

 LILT PRESENTS



State of Global Experience

2022 REPORT

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Introduction

Today's customers have access to endless products and services, no matter their location. As the world continues to embrace this shift, it's becoming more and more important for companies to meet their customers where they are, when they want, in the language they speak.

In last year's report, we highlighted recent changes in customer behaviors and the need for companies to consider language on a strategic level. Global consumers' lives have moved online, requiring companies to reassess their end-to-end customer journeys on a global scale - their **Global Experience (GX)**.

To shine a light on how companies are strategically focusing on the global customer journey, we surveyed **over 1,800 experts involved in managing global experience** across different departments, industries, and organizations.

The **State of Global Experience 2022 Report** shows that while many companies understand the value of language throughout the customer journey, many are also delivering incomplete, fragmented experiences for their global customers. Data from companies around the world demonstrates a strong desire for improvement and the need for global experience to become a strategic business priority in 2022 and beyond.

Respondent Breakdown

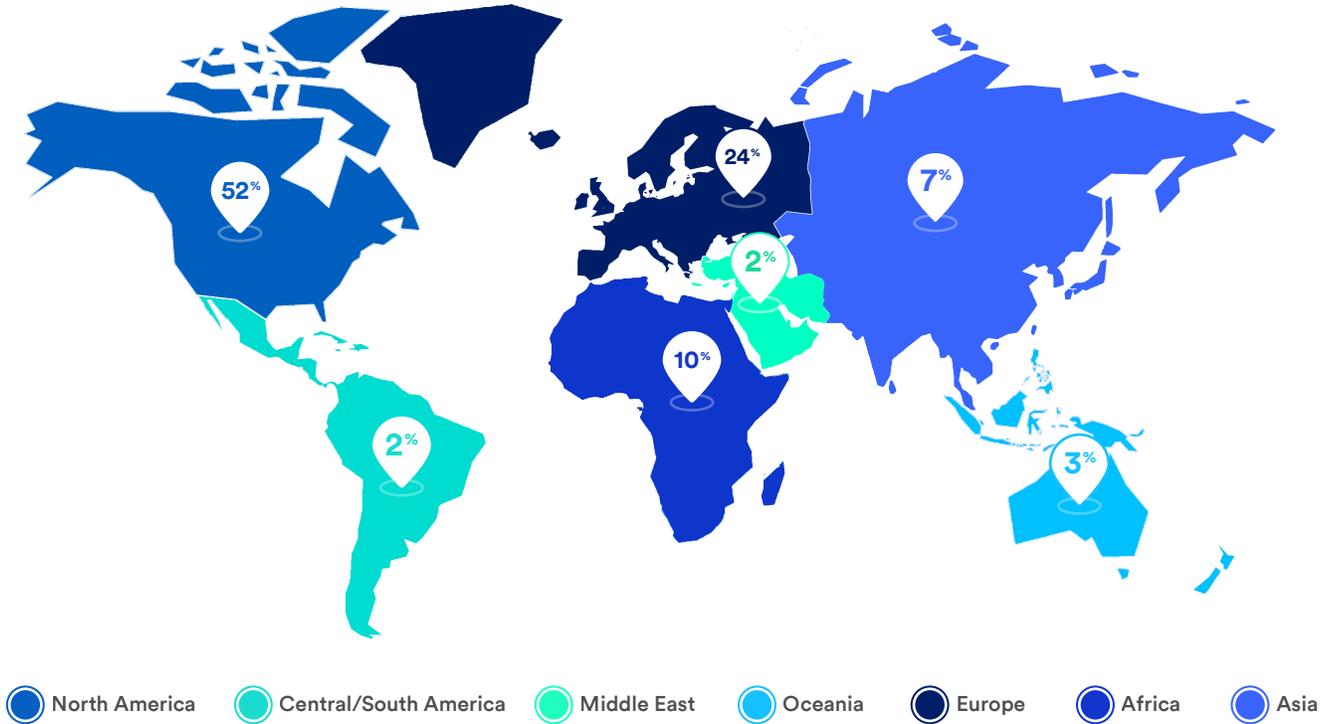
[The State of Global Experience 2022 Report](#) highlights data from a comprehensive, cross-departmental survey conducted by Lilt in 2022.

