

Let's talk shop: Transforming global shopper experience



Four strategies for brands and retailers to future-proof their CX

Personalization

Your shoppers are humans, not a number.

88% of young shoppers (Gen Z) believe AI could improve online shopping through features such as relevant offers, product suggestions, and personalized assistance.

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.

76% of shoppers said personalization embedded into the shopping journey was a key factor during consideration of a brand.

72% of shoppers expect businesses they buy from to recognize them as individuals and know their interests.

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.

Security & Privacy

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

80% of shoppers will abandon a brand if their personally identifiable information is compromised in a security breach.

72% say it's important to know a company's and data AI policies before making a purchase.

67% of shoppers deem security to be the single most important element of the customer experience.

76% of shoppers say they would not buy from a company who they do not trust with their data.

33% of shoppers experienced at least one type of breach or scam in the past year, and 16% fell victim to two or more kinds, significantly reducing their trust in brands.

Employee Experience

Empowered employees improve shopper experience.

90% of shoppers claim it's important that the company they purchase from treats its employees well.

78% of CX leaders say that the biggest inhibitor of employee productivity is repetitive, low-impact work that could easily be offloaded to technology.

9% annual work-time, or five working weeks, is lost switching between windows and tabs to get tasks done.

10% in customer loyalty Brands with high employee engagement see a jump of ~10% in customer loyalty.

47% of shoppers would trust a brand more if they took care of their employees.

Customer Service

Great customer service drives value — and revenue.

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.

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

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

47% of customers feel less valued when they face difficulty reaching or talking to unsupportive customer service agents.

Why your customer service must be multilingual

For your brand to be truly global, you must support your shoppers worldwide in their preferred language.

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 by pasting confidential and sensitive customer information into free translation tools

Get poor or inaccurate translations, when 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

Risk customer loyalty through high response times.

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, high volumes, seasonal spikes, and new product releases and updates with very specific features and nuances