



A Guide to Maximizing Localization ROI

Ways to Save During the Localization Process



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Introduction



In today's digital-first world, a multilingual global customer experience is a must-have to win. In fact, 95% of professionals agree that language of choice is important throughout the online customer journey¹. As the demand for seamless multilingual touchpoints continues to grow, businesses and organizations are rethinking their digital strategies to reach and engage more global consumers.

However, one of the biggest challenges in optimizing global experience strategies, teams, and processes is doing so in a cost-effective way.

And as we enter the second half of the year, your company is expected to evaluate your global experience budget and its impact. Naturally, you may find yourself asking where you're spending too much, looking to cut back, or ready to find shortcuts to reduce future spending.

If this sounds like something you're experiencing, it may be time to do a pulse check on your current localization program to identify opportunities to maximize the ROI of resources, eliminate inefficiencies, and run a lean team.

Here, we'll be diving into important factors to consider to help reduce costs and maximize your localization budget.

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journey¹



Consider Localization Early

One of the biggest red flags of an inefficient GX strategy is the placement of localization at the end of the content or development process, rather than incorporating it as a consideration from the beginning. Oftentimes, these errors require you and your teams to invest extra time and money to correct any cultural, linguistic, and development mistakes.

For example, your marketing, design, and development teams plan and build your website only to find that the design and code do not work for right-to-left languages. Now, your teams have to go back to the beginning, recode the site to allow for localization, and redesign major website blocks to fit both left-to-right and right-to-left languages. Had localization been a consideration early on, this second iteration would have been avoided.

It's extremely important for teams to align internally and go to market in a unified way to streamline workflows, minimize room for error, and save significant amounts of time and money.

In the long run, rebuilding your workflows to think about localization as a more strategic part of the process can help create a system that is scalable and cost-effective. Proactively bringing localization into the process earlier — and not as an afterthought — will save your team time, money, and unnecessary headaches by getting things right the first time.



Vendor Consolidation

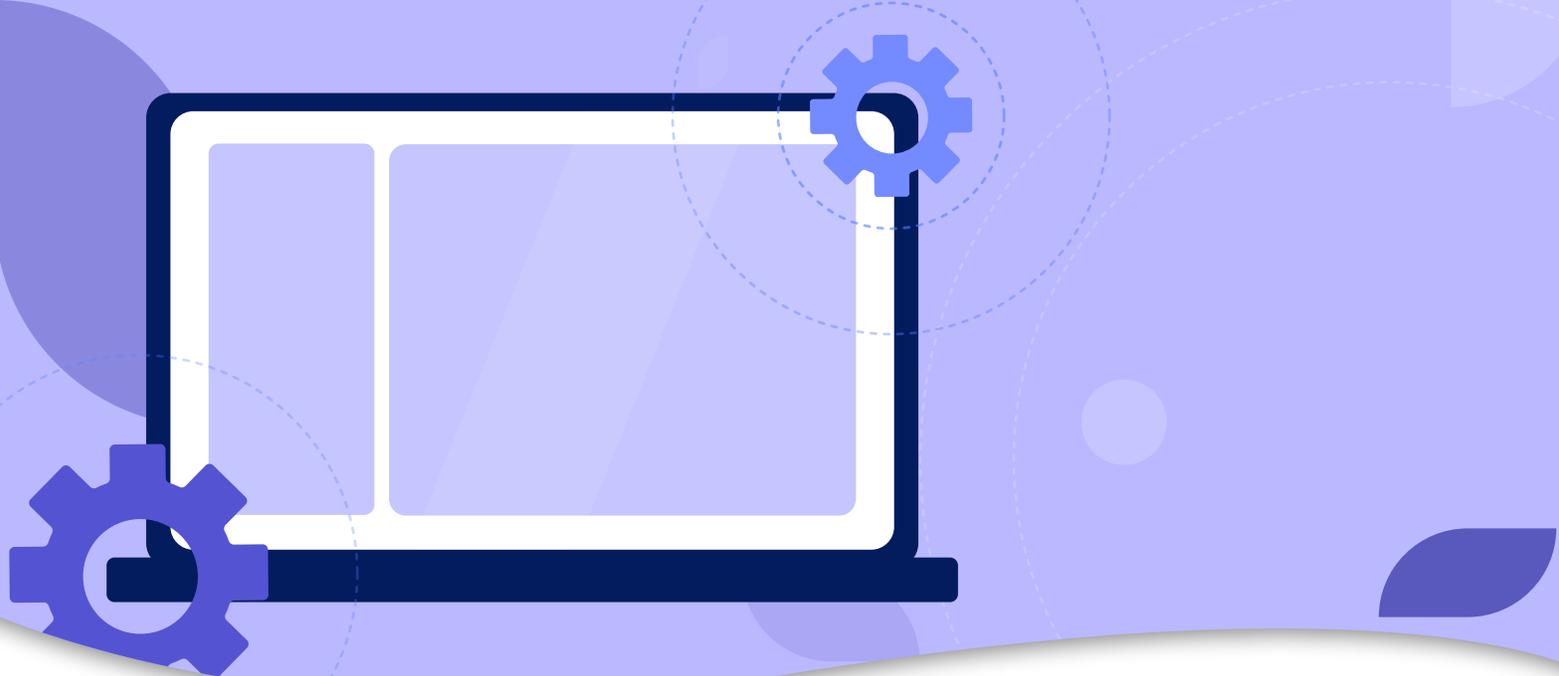
Many companies get caught spending too much time and resources on vendor management. As programs grow, it's common to build a portfolio of multiple vendors and systems in order to try to meet every single unique program need. However, more doesn't always equal better.