Perspectives from more than 1,800 global experience professionals explore the strategies, pain points, and best practices of leading enterprises in their efforts to engage customers around the world. While every enterprise has a unique approach to global experience, there are some universal trends that hold true across them all.

To gather a comprehensive understanding of how companies are thinking globally, our survey reached out to individuals across regions, industries, departments, and experience levels. While this report focuses on data from all respondents, future reports will analyze specific findings based on industry and department.

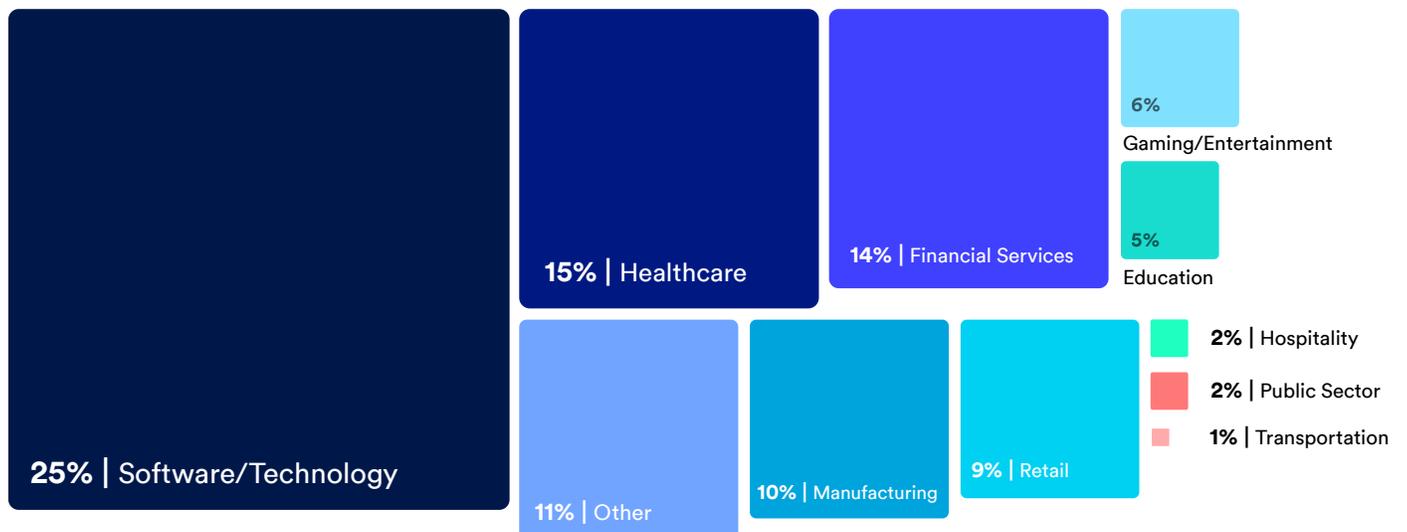
Region

Of survey respondents, 52% are based in North America, 24% are based in Europe, and 24% are scattered across other regions of the world.



