

Translation and Localization

Optimizing the Global Customer Experience

Globalization has opened lucrative market opportunities and new revenue streams for companies. Globalization can also wreak havoc on time-to-market and post launch support activities.

A successful global launch is dependent upon content which is translated and localized to the target market's language, dialect, cultural and regulatory expectations. This is a monumental undertaking for a multi-market launch and most legacy translation processes are filled with inefficiencies that can easily derail a product launch. This can put millions of dollars at risk in terms of revenue and brand image. Missing or poorly localized content will cause customer satisfaction to plummet.

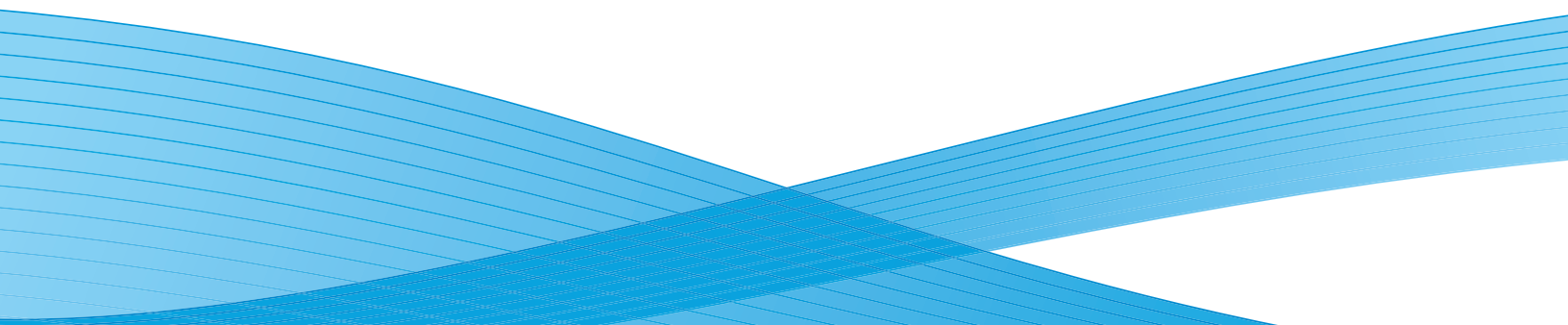
A translation and localization strategy supported by best-in-class linguistic technology and exceptional localization talent plays a critical role in helping companies thrive in today's global market. Consider the following questions to see if your organization's translation and localization solution is optimizing the global customer experience and improving your profitability.

1. Is content management centralized in your organization?

In a typical supply chain, several organizational siloes are responsible for different areas of document production without a holistic understanding of the end product. Core content needed for several deliverables is created, translated and localized again and again. Not only are these fragmented, silo-based processes inefficient, the quality of the content suffers leaving customers frustrated and dissatisfied with the brand. A centralized content management solution reduces the impact of siloed activities by maximizing the re-use of content and minimizing content creation, translation and localization activities. When customers have consistent product and marketing information in their preferred language and dialect their affinity to the brand increases. This results in a more satisfying customer experience and increased brand loyalty.

2. Are your translators from the target locale?

Localization reflects critical differences in languages, dialects, cultures and regulations. When companies fail to reflect the subtle nuances of these differences in their product materials, the results can be disastrous. Poorly translated and localized content will leave a lasting—and often irreparable—negative impact on the customer experience and the company's global presence.



Because languages change over time and have unique regional dialects and terminologies, there are clear advantages to using local talent in conjunction with translation technology to optimize content. Localization specialists who live in the target market are more aware of the language's phrasing and unique characteristics. Their translations provide optimized content that communicates effectively to customers across critical touch points with your brand.

3. Are translation and localization services carried out as manual processes?

Legacy production processes that rely solely on human translation and localization services are typically fragmented, redundant and highly inefficient. As a result, companies routinely fail to optimize their time to market activities—and the customer experience.

Using linguistic technology, translation can be carried out with a minimum of human interaction. Content consistency and accuracy improves by using an organized database of all previously translated and quality-checked text strings. This helps reduce the cost of localization and translation, enabling companies to launch products in multiple languages and locales simultaneously. The ability to get quality content to customers quickly improves brand presence and profitability in today's fast-changing global market.

4. How are revisions to product documentation handled?

Last minute revision cycles and ongoing product updates come with the territory when you're developing technical and marketing content. When a company engages an outside translation vendor, they may be paying on a per-word basis to have the exact same content re-translated each time there is a revision. Not only is this costly, it's highly inefficient.

It's important to design the entire content management process to maximize efficiency, maintain quality control and expedite revisions. Engaging an expert service provider to design and manage your end-to-end global translation and localization process will lower operating costs, improve productivity, and increase customer satisfaction.

5. Is time-to-market slowed by your organization's translation process?

A product launch is always a difficult endeavor, but a global product launch is a monumental feat. With thousands of languages and multiple dialects per language, translating product content can grind an ambitious global launch to a halt. An end-to-end content management, translation and localization process helps turn a data-driven process into a profitable competitive advantage.

Xerox leverages a team of over 1,000 in-country translators and project managers in almost every region of the world to deliver comprehensive translation and localization solutions. Best-in-class linguistic technology, re-engineered workflows, and exceptional talent help organizations transform their translation and localization processes into a competitive global advantage. Translation: An optimized global customer experience and improved profitability for your company.



Find out how a major vehicle manufacturer was able to optimize their global product documentation processes and reduce turnaround time from 15 days down to 1 day.

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