

# See + Hear + Get Global Shoppers

The future-proof formula for  
brands and retailers to ace  
the CX and AI race



## Shopping: ripe for disruption

From rapidly changing consumer priorities to the latest technologies like AI and macroeconomic and geopolitical changes, several factors require brands and retail to be nimble and ready to pivot quickly to stay successful. They need to be quick to embrace new technology, innovate in times of crisis and stay on top of the latest trends. During the peak of the pandemic, for example, when in-store experiences needed to be reimaged and online experiences needed to be enhanced, businesses rose to the challenge and got creative with connecting with consumers.

Once again, all shopping is on the cusp of a major transformation. Where do we even start? The massive potential of AI in solving major problems and streamlining operations, consumers making their values and preferences known, or influencer culture driving new ways to reach consumers around the world?

**Brands can now capitalize on increased accessibility to go global and reach new audiences. But remember: Global audiences want highly local experiences.**

The very definition of consumer loyalty has changed, and many different criteria have emerged that could make or break your relationship with your customers.

Consumers want to be seen, heard and understood by brands. So what are the biggest priorities for retail leaders looking to earn customer trust worldwide and stay ahead of the pack? What are some technological solutions that could help you listen to your customers and speak to them in their language?



## CHAPTER 1

# See the big picture

Who are your global shoppers, and how do you meet them halfway?

Around the world, many sweeping changes that took over at the beginning of the pandemic have stayed on because of the convenience they bring. Online shopping, using personal shoppers, getting deliveries in a couple of days or even hours, curbside pickup — these have all changed shopping behaviors and raised customer expectations. Regardless of age, shoppers seem to rely on their mobile devices and social media, among other channels, to discover new brands and products.

In this chapter, we'll give you a quick snapshot on global shoppers and what they care about.

## Who are your global shoppers?

Globally, there are over 3 billion consumers — people who can buy any product or service aside from their basic needs. By 2030, this number is expected to jump to over 5 billion. And 88% of the next billion will be from Asia, and the continent will make up two-thirds of the global middle class.

**The largest consumer markets are the US, China, Japan, Germany and the UK and they add up to about half of the global consumer economy. The US alone makes up almost 30% of global consumer spending.**

This is just a quick snapshot of the current state of the global consumer markets. It gives you a clear indication of what's to come, however: As more digitally native generations join the consumer market, it's crucial for brands old and new to adapt to their expectations.



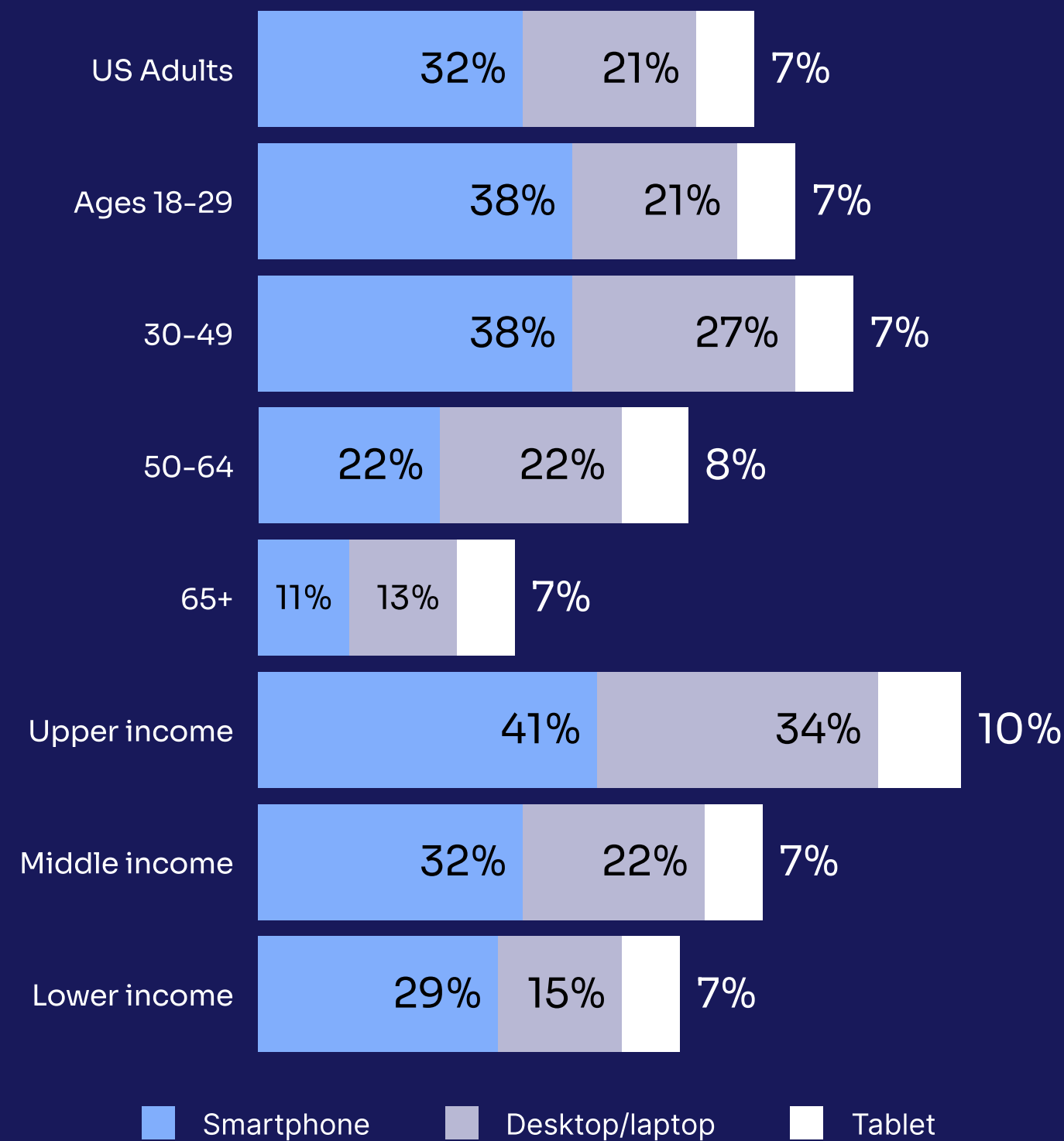
# Where do global shoppers shop?