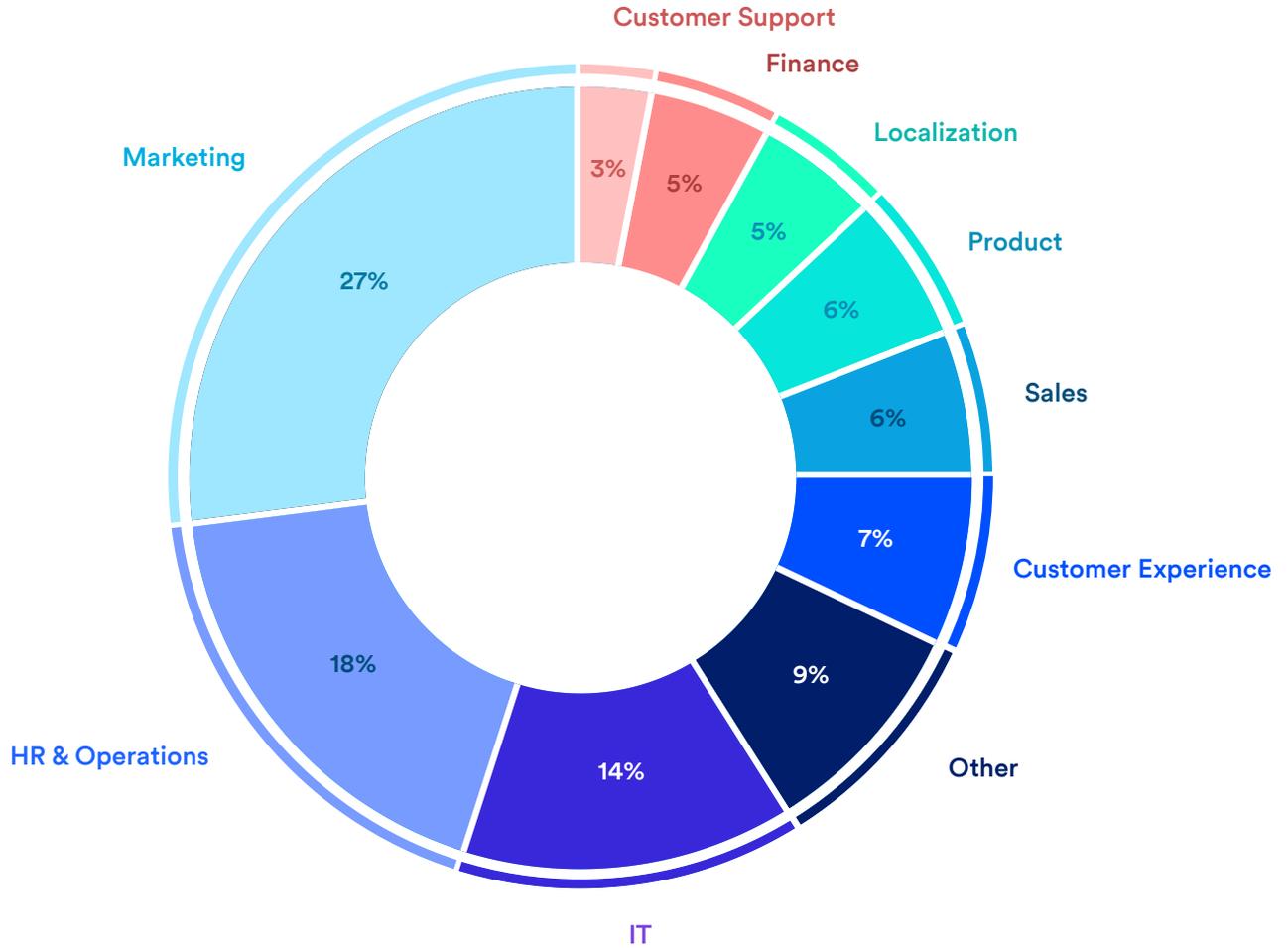
Industry

Of survey respondents, key segments include Software and Technology (25%), Healthcare (15%), and Financial Services (14%). This year's survey also saw diversified industry participation, with strong engagement from Retail and eCommerce.



Department

Of survey respondents, 27% work in Marketing, with an additional 18% in Human Resources and Operations. This year's survey also saw increased participation from professionals in Information Technology (14%) and in Customer Experience and Support (10%), indicating the growing breadth of global experience management.



