

Hear from Your Peers About Their AI Strategy for Multilingual Program

Phase 1: The Ambition for Global Scale

Enterprise leaders are no longer satisfied with slow, reactive translation. They want to move at the speed of their primary market.

THE LAUNCH GOAL:

"Full overhaul of our global marketing content creation process to bake in time in advance for translation and localization so a piece of marquee content can launch in all relevant markets at once."

- VP OF PRODUCT MARKETING | ENTERPRISE SAAS/SOFTWARE

CLOSING THE HISTORICAL LOCALIZATION GAP:

"We've historically underserved with localization capabilities and AI is giving us an efficient and scalable way to localize more content quickly to meet market demands."

- GLOBAL VP OF CUSTOMER SUCCESS | ENTERPRISE SAAS/SOFTWARE

GROWTH AS A LEVER:

"We use AI to turn content into a global growth lever, scaling localized customer experiences quickly, efficiently, and without linear cost, ultimately driving stronger retention and expansion globally."

- GLOBAL VICE PRESIDENT CUSTOMER SUCCESS | ENTERPRISE SAAS/SOFTWARE

Phase 2: The Friction of "Bolted-On" Systems or Generic LLMs

Despite high goals, legacy processes are creating significant bottlenecks in speed, nuance, and trust.

THE SPEED BOTTLENECK:

"Currently the translations take too long and are too manual. Our ambition is to take in-market translated copy down from about a week to 23 hours."

- VP PRODUCT MARKETING | ENTERPRISE TECHNOLOGY

THE "INTENT" GAP:

"The phrasing and taglines sometimes do not resonate well across regions so the focus would be evolve it to make sure the intent it conveyed vs just words."

- VP PRODUCT MARKETING CONTENT MARKETING | ENTERPRISE TECHNOLOGY

THE MANUAL OVERSIGHT GAP:

"For multilingual content, we currently monitor each messaging manually with use of AI, but we haven't implemented agentic AI for this yet. We are currently piloting different options to perfect this function."

- CHIEF MARKETING OFFICER | FINANCIAL SERVICES

THE GOVERNANCE RISK:

"The key reasons behind the privacy/security aspects as well as the challenges presented by un-supervised work which could be in front of customers."

- VP PRODUCT MARKETING CONTENT MARKETING | ENTERPRISE TECHNOLOGY



Phase 3: The AI-Native Strategic Win

When AI is the core engine rather than an added feature, it transforms from a tool into an autonomous system.

THE AWARENESS GAP

87%

of surveyed leaders recognize a significant performance gap between multilingual platforms that merely "plug in" or "bolt on" AI versus those built natively with AI as the core engine.

CENTRALIZED INTELLIGENCE

100%

Every leader calls this critical to staying competitive over the next 18 months. This outcome is only possible with an AI-native infrastructure that leverages deep context to drive both high speed and superior translation accuracy.

OPERATIONAL EFFICIENCY

100%

Unanimous focus on agentic workflows for speed, scale, and cost efficiency.

END-TO-END AUTONOMY

"We're using agents to automate end-to-end workflows (not just create content) enabling us to scale global customer experiences with speed, consistency, and minimal incremental cost."

— GLOBAL VP CUSTOMER SUCCESS · ENTERPRISE SAAS / SOFTWARE

Survey data shows a unanimous focus on operational efficiency via agentic workflows. As one leader noted: "AI helps us do the heavy lifting in a very easy, convenient, quick, and cost-effective way."

— DIRECTOR CPO · ECOMMERCE

Built-In, Not Bolted-On: Where Peers are Using AI-Native Multilingual Solution

Go-To-Market

Autonomous outbound pipelines and sales orchestration.

Product & Engineering

Simultaneous software builds, feature localization, and help documentation.

AI-Native Engine

Built-in multilingual intelligence that learns and adapts in real time.

Moving beyond literal words to deliver cultural intent.

Unified Strategy:

Closing the Content Gap

Eliminating the multilingual content gap for instant, simultaneous global launches.

Customer Experience (CX)

/ Support

Real-time global support and communication.



Phase 4: Future-Proofing for 2026 and Beyond

The final "win" is an architecture that does not become legacy tech as soon as a new model is released.

FROM SCALING TO ORCHESTRATION:

"We're shifting from using AI to scale content to using AI to orchestrate the entire global customer experience."

- GLOBAL VICE PRESIDENT
CUSTOMER SUCCESS |
ENTERPRISE SAAS/SOFTWARE

ACTIVE ROADMAP GOVERNANCE

"In our evaluation of all new tools we are keen to understand their roadmaps and level of investment. We also try to serve on product advisory councils to keep forcing ahead."

- CHIEF MARKETING OFFICER |
ENTERPRISE TECHNOLOGY

CROSS FUNCTIONAL MANDATES FOR AI EFFICIENCY

AI adoption and innovation is a key objective for every level in the company. We have an AI steering committee with reps from all functional areas and mandates to drive cost savings and ops efficiency via AI.

- VICE PRESIDENT CUSTOMER
SUCCESS | SAAS/SOFTWARE

Are you ready to future proof your multilingual program for the AI era?

Book an [AI-Native Maturity Assessment](#) to determine how you stack up and receive actionable recommendations.

