LANGUAGE I/O

Trends in Multilingual Support:

Top Tips for 2022

2022 Trends in
Multilingual Support

Today's consumers expect personalized experiences when they interact with brands. And if you want to increase the likelihood that consumers will buy your product, this personalization should include two key components:

• Self-help options in the form of chatbots and easy-to-navigate knowledge bases.
• Both options are in the customer's preferred language.

Gartner recently reported on the state of customer service trends, noting a move toward self-service systems and AI-related technology. Gartner states that **"Today's hottest customer service technologies focus mostly on providing assisted service and freeing up support reps' time — reflecting the increasing shift to digital self-service platforms and analytics capabilities. This includes incorporating AI and chatbots."** [1]

Accenture echoed this observation in their recent report, **"Motivating the reimagined customer,"** which outlined a shift in customer priorities and motivations. Along with health and safety, another key motivator for consumers, according to their research, is ease and convenience. Their research shows that consumers are looking for brands to answer key questions:

"Are you meeting me where I am, in the digital world, the physical world, and through a blend of the two? And are you able to deliver what I need, when I need it, across all channels?"

[1] https://www.gartner.com/smarterwithgartner/4-key-tech-trends-in-customer-service-to-watch

Accenture further predicts, **"Post-pandemic, consumer expectations are not going to retreat to a previous state with regard to ease and convenience. Now, consumers seek 'everywhere commerce,' where transactions need not start and end in the same place, or on the same medium."** [2]

In a global marketplace, customers expect to be able to communicate easily and quickly in their own language. Organizations that can't meet those expectations are going to be left behind.

Consumers are ready to move onto a new brand that will provide them with the customer experience they expect and prefer – including being able to communicate effectively in their preferred language. As a result, multilingual support solutions will need to elevate consumer experiences to win and retain brand loyalty.

> *In a global marketplace, customers expect to be able to communicate easily and quickly in their own language.*

[2] https://www.accenture.com/bg-en/insights/strategy/_acnmedia/
Thought-Leadership-Assets/PDF-5/Accenture-Life-Reimagined-Full-Report.pdf
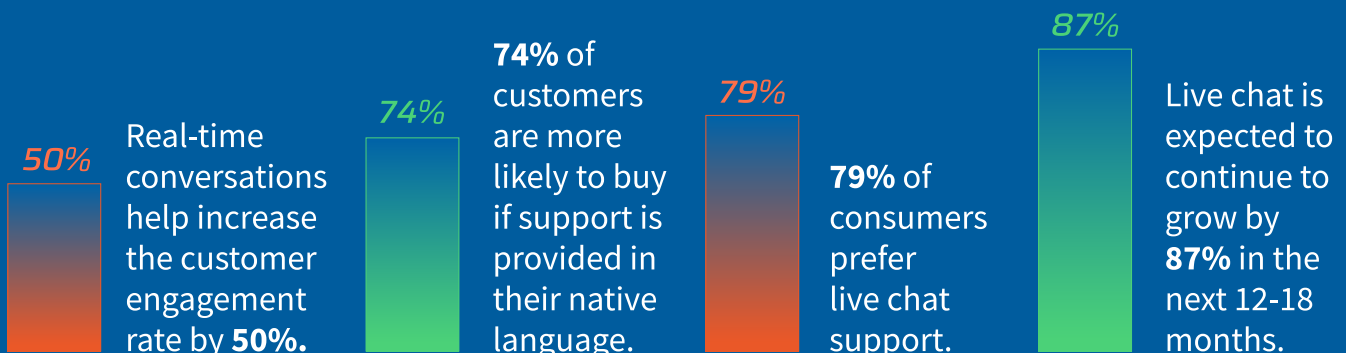
Trend # 1 –
Elevated Experiences

The current trend of elevated and personalized customer service experiences became more apparent during the pandemic. As time goes on, it's clear that the consumer preference for highly personalized experiences isn't going anywhere.

Customer expectations have evolved dramatically since the start of the pandemic. Consumers will pay more to companies that provide them with highly personalized experiences, and businesses need to take note. Reporting on their recent customer experience survey results, Zendesk observed, "Connections matter during times of crisis, and both customers and companies say that CX has become more important over the last year. So much so that it has vaulted to the forefront of business strategy, and with good reason: **75% of customers are willing to spend more to buy from companies that give them a good customer experience."** [3]

A key part of customer preferences relates to how well businesses communicate. Customers expect immediate responses and support from the companies they do business with. Expectations include the ability to communicate with companies in their native language in whatever way they want, including through chat and social channels. And they want immediate and accurate responses and solutions no matter what language they speak.