Experience

Of survey respondents, 74% hold a management position and 41% hold a decision-making position in a Director, Vice President, or Executive role.



A New Digital World

The events of recent years have propelled the world into a hastened digital transformation, leading people to spend more and more of their personal and professional lives online. As this shift happens, consumer preferences have changed, with a new expectation of quick, seamless, and constant access. To meet these fast-changing behaviors and expectations, companies are rethinking business strategies in order to transition to a digital-first approach.

Today's digital world is now one global market. Consumers are exposed to infinitely more companies, products, and services than ever before. The catch? They all speak different languages. As globalization continues to connect brands with people, language defines how and if companies are able to reach and communicate with customers. After all, consumers aren't responsible for learning new languages to engage with brands — the companies that want to reach them are.

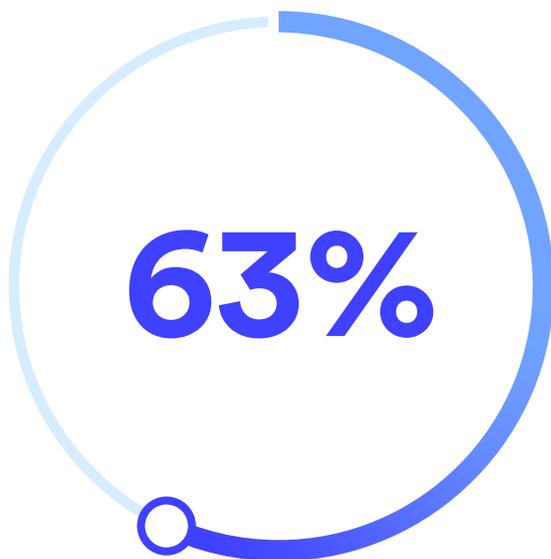
Language as an Engagement Tool

When the customer is in control of where and how they engage, the best experience wins. More often than not, language is a key part of that experience. In fact, 95% of respondents believe that language of choice is important throughout the customer journey.

Leading global companies are reacting to this by making larger volumes of content available to customers in more languages. Across websites, blogs, social media, customer support, product reviews, and more, 63% of respondents report increasing their volume of multilingual content created over the last three years.



Of respondents believe that language of choice is important throughout the customer journey