While in-store experiences are still very much relevant, the meteoric rise in online marketplaces and ecommerce sites has continued to expand. Online marketplaces will account for 45% to 50% of online spend by 2025, and more and more purchases are expected to happen online over time.

In the US, all age cohorts are impacted by digital. Insights from Pew Research Center show that close to 50% of adults aged 30-49 make purchases using a smartphone at least weekly — but others aren't that far behind.



## % of adults who say they ever use each device to buy things online at least weekly



## The rise of international shopping

Consumers have long gone borderless with shopping, but now, the global market has become more open for businesses of all sizes. For example, consider South Korean beauty products seeing an uptick in popularity in the US — so much so, that a Black influencer was able to get a Korean brand to expand their foundation shade range. All kinds of products are more accessible now, thanks to social media, influencers and international online marketplaces, from Amazon to Temu.

Cross-border ecommerce is expected to grow by 107% globally through 2028, to reach \$3 trillion. Over the same period, domestic ecommerce transaction values will grow by 48%. Consumers across age groups point to social media when it comes to discovering and engaging with global brands.

**A robust social media presence can have great benefits for your brand. This includes not only advertising and posting, but also being there for your global shoppers to address their reviews and answer their questions.**



**Responded that it is important to be able to make purchases directly from a business's website**



**Responded that it is important for small businesses having storefronts linked to their social pages**



## **Where do global shoppers buy?**

Global consumers have largely expressed a preference to buy directly from brands.

Small businesses are not off the hook either: Close to 90% of millennials and gen Z consumers want to buy directly from brands and expect businesses to have a website or online store, but nearly 3 in 10 businesses do not have either or both.

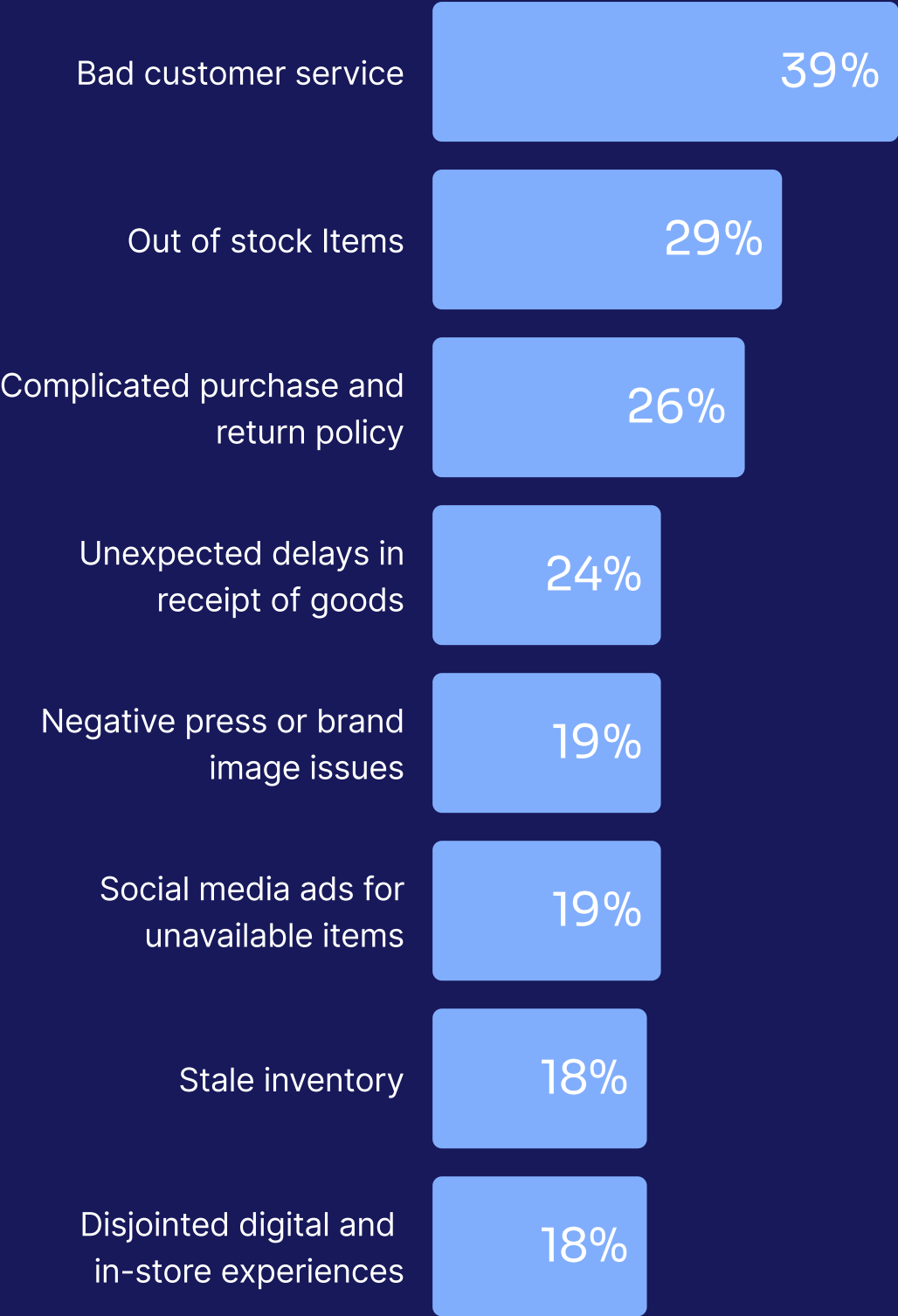
Today's global consumers are spoiled for choice. They're not willing to wait — if your product is out of stock or if the consumer is left hanging with no support, they will simply switch to another option.