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50% Real-time conversations help increase the customer engagement rate by **50%.**

74% **74%** of customers are more likely to buy if support is provided in their native language.

79% **79%** of consumers prefer live chat support.

87% Live chat is expected to continue to grow by **87%** in the next 12-18 months.

[3] https://www.Zendesk.com/cx-trends-report/trend-1/

Trend # 2 –
Expanded Multilingual Self-Service Options

Customers want the option to use self-service in a variety of transactions, and this preference has increased considerably since the beginning of the pandemic. In order to meet customer demand, organizations are making investments to expand their self-service options.

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As Gartner reported in 2020,

The technologies that command the most investments are those related to customer-facing channels, such as self-service, and channel optimization. [4]

Post-pandemic, customers will continue to expect self-service options that are flexible, fast, easy to use, and that suit their needs, including their preferred language. From a multilingual support perspective, customers want access to a variety of self-service options translated accurately in their language, including chatbots, websites, and knowledge bases.

[4] https://www.gartner.com/smarterwithgartner/5-customer-service-tech-trends-for-2020

Trend # 3 –
Real-Time Translation on Customer Service Channels

Consumer demand for real-time translation in customer support is predicted to rise. The permanent shift to a partially remote workforce is one factor behind this increase, as individuals want immediate and on-demand customer support 24/7. They also want fast and accurate responses and solutions in their preferred language.

Increased demand for real-time translation also results in a boost in demand for advanced technology that can produce fast and accurate conversational translation in customer service channels.

Machine translation is a critical component for the most responsive translation solutions. For example, in the gaming industry, gamers with immediate support issues don't want to wait for support. They want an accurate solution as quickly as possible.

Customers are also expecting seamless customer support experiences whether they're chatting on a website or in a company's social media channels. This means they will expect the same immediate and accurate responses and solutions in their language when they connect via channels including Facebook, Instagram, and Twitter.

HubSpot recently reported on enterprise level customer service trends, commenting that

"As global social media use continues to rise, consumers will expect to be able to ask questions and troubleshoot with your business via your social media accounts." [5]
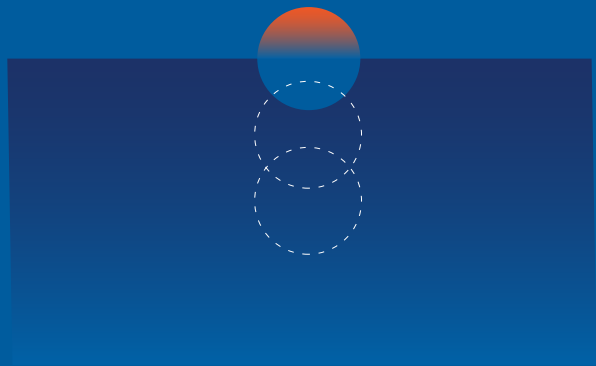
Advanced translation technology, such as that provided by Language I/O, can accurately translate user-generated content that is often rife with jargon, brand-specific lingo, slang, misspellings and abbreviations. In addition, leading real-time translation options will incorporate Machine Learning to continuously improve translation accuracy. Language I/O has taken accuracy improvements a step further with their recent release of the ML-powered Self Improving Glossary (SIGLO) to ensure that translation quality continues to improve over time. Language I/O took this approach after experiencing market rejection of the traditional, expensive, and time-consuming process of formally training a single neural machine translation model per language pair.

> ❝
> *Machine translation is a critical component for the most responsive translation solutions.*

[5] https://blog.hubspot.com/service/enterprise-customer-service-trends

Trend # 4 –
Flexibility and Versatility in Translation Services

Translation services that are flexible and can meet a variety of needs and preferences are effective for companies and organizations that have a global reach. For example, it's impractical for companies to translate their AI-based chatbots into dozens of different languages to attempt to accommodate customer language preferences.

Meanwhile, talent shortages have put a strain on multilingual customer service team representatives and have made it cost-prohibitive for companies to staff up native speaking support agents for every language they seek to support. A better option for monolingual customer support teams is to implement multilingual customer support solutions that offer different levels of service ranging from integrated, real-time translation tools as well as human linguist translation services for knowledge base content, websites, and documents. Comprehensive translation solutions providers have the ability to provide organizations with customized service options to meet various customer service needs.