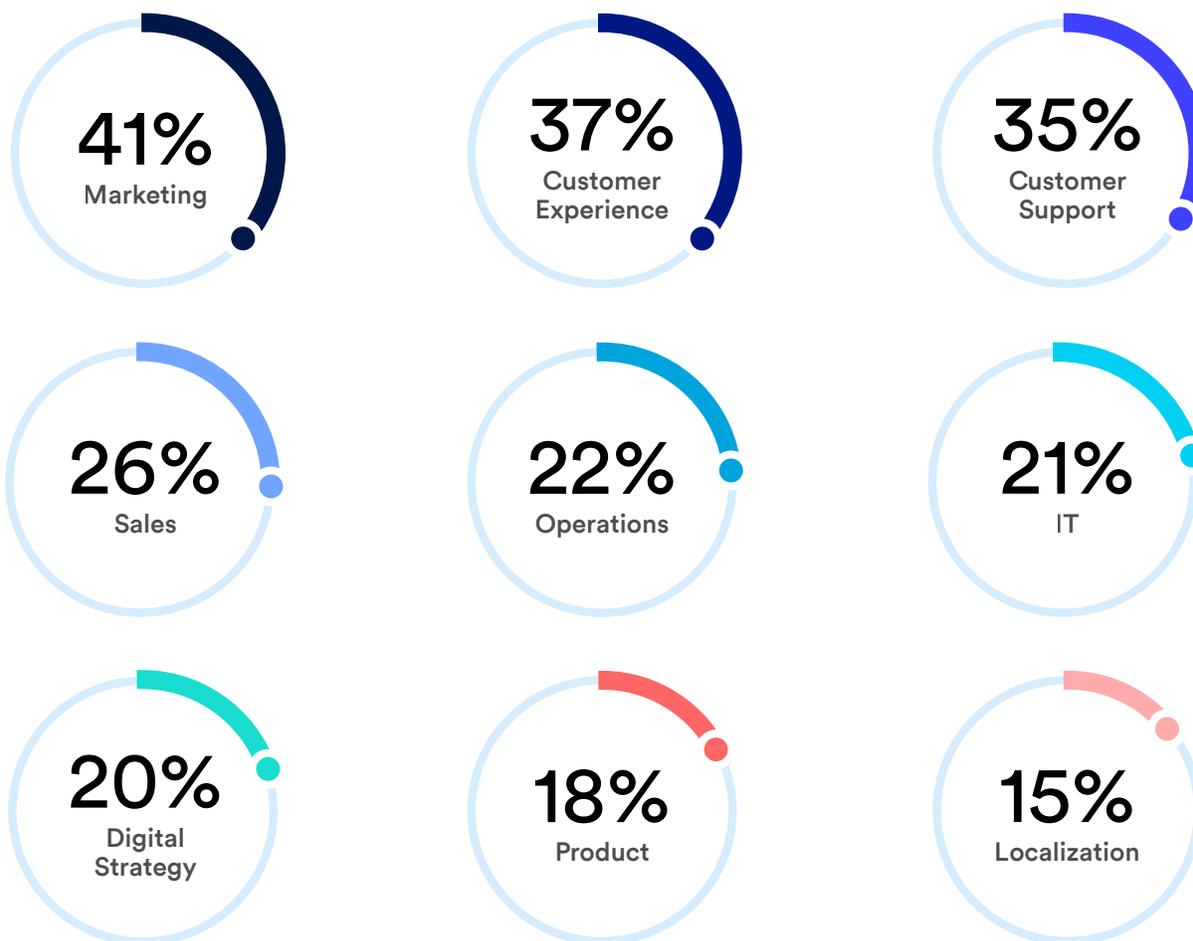


Of respondents report that their volume of multilingual content created over the last three years has increased

Who's in Charge?

As more companies expand their focus on the role of language in customer engagement, more teams are getting involved. But who's involved in managing global experience day to day?

Percentage of Teams Reported to Manage Global Experience



With nine teams meaningfully involved across touchpoints, it's clear how many discrete groups influence the customer journey, and just how cross-functional GX management can be.

When asked which teams should manage global experience, respondents express a desire for an increasingly even spread of responsibility across departments. Perhaps unsurprisingly, many respondents believe that Customer Experience should be the primary manager of global experience. But they also suggest that Localization, Digital Transformation, Operations, and Customer Success teams all should have more involvement over the entire global customer journey.

One thing is clear — numerous teams influence the customer journey in some way. And when multiple teams are involved, collaboration becomes key for teams to deliver one cohesive customer experience. The more connected the teams are that influence the experience, the easier it becomes to ensure that all global customers — no matter what language they speak — can engage with the brand.

The Strategy Execution Gap

As companies adapt to engage in this highly global, highly connected world, not all have yet determined the best strategy to manage global experience. Building a strategy that scales across locales can be difficult, and actually bringing that strategy to life is another challenge entirely.

The bridge between the two is where many companies falter. While nearly 90% of companies believe GX is a priority for them within their target markets, 40% also believe that they don't effectively manage it, indicating a substantial misalignment between business strategy and execution.

Competitive Advantage

Despite over two-thirds of companies reporting that they understand the importance of personalization throughout the customer journey, 62% observed that they don't have alignment on GX strategy, and 65% report lack of cohesive messaging across locales and markets.



observe that their company doesn't have alignment strategies



report lack of cohesive messaging across locales and markets

Untapped Opportunity

While this indicates a large gap between intent and execution, many companies are aware of this discrepancy and are approaching language gaps as growth opportunities to improve and scale. The large majority express a strong desire to do more when it comes to GX, with 78% reporting a desire to provide more localized experiences than their company currently does.

