



How eCommerce Companies Are Optimizing Their Global Experiences with Technology

Today's digital world is now one global market, and eCommerce is at its center. With the rise of new technologies and digital communication channels, eCommerce has transformed how businesses connect with each and every customer around the world.

However, with so many online products and services, it can be difficult for brands and companies to stand out from the competition.

That said, many global eCommerce companies are beginning to reassess their end-to-end customer journeys on a global scale — **their Global Experience (GX)** — as a key competitive differentiator. A thoughtful GX strategy allows brands to personalize customer experiences, improve conversion and engagement rates, and bring in more sales by driving international business growth.



“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 at Walmart eCommerce



Optimizing GX Strategies with Technology



1. Scaling GX Efforts with AI and Automation

Localizing your content and customer experiences in new markets and languages can be a heavy lift. However, localization tools and platforms that leverage AI and automation can help you build and scale out your GX strategy in an extremely cost-effective and time-saving way.

For example, Lilt's Adaptive Neural Machine Translation engine learns from linguist feedback to provide better translation suggestions at every turn. The result? Translators work 3-5x faster than average.

¹source



"By combining Lilt's predictive, adaptive neural MT technology with its human translators who know our company, our products, and our brand, we get the best of both worlds!"

Alessandra Binazzi

Director of Localization at ASICS



2. Leveraging Innovative Technologies to Fill in Gaps

In order to optimize cost-efficiency and productivity, GX management requires a balance between business strategy and technology.

In general, an ROI-maximizing GX strategy relies on tools that give time and money back to you and your teams. Product features such as content review, real-time customer-translator feedback loops, and automated quality checks can help streamline workflows and minimize room for error in spelling, grammar, alignment, and more.



3. Enabling a Connector-First Approach

A process that leverages Connectors and integrations can optimize your localization workflow by translating content directly from inside your existing technology platforms (TMS, CMS, Cloud sharing, etc.) with a few clicks of a button.

As teams can request translations from right within the tool they use to create content, it eliminates extra steps and shortens the time it takes to publish content. This also reduces the complexities normally expected when changing vendors, as a Connector-first approach allows you to continue working with the systems you already use.



"Lilt's focus on technology, AI, and Connectors was very impressive. I wanted to work with a partner that could grow and scale with us as we need additional capabilities and expertise."

David Price

Vice President of Omnichannel Initiatives & Social and Environmental Responsibility at PriceSmart



4. Analyzing Success Metrics and Identifying GX Pain Points

As a general rule of thumb, key digital metrics, such as web traffic to your eCommerce store, customer satisfaction, and checkout conversion rates, are great starting points to consider when measuring success. However, depending on what your GX priorities are, your success metrics may differ.

Once you identify your success metrics, you want to make sure that your GX management system can not only measure those key indicators, but also be a collaborative partner to help you make informed decisions on areas of improvement and future strategies.