Evaluating and reducing the number of vendors used can help in a couple of ways. First, the localization process is often thought of as a complicated, manual process. While adding vendors to take on those tasks may initially seem like the ideal time-saving solution, more often than not, you wind up spending more time managing those vendors. The more vendors you have, the *more* time spent managing them.

By consolidating the number of vendors you work with, you can also eliminate opportunities for error and reduce the bumps and hurdles that come with juggling multiple vendors. This also leads to greater program consistency across touchpoints - instead of multiple approaches and outputs, you'll see a more streamlined, consistent approach to localization. Leading enterprise companies are moving towards moving localization through a single vendor that can act as an extension of the team.

Learn how Lilt's streamlined workflows and Connector-first approach can help you localize all of your content.

[Learn More](#)



Invest in Automation

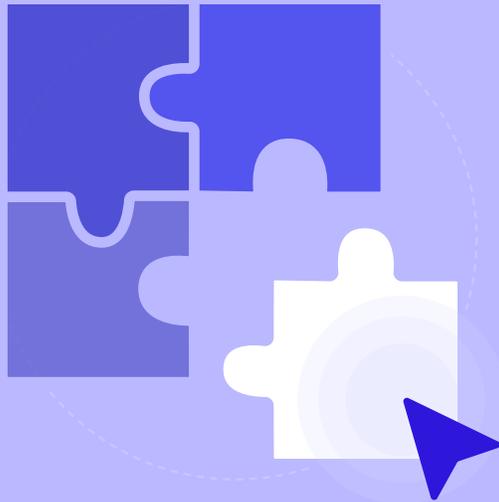
A global company's ability to efficiently build and scale a localization program is key to success. However, as the process is often highly manual, it requires substantial time and effort to effectively establish and run a program.

One key area that can quickly help reduce budget is the incorporation of more automation into your localization workflow. Look for opportunities to automate and cut down on time and money spent on particularly manual tasks.

For example, downloading translated content and uploading it back into your content management system can take quite a bit of time, especially when localizing large volumes of content. However, **adding integrations (or Connectors) into your workflow makes it easier to automate the flow of content**, saving your team members hours of time.

Automation can also be applied in consistency checks across content segments and types, removing the need for additional repetitive human checking. Automated batch QA checks that run consistency checks across content for an agreed-upon set of grammatical rules can ensure that the same standard has been applied to all content, resulting in a more consistent translation. These automated QA checks can typically be conducted during the translation process, applying an extra “set of eyes” to your content and removing this mundane task from your team's to-do list.

Applying automated steps like these across your workflow allows your team to stay small but mighty, focusing time on more complex tasks and having a larger impact with limited bandwidth.



Embrace a Connector-First Approach

A Connector-first approach is one of the best ways to ensure high-quality translations at an affordable price. By automatically integrating systems, Connectors embed localization into the complete content management and content life cycles, eliminate extra steps, and reduce the time to go live to market.

But what does this actually look like?

Connectors mean you can optimize global experiences without ever having to leave your existing technology systems. With a few clicks of a button, you and your team can request, review, and publish translations from right within the tool. Across your website, product descriptions, emails, and more, Connectors enable synchronized systems and empower your teams to do more with less. Eliminating the manual uploading and downloading of files in particular can save your team hours of time that can then be reallocated to more strategic, higher-level tasks.



“Lilt was a good choice for NAMI’s needs. With the help of its Connectors, we are able to translate content quickly. It’s faster, easier, and more efficient.”

Account Lead at PINT



Maximize Linguistic Assets

Most localization programs similarly use their curated linguistic assets to support translation. While those assets may vary from business to business, most programs use a mix of Translation Memories (TMs), glossaries, and style guides.

Though these are important to have as a starting point, the most successful localization programs are constantly evaluating and cleaning their assets to make sure that they're up to date and that they're being properly utilized. If so, overall translation quality will improve, requiring less time and cost spent going back and forth between linguists, reviewers, and teams.

Another way to reduce cost is take a look at TM leverage. Over time, high TM leverage reduces costs, as segments are automatically populated based on your translation memory. The more TMs can be leveraged, the less words translated by a human linguist, thus the less cost spent on the process. This not only reduces spend per project, but also your budget to go further, translating more content with the same resources.

Leading companies are constantly checking and rechecking their linguistic assets to ensure they're up to date, high quality, and utilized appropriately. Doing both will help cut back on unnecessary costs and improve productivity over time.



Start Testing Machine Translation

One of the most common ways that businesses localize content in a cost-effective way is through applications of machine translation. However, not all machine translation is created equally, and some of the more traditional processes are still less than optimal. Over the long run, these issues weigh heavily on cost, both from a financial and productivity perspective. Because of this, it is important to understand exactly how your provider is applying machine translation throughout your workflow (and don't be afraid to ask!).

Machine Translation Post-Editing (MTPE), while a commonly used solution, is a prime example of this. While human translators are involved in the process, they're stuck at the end of the line, often correcting the same mistakes over and over until the machine translation system can be retrained. In addition, as they're removed from the initial translation process, they aren't incentivized to complete the truest translation, but rather simply correct egregious errors that they see.

Instead, work with a company that can show the quality of its machine translation output and use a system that works best for your content. To take advantage of all possible savings, businesses must ensure that they're using machine translation effectively, efficiently, and scalably. For example, if speed to market is your primary concern, a partner that can provide instant translations may be ideal. However, if quality is your top priority, then a verified, human-guaranteed translation is likely preferred.

Want to learn more about how Lilt's human-in-the-loop machine translation process can save you time and cut costs? [Get in touch with us today.](#)

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Learn more at www.lilt.com.

