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 Al 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.



will abandon a brand if their personally identifiable information is

80% of shoppers

compromised in a security breach.



to know a company's and data Al policies before making a purchase.



67% of shoppers deem security to be the single most

important element of the customer experience.



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

76% of shoppers

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.

Empowered employees improve shopper

Employee Experience

experience.



claim it's important that the company

they purchase from treats its

employees well. 78% of CX leaders



employee productivity is repetitive, low-impact work that could easily be

say that the biggest inhibitor of

offloaded to technology.



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.

Great customer service drives value — and revenue.

Customer Service



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.



75% of customers

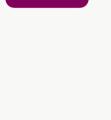
is at risk due to poor customer

service.

agents.

\$3.7t annually in sales

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





47% of customers

feel less valued when they face

unsupportive customer service

difficulty reaching or talking to

why your customer service must be multilingual

worldwide in their preferred language. Without an automatic translation Without an automatic translation solution you have to solution your agents have to

For your brand to be truly global, you must support your shoppers

globally windows to translate shopper communication Find fluent speakers of multiple languages

Work across unique timezones and pay

provide extensive training in fields where

Hire new people on the ground to expand

who are also skilled service professionals

Find skilled workers in languages that are

rare or more expensive to hire in and

product expertise is crucial

the experts more for low volumes, which is not cost-effective

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-

Work inefficiently toggling between

Expose your brand to threats and risks by

pasting confidential and sensitive customer

preferences Risk customer loyalty through high response times.

specific terminology, domain, industry and

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



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,

Language I/O integrates directly to your CRM. Your current team of

agents start translating right where they communicate, in 150+



meaning misspellings, slang, jargon, etc., are all relayed accurately and you don't need English as a source language for high-quality translations.

and help you analyze the latest trends.

specific features and nuances



You reduce costs by 60% and response times by 50% while keeping

CSAT scores high — even in rare, difficult-to-translate languages like

Insights from a translation solution like Language I/O guide your strategy



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

Pashto or expensive-to-translate ones like Nordic languages.