Transform your global shopper experience

The future-proof checklist to increase shopper trust, satisfaction and loyalty.

Get personalization right

- [ ] Invest in a CRM to gather shopper data and maintain it all in one place. This would also help you route customer information between teams and turn it into actionable intelligence.

- [ ] Analyze your shoppers' omnichannel journey and the context that brings them to different channels when engaging with your brand.

- [ ] Use data analytics to identify trends and preferences for each shopping environment.

- [ ] Offer meaningful recommendations based on their behavior in-store and online (If a shopper purchased a yoga mat and left a positive review, don't recommend more yoga mats. Recommend related products, like yoga mat straps, weights or a water bottle.)

- [ ] Ensure that your inventory is always up to date and connected across all the shopping touchpoints.

- [ ] Personalize your communications based on shopper preferences and browsing and purchase history.

Your shoppers are humans, not a number.
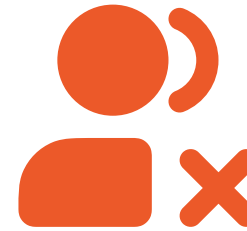
65% of shoppers

expect brands and retailers to **adapt to their changing needs and preferences,** and most feel that companies treat them as just a number.

75% more likely

A retailer that recognizes its customers by name, recommends options based on past purchases, and knows their purchase history **is 75% more likely to retain their business.**

[Get the full infographic here](#)

Enhance your shopper support

- Meet your shoppers where they are: Aside from in-store and phone, there's a surge in the use of live chat or chatbots, messaging apps, email and social media to get customer service.

- Reduce customer effort with proactive support and self-service options like knowledge base articles and chatbots.

- With AI capabilities, these self-service support options can also assist with training your agents and help them build personalized and accurate responses to shopper queries.

Great customer service drives value — and revenue.

75% of customers **will jump ship and stop buying from a brand** after just one bad interaction.

$3.7t annually in sales is **at risk due to poor customer service.**

88% of shoppers are likely to **purchase again and forgive brands** for their missteps after experiencing good customer support.

1 in 26 customers **complain and raise issues.** The others just ghost you — unless you intervene.

[Get the full infographic here](#)

Get security right

At Language I/O, security is our #1 priority. Here are some security standards that we prioritize at Language I/O — and we recommend that you do too.

- **Zero data retention**, Establish security controls and zero data retention policies to ensure that your conversational transcripts are fully erased and never stored on third-party systems.

- **Data masking**, ensure that any personally identifying information is masked before it's processed.

- **Auditing**, have a comprehensive audit in place and maintain compliance with current and emerging legal and ethical standards.

- **Secure integrations**, closely examine the quality of integrations with your tech stack and make sure there are no security gaps throughout the ecosystem.

Take security seriously — and choose vendors and partners who do.

76% of shoppers

say they would not buy from a company who they do not trust with their data.

67% of shoppers

deem **security to be the single most important element** of the customer experience.

Up to **80%**

of brands risk losing up to 80% of their shoppers if their personally identifiable information is **compromised in a security breach.**

Get the full infographic here

Speak your shoppers' language, and go truly global.

Global brands need to support their consumers in any language they need.

Without an automatic translation solution **you** have to	• Hire new people on the ground to expand globally • Find fluent speakers of multiple languages who are also skilled service professionals • Find skilled workers in languages that are rare or more expensive to hire in and provide extensive training in fields where product expertise is crucial • Work across unique timezones and pay the experts more for low volumes, which is not cost-effective
Without an automatic translation solution **your agents** have to	• Work inefficiently, toggling between windows to translate shopper communication • Expose your brand to threats and risks, pasting confidential and sensitive customer information into free translation tools • Get poor or inaccurate translations, using LLMs that don't have sufficient context instead of NMTs that have been tailored for your brand voice, product-specific terminology, domain, industry and preferences • Lose customer loyalty, with high response times that lead to lower customer satisfaction scores

The advantages of an AI-powered translation platform like Language I/O

- Language I/O integrates directly to your CRM. Your current team of agents start translating right where they communicate, in 150+ languages and in less than 24 hours.

- Your agents get enhanced employee experience and can avoid increased response times and security hazards.

- All customer communication is translated in a context-aware manner, meaning misspellings, slang, jargon, etc., are all relayed accurately — and you don't need English as a source language for high-quality translations.

- Insights from a translation solution like Language I/O guide your strategy and help you analyze the latest trends.

- You reduce costs by 60% and response times by 50% while keeping CSAT scores high — even in rare, difficult-to-translate languages like Pashto or expensive-to-translate ones like Nordic languages.

- Adding languages is a breeze; you'll continue to have fast, efficient coverage in 150+ languages during unexpected influxes and high volumes, seasonal spikes, and new product releases and updates with very specific features and nuances.