not be reaching all of your customers in a way that resonates best with them.