“We need to devote more strategic resources to accomplishing a global presence.”

Managing the Global Experience

Companies are hearing their customers loud and clear - **language is an integral part of experience, and must be prioritized**. So how are companies actually managing this today? Let's take a look at the standard practices of companies as they manage and operate GX.

When it comes to engagement on a global scale, a major focus for many companies is brand. Whether it's through marketing content, help center articles, or the homepage on a company website, brand is how companies differentiate and stand out from the noise. In fact, 87% of companies consider brand presence in their strategies when launching in new global markets.

Inconsistency Across Markets

However, not all companies prioritize all markets evenly. 42% of companies don't localize in all countries where they have a presence, leaving portions of their audiences unable to access content in the language of their choice.

“I'd like to see the organization expand efforts to provide localization to all of our audiences, not just the top three to four.”

“Each division has different processes, systems, and tools, so the end experience for the customer isn't consistent from one locale to another.”

In addition, some organizations manage global experience in a disconnected fashion. Many note that their work has become more siloed as content volumes grow, making it harder to manage and deliver cohesive global experiences.

Measuring Impact

While teams use a range of performance metrics to measure the quality and success of their GX programs, a select group rises above as popular program benchmarks. In order, here are the most common benchmark metrics:

1 Social Media Engagement

5 Email Click Throughs

2 Performance Satisfaction Surveys

6 Time on Website

3 Conversion Rate

7 Search Engine Ranking

4 Website Visitor Volume

8 Content Downloads

9 New Pipeline Generated

Companies are starting to take notice of which metrics and touchpoints can have an impact on global customer experience, but there's substantial opportunity to improve. When companies adequately align internally and go to market with a unified approach, both customers and companies benefit.

Building the Digital Customer Journey

Today's customers have unlimited touchpoints and access channels, and they focus on the experiences that brands deliver, making each touchpoint an important tool for building customer loyalty. With this knowledge, leading companies have become highly focused on their customers' journeys and how they can deliver the best experience possible every step of the way.

In a globally connected world, language is a core component of a great experience. But what if your customers speak a different language?

Unfortunately, many companies don't even scratch the surface of delivering consistent and cohesive experiences across languages. In the languages their company "supports", **only 12% are fully multilingual across all digital touchpoints, and 71% note that not even half of their touchpoints are multilingual.**

Prioritizing for Impact

Companies have clear perspectives on the touchpoints that most impact the quality of customer experience they deliver. Customer Support is seen as one of the most influential touchpoints due to its role engaging customers during a time of need. Company website is perceived as similarly impactful, as it is often the first customer point of contact. Social media follows closely as a key channel for today's customer interactions and an important place for company brand-building.

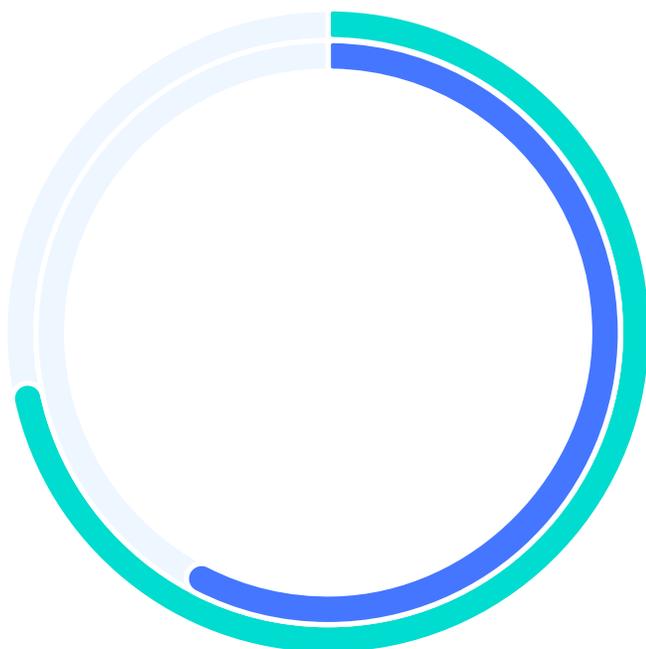
Touchpoint	Perceived Impact
Customer Support	74%
Website	70%
Social Media	64%
Ratings and Reviews	63%
Advertising	61%
Promotions	57%
Email	56%
PR	51%
Blog and Content	49%
User Manuals	41%