Bad customer service is the number one reason cited by most users who leave one brand for another. This goes to show how critical good customer service is — it could be the one differentiator that makes consumers choose your brand over others. (We'll talk more about this later in this guide.)

And this brings us to the concept of loyalty. If consumers are so quick to switch, what does that mean for loyalty and retention?

**Keep your website, catalog and inventory up to date, with readily available chatbot and live chat support. This could help set you apart from your international competitors and get more attention from your target audience.**

### Preferred platform for buying branded products among cross-border online shoppers

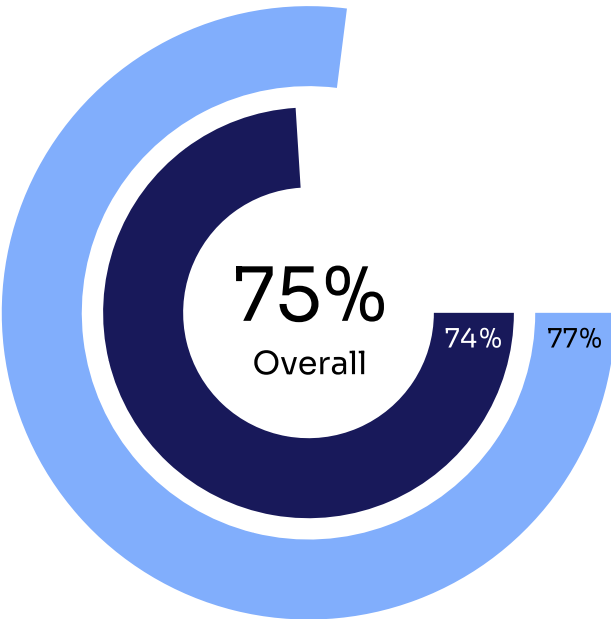




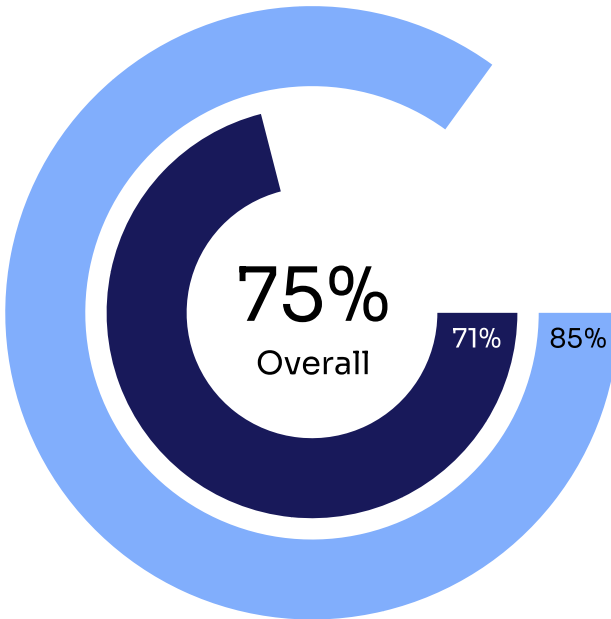
# Redefining customer loyalty

At the end of the day, nothing beats exceptional customer service. Research shows that 88% of customers are more likely to purchase again after receiving great customer service. What’s more, customers are also willing to forgive brands for their missteps if they get good customer service.

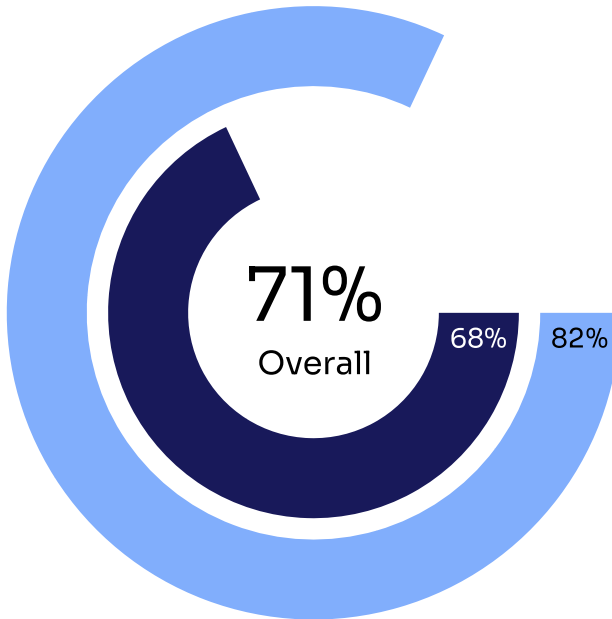
As for poor customer service? Just one bad interaction and 3 out of 4 customers will jump ship and stop buying from a brand. Businesses lose a significant amount of money over subpar CX: Poor customer service puts \$3.7 trillion annually in sales at risk.