Translation services that are flexible & can meet a variety of needs & preferences are effective for companies & organizations that have a global reach.

Bonus - Trend #5 –
Future Trend: Support of Multilingual Voice Search on the Horizon

Voice search is growing exponentially, especially with the rise of smart devices and IoT devices. Search Engine Watch recently declared that multilingual voice search "is the future of voice search," emphasizing the need for both translation and multilingual SEO. They report that "… more than 23 percent of American households use digital assistants, and nearly 27 percent of people conduct voice searches using smartphones. This number is expected to increase by more than nine percent in 2021 alone." They further acknowledge that multilingual voice search "… makes ranking a bit more challenging for website owners, especially those who host multilingual traffic. Website owners must now cater to multilingual users from a search and content optimization perspective. That's where multilingual SEO comes in, done with voice search in mind." [6]

Entrepreneur magazine also anticipates that website content will have to evolve as a result of voice search, noting that Google is developing its ability to respond to conversational voice search.

Companies need to start thinking about how the language of their website content will have to adjust as more consumers turn to voice search as their preferred search method. An approach may include adding more conversational content to their websites. Advanced translation solutions providers that incorporate AI tools such as Machine Translation may play a key role, especially as the need to translate jargon and brand-specific information or terminology becomes necessary.
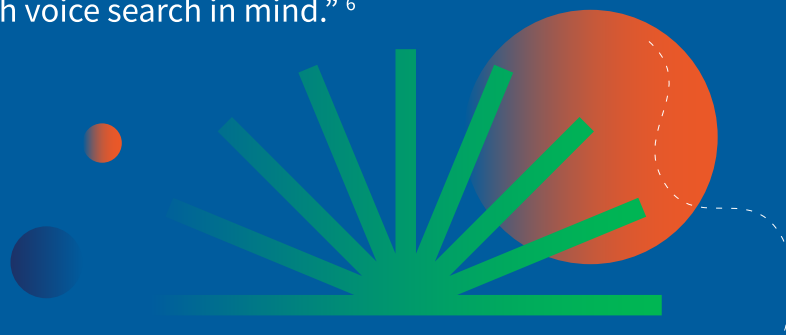
> "While voice search isn't exactly news, we now have more reasons to believe it'll become more important in 2022 … These are clear efforts on Google's part to make voice search a reality," [7]

[6] https://www.searchenginewatch.com/2021/07/01/multilingual-seo-for-voice-searches-comprehensive-guide/

[7] https://www.entrepreneur.com/article/39214

About
Language I/O:

Language I/O enables Fortune 500 companies to communicate with customers anywhere through proprietary machine learning technology, which enables real-time, company-specific translation. The AI technology enables LIO to quickly generate accurate, company-specific translations of all user-generated content (UGC) including jargon, slang, abbreviations and misspellings into over 100 languages via chat, email, article and social support channels. LIO is accessible directly via API and seamlessly integrates with all major CRMs, including Salesforce, Oracle, and Zendesk. The company was co-founded by two female entrepreneurs who bootstrapped the company, wrote the original code, and obtained large enterprise customers such as Constant Contact, Shutterstock, and CBS Interactive.

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Additional Resources:

https://www.mckinsey.com/business-functions/operations/our-insights/an-on-demand-revolution-in-customer-experience-operations

https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever

https://www.mckinsey.com/industries/retail/our-insights/adapting-to-the-next-normal-in-retail-the-customer-experience-imperative

https://blog.hubspot.com/marketing/artificial-intelligence-is-here

https://www.entrepreneur.com/article/386419

https://hackernoon.com/4-tips-to-mastering-multilingual-customer-service-fm3w30oh

https://www.cmswire.com/customer-experience/what-does-proactive-customer-service-mean-for-brands/

https://www.uschamber.com/co/grow/customers/post-pandemic-customer-service-trends

https://www.accenture.com/us-en/insights/strategy/reimagined-consumer-expectations?c=acn_glb_lifereimaginedgoogle_12246385&n=psgs_0621&gclid=CjwKCAiAs92MBhAXEiwAXTi2591tJfScHtG9CZ9_2fuG39pPXWjq2tJ4pr1JaA-iHUK_IZIMBv-Q6hoCM-gQAvD_BwE&gclsrc=aw.ds