In Practice, But Not Perfect

A closer look at which of these same touchpoints are being adequately localized reveals that impact on the global customer experience is often not prioritized. While 74% of respondents report that Customer Support has a significant impact on company success, only 60% believe their company is effectively localizing it. Similarly, 70% report that their website is critical to company success, but only 60% believe that it is being effectively localized for global customers. Gaps in execution such as these appear across the customer journey, from social media and content to advertising and press.

So what does this mean for the customer? Many are forced to experience fragmented, incomplete customer experiences that aren't available in their preferred languages. Often, this simply leads customers to shop elsewhere.

Ultimately, the key to GX success is ensuring that all touchpoints are localized and available for all global customers.



74%

Of respondents report that Customer Support has a significant impact on company success

60%

Of respondents believe that Customer Support is being effectively localized for global customers

On the Horizon

It's clear that leading companies are starting to include global experience as a component of customer engagement and differentiation strategy. And as this shifting focus on the seamless end-to-end customer experience grows, business decisions will have to support this new priority.

How will companies adapt in the coming months? The majority will be focusing on increasing the number of languages supported and the quality of their global experience content. **49% will also be looking to increase the volume of localized content throughout the global customer journey.**

Global experience professionals are already sensing this shift. When asked how their jobs will change over the next three years, opinions ranged from shifting strategic priorities and increased automation through technology to company organizational structure changes and more.

Resources for Success

As companies continue to increase their focus on global experiences, many believe their success is dependent on getting the right resources for the work.

“To really prioritize customer experience, I think we’ll see more budget and more strategy around global customers.”

“I think we’ll start focusing more on ROI. And to do that, we need to increase budget around customer experience and marketing for our audiences globally.”

“We need to get better at reaching global customers, but we’ll have to commit enough time, money, and effort to really make sure it resonates.”

Winning Customer Centricity

Many also highlighted the importance of adapting a customer-centric mindset to be able to deliver better global experiences.

“I think my role will change, since we’re starting to see marketing and customer experience merge more into one team focused on ‘experience’.”

“My job will hopefully expand to have more people trying to localize our content collateral and production.”

“As the company continues to expand internationally, I believe my role will shift more towards supporting the global customer.”

Automation Through Technology

As content volumes continue to grow, companies will be focused on identifying and implementing technology that can automate processes, enabling teams to accomplish more with the same resources and headcount. Many highlighted a focus on improving processes through the added use of technology:

“Our competitors have been growing a lot recently, so for us to get ahead of the curve, my job will be focused on automating things that slow us down.”

“My role will have a huge focus on how to best implement technology that makes our team better at our jobs.”

“My department is evolving as we add new processes and workflows. Hopefully we can continue to reduce the manual work and put that time back into the customer.”

Final Thoughts

The last few years have resulted in a world that's more digital and globally connected than ever. Consumer behaviors have changed, and to stay competitive, companies must now ensure that all customers can access their content, products, and services quickly and consistently across channels, no matter where they're located or what language they speak.

Leading companies have begun to adopt a strategic mindset and build the necessary foundations to ensure that global experience is a key component of customer engagement.

As others follow suit, this mindset shift will have its bumps along the way. But putting the right strategy in place and rethinking the optimal approach for delivering a seamless customer journey across touchpoints will be the differentiating factor as companies strategically build and elevate their global presence.



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