Customers who forgave a brands mistakes after receiving excellent customer service



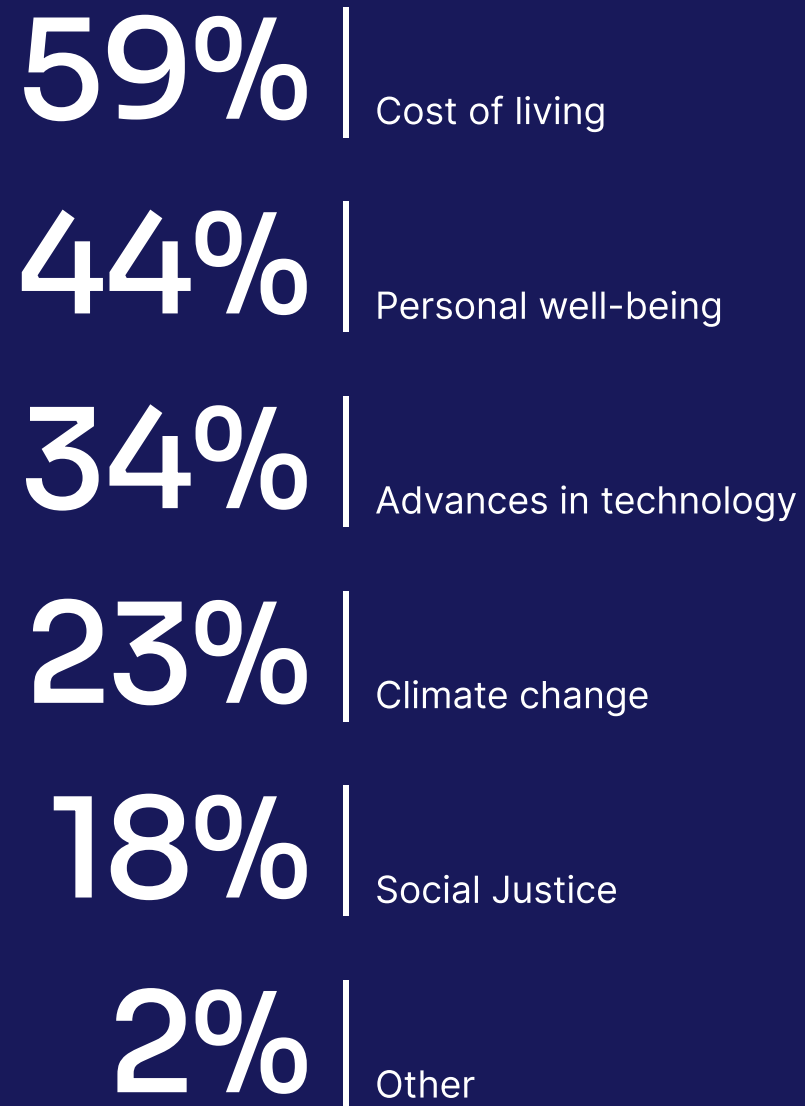
Customers recommended a brand based on excellent customer service



Customers made purchase decisions based on customer service quality

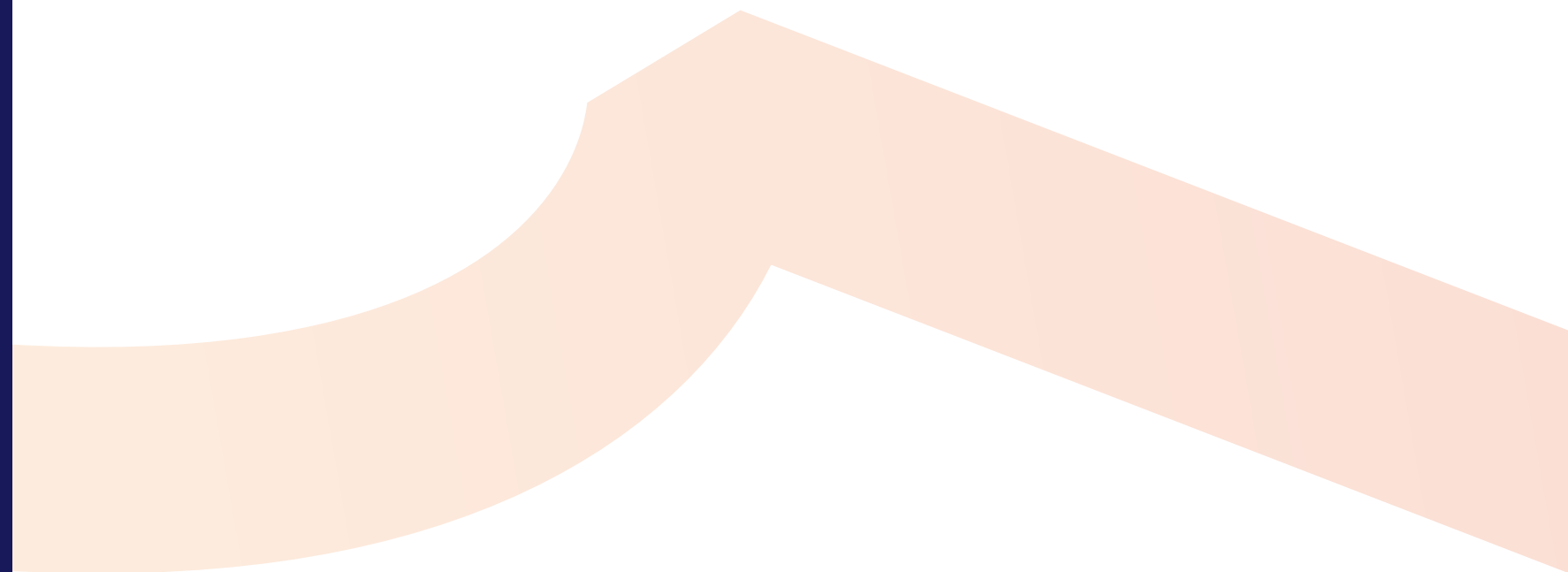
Business buyers Consumers

## Customers say the following have affected their priorities



Like we mentioned earlier, younger generations of consumers shop and experience things vastly differently than their older counterparts. With the economic and geopolitical uncertainties, younger generations don't follow the traditional roadmap for life: The goals for many are not getting married, having kids, buying a car, buying a house, etc. For example, younger shoppers make up the "carless generation," preferring to go for a hike than a drive. Not only that, they're also spending more on experiential products that address their need for self-care and nostalgia — so much so that this has spurred a boost in secondhand sales and thrifting, also blurring the lines with sustainability and reusability.

Many younger shoppers are digitally native: They grew up being informed about social media, AI ethics, and more. The increased influx of information and exposure to diverse perspectives, cultures and experiences from around the world have led to blurred cultural boundaries and a global community rooted in activism and civil rights. Not only that, the rise in remote work and the popularity of walkable cities are changing the priorities, standards and therefore shopping experiences of these shoppers.



Great customer service will take you very far, but social values have also become a large part of why shoppers gravitate toward certain brands. Successful brands find a way to become a part of shoppers' lives by aligning with the values they care about.

There are some values that consumers these days largely care about, and it's reflected in their shopping choices. Let's look closely at some of the broader global trends that are driving customer loyalty.

## Sustainability

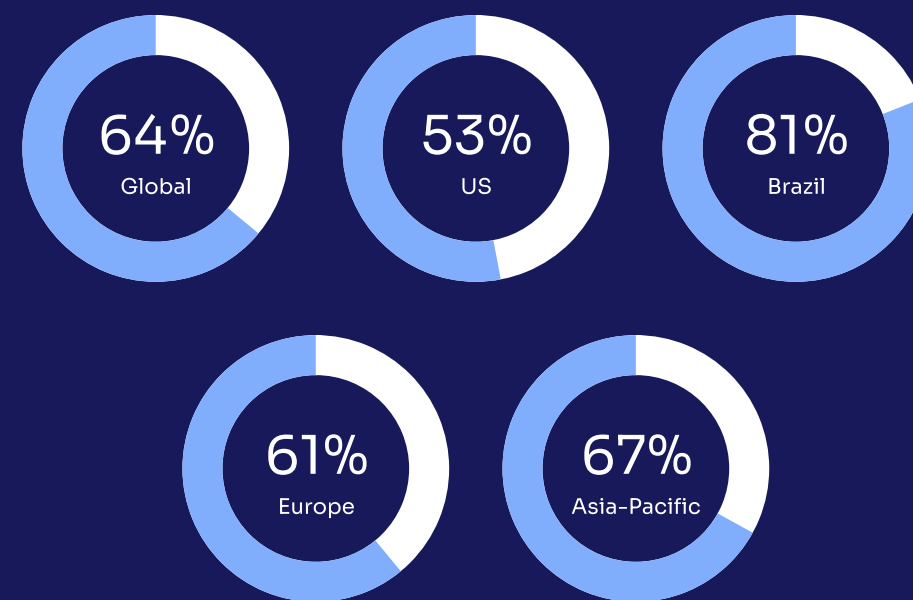
Globally, consumers are increasingly concerned about the environment, climate change and sustainability.

Consumers are willing to keep brands accountable and support sustainable brands, even going so far as to pay extra. Major fast fashion brands are constantly under fire for their unsustainable practices for a reason.

Around the world, consumers are willing to pay a 12% premium for sustainable products. This figure is even more in developing countries.

More specifically, consumers care about different aspects of sustainability. From climate impact to carbon-related transport, consumers have a lot on their mind — and it shows in their buying decisions.

## Customers who are very or extremely concerned about environmental sustainability



## Customers whose climate change concerns have intensified over the last 2 years



## Diversity and inclusion

From a brand's company policies to advertising and customer-facing communication, consumers expect to see a commitment to diversity and inclusion. For one, they want to feel represented — invited, welcomed and respected — by brands.

**Unsurprisingly, customer service plays a huge role in making shoppers feel included — they want to know that a product was designed and created with them in mind. Inclusive language is a part of inclusive design, after all.**

Research shows that consumers are willing to pay a premium for a brand that embraces diversity and fosters inclusion. In fact, brands have reported seeing an increase in revenue proportionate to their advocacy efforts.

Diversity and inclusion also includes making sure that your digital experiences are fully accessible. Research shows that with poor digital accessibility practices, brands lose out on \$13 trillion in overlooked annual disability spending power. A recent report shows that 41% of consumers are willing to pay more to companies committed to accessibility — and 51% are willing to pay up to 10% more. 45% of consumers went so far as to say that they care more about digital accessibility than even the availability of the company's products or services. It's clear that not only does digital accessibility need to be an ethical priority for businesses, it's also a lucrative financial one.





## Employee happiness

In the retail industry, especially, happy employees have a huge impact on customer loyalty. Your employees represent your brand, after all. One good experience with an employee is bound to change a shopper's perception of a brand forever. But above all, consumers want to buy from brands that treat people well. And that includes the employees.

A Gallup study found that brands with high employee engagement see a jump of about 10% in customer loyalty. And it has a direct impact on the bottomline too — a 23% increase in profits.



## A note on choosing the right vendors and partnerships

When you choose your partners for packaging, supply chain management, advertising and so on, you want to ensure that you find the right allies on this journey toward a more sustainable and inclusive future.

Another concept that brings all the values together is ethical AI. The good news is, when you incorporate AI and technology solutions to improve customer experience or employee experience (or ideally, both), you don't always have to start from scratch and hire new resources to get to your goals.

Find innovative vendors who won't hit you with the standard fare, but instead give you solutions tailored to your organization that align directly with your strategy and budget — and make sure that they align directly with your values.

If you prize data protection and sustainability above all else, for example, but your partner doesn't uphold the highest standards in these areas, you're at risk of losing consumer trust.



## CHAPTER 2

# Keep your ears to the ground

What if you don't have to be in the same geographic location your shoppers are in to truly connect with and support them?

So far, we've spoken about global shoppers as one monolithic entity. However, it's important to remember that consumers in different markets have different priorities and needs. `

**What do shoppers worldwide care about?**

In spite of globalization, consumers around the world are hardly homogenous. Research has found that global shoppers' mindsets remain highly localized, across all age and income segments.

**This means that the customer experience you deliver needs to be tailored to the shoppers — sufficiently globalized, but also localized enough to invite the consumer in and try something new.**

This also highlights the importance of understanding your consumers from a cultural perspective.

**Likelihood of reaching out to customer care by channel**

Phone	<b>94%</b>   Boomers	<b>81%</b>   Millennials
	<b>86%</b>   Gen X	<b>71%</b>   Gen Z
Chat or messaging	<b>78%</b>   Boomers	<b>59%</b>   Millennials
	<b>81%</b>   Gen X	<b>74%</b>   Gen Z
Email	<b>86%</b>   Boomers	<b>84%</b>   Millennials
	<b>87%</b>   Gen X	<b>75%</b>   Gen Z
Social media	<b>19%</b>   Boomers	<b>59%</b>   Millennials
	<b>34%</b>   Gen X	<b>57%</b>   Gen Z

## Speaking your customers' language

Throughout this guide, we've sufficiently driven home the point that nothing beats great customer service. With or without AI — it's just easier with AI — there are some high standards that brands need to meet to earn customer trust and loyalty.

Let's dive deeper into what good customer service looks like.

## Meet customers where they are

While live phone and in-store conversations are still helpful, there's a surge in use of live chat or chatbots, messaging apps, email and social media to get customer service.

Not only that, more than 60% of consumers prefer self-service for simpler issues. Even before they reach out through a support channel, they're willing to troubleshoot the issue themselves. A recent survey revealed that 38% of Gen Z and millennial customers say they'd completely abandon solving an issue if they couldn't resolve it through self-service. That's why options like online portals (knowledge bases, FAQs and articles), mobile app and online chat/chatbot are high on the list of preferred channels.

This means if you don't empower these consumers with the information they need, you're letting a valuable opportunity to connect with them slip right through your fingers.

## Channels used to engage with brands

93% | Email

88% | Phone

86% | In-person

76% | Mobile app

72% | Online chat

66% | Text/SMS

65% | Messenger apps

65% | Online knowledge bases

64% | Social media

49% | Online communities

48% | Video chat



## Factors important to buying decisions

94% | Price

93% | Description

92% | Quality

92% | Convenience

87% | Ethical and trusted reputation

87% | Amount of personal data required

87% | Speed of delivery

## Security

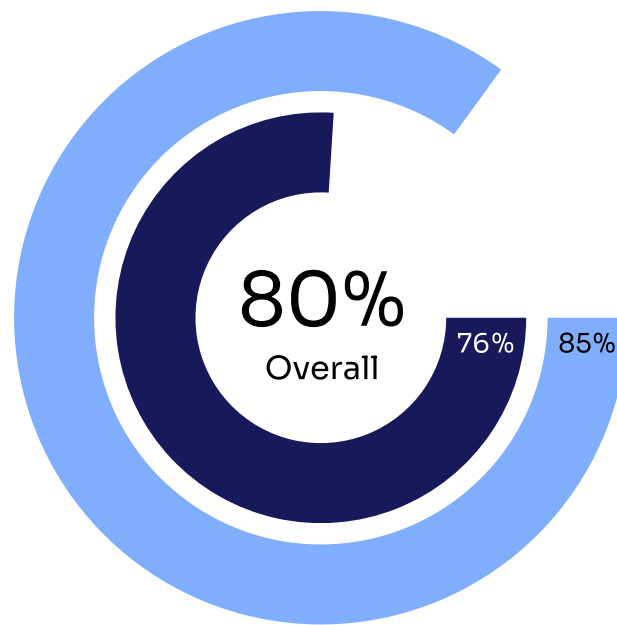
Customer support is inherently risky: Agents might receive messages filled with sensitive data from customers such as personally identifiable information, credit card numbers, workplace addresses, etc.

Consumers these days are more informed and more tuned into developments in the business space. They're comfortable with sharing their data if it's used to target personalized suggestions to them and offer support tailored to their needs. Consumers are more likely to choose companies with transparent and ethical AI practices. Not only that, companies need to be able to explain how their AI reached a decision.

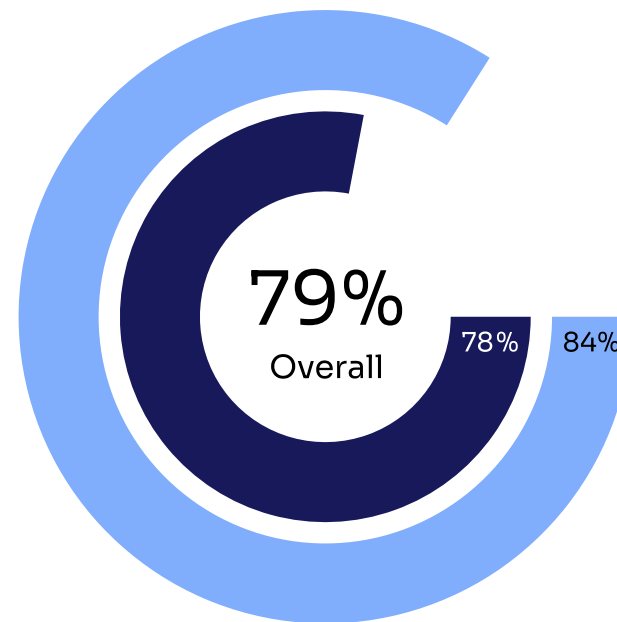
It's no wonder that 93% of business executives prioritize building and securing trust — and agree that it directly improves the bottomline.

**Consumers spend more at companies they trust — 46% purchased more, and 28% paid a premium. And they're not afraid to switch: 4 in 10 customers no longer purchase from a company due to lack of trust.**

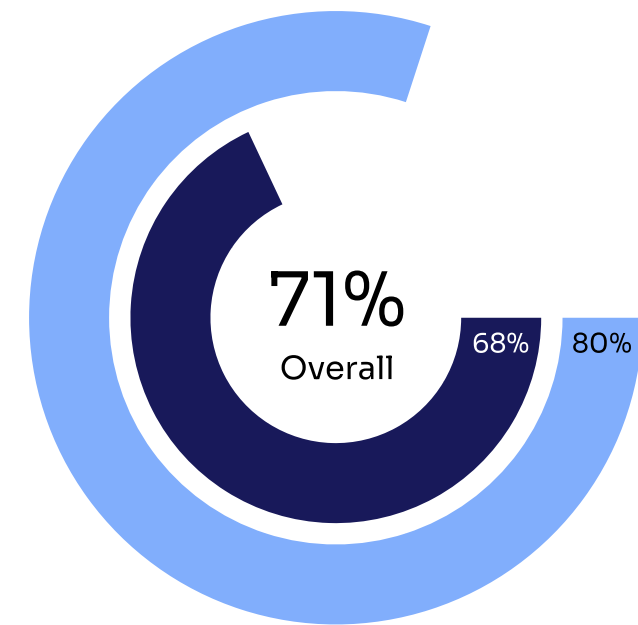
## Customers who say the following



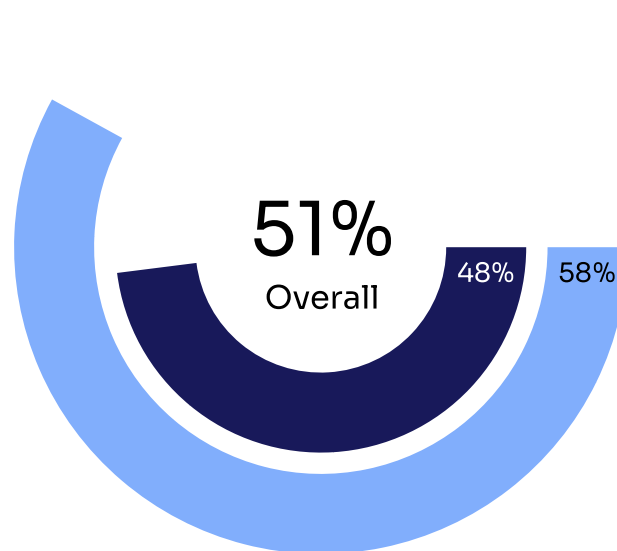
Customer's experiences should be better considering all the data companies collect



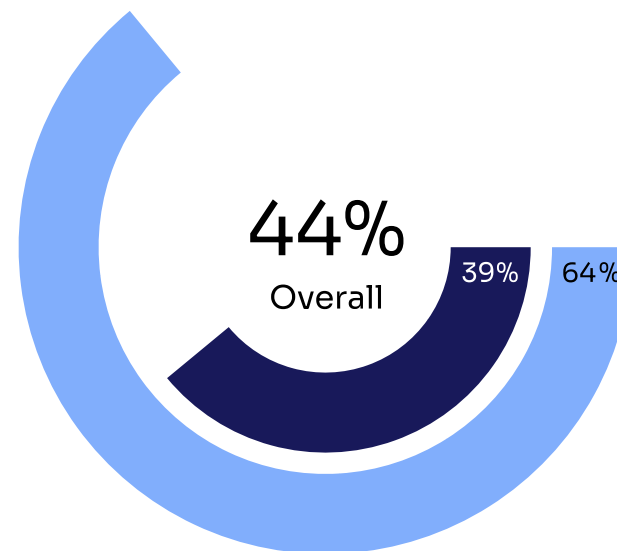
I'm increasingly protective of my personal data



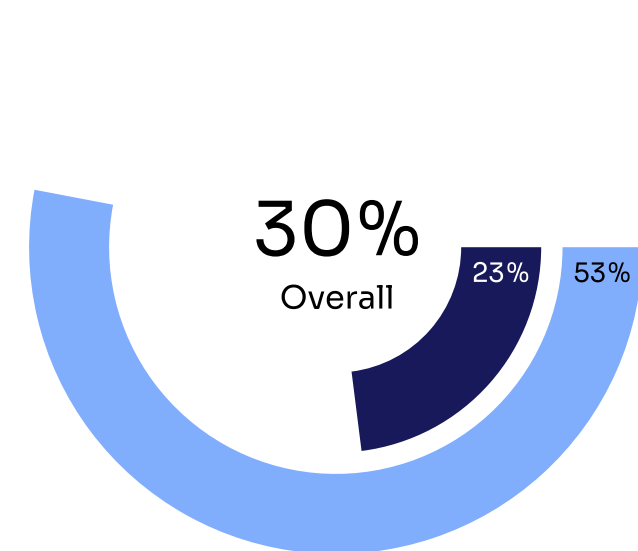
I'd more likely trust a brand with my personal data if its use were clearly explained



Most companies don't use my data in a way that benefits me



I'm comfortable with brands collecting first-party data



Most companies don't use my data in a way that benefits me

Business buyers Consumers

Another report shows that your transparency surrounding AI and your bottomline are directly linked. 72% of customers say it's important to know a company's AI policies before making a purchase.

As you can see, security is directly linked to customer loyalty. In fact, it's so important, that it might even precede faster service in priority. If your support agents are copying entire messages with all this tricky information and pasting them into third-party software for any kind of processing including translation, you might have a much larger problem on your hands than you might think.

To earn consumer trust during a support conversation, you want to make sure that they're able to safely share information with your team without any compromise to privacy and security. When you evaluate customer support solutions, this must definitely feature as a priority.

Data security concerns are prevalent across all age cohorts of consumers — and solid data protection practices is a top driver of shopper trust.

## Customers will remain loyal to companies who...

**76%** | Provide better data security

**72%** | Provide faster service

**65%** | Provide personalized experience

## Customers who say protecting data is the way to build trust

**67%** | Boomers

**61%** | Millennials

**64%** | Gen X

**56%** | Gen Z

## 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. If your selected vendor integrates with a variety of machine translation engines, make sure that they only integrate with those that are "zero-trace." This means that the third-party engines used do not store translated content in their database, log files, or anywhere else.

### Auditing

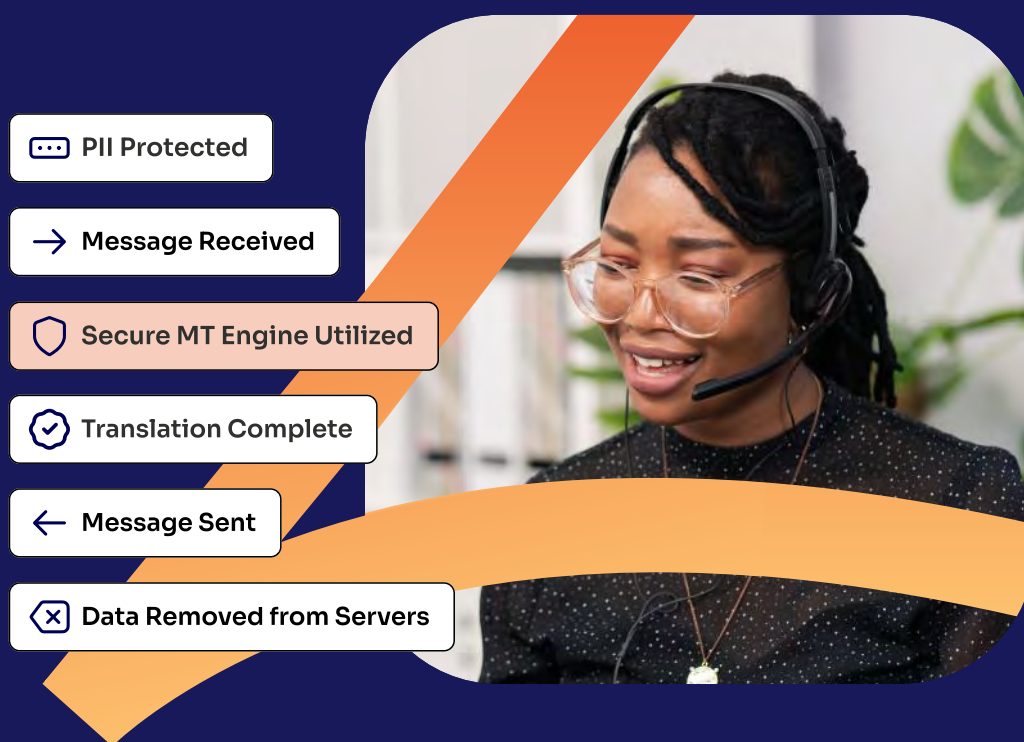
When selecting a partner for your digital transformation project, make sure that they have a comprehensive audit in place and they maintain compliance with current and emerging legal and ethical standards.

### Data masking

Ensure that any personally identifying information is masked before it's processed. It's possible to create quality outputs without exposing confidential data to external vendors or AI models. Translating content often requires the use of third-party machine translation engines. Not only is it important that your technology provider uses only those MT engines that adhere to strict security measures, but it's also critical that any personally identifiable information is encrypted before being sent to those engines.

### Secure integrations

It's not enough if the software platform that you partner with is secure. You also need to closely examine the quality of the integrations they have with your CRM and other parts of your tech stack. It's critical that there are no security gaps throughout the ecosystem.





## Ways in which customers are willing to utilize chatbots

44%

Searching for product information before purchasing

35%

Customer service support from retailer or brand

34%

Sending alerts and updates to me about products I'm interested in

31%

To customize offerings to me

30%

To support me with work/studies

25%

To create email or other communications in written form for me

## Proactiveness

Customer support has long been seen as a reactive function. Customer comes to a brand with a problem, the brand solves that problem, and all's well, right? However, in the age of omnichannel communication, reactive customer service is no longer enough.

The customer journey is sprawled out across multiple digital and offline touchpoints. Today's customer is open to sharing their data with brands, as long as brands provide personalized and proactive service — according to a Salesforce report, 51% of customers expect brands to anticipate their needs, but only 33% of customers say most companies address their issues proactively. This means that customers are putting more time and effort into solving issues than brands. Add to this the pain of communicating with unevenly trained and equipped agents in a second or even third language, and it quickly becomes a recipe for disaster.

And if you think you have several complaining customers on your hands, think again: Only 1 in 26 customers complain and raise issues. The others would just choose to stop buying from your brand. And forget buying; 70% of customers abandon their cart after adding an item to it.

**Preemptively addressing your customers' issues improves efficiency. When it comes to shopping, consumers are willing to engage proactive support solutions like chatbots to assist them even before the customer service stage.**

From making personalized recommendations to proactively stepping in if a consumer is stuck on one step of a process, a chatbot is a Swiss army knife capable of assisting your team and mitigating issues in multiple ways.

## It's a steal: Chatbots do way more than greet shoppers

A recent Accenture report shows that 47% of customers feel less valued when they face difficulty reaching or talking to unsupportive customer service agents. That's a significant portion of your customer base that you're alienating without the right communication.

An agent manning live chat can only help one customer at a time. But an AI chatbot can establish personalized contact with and help multiple customers, looping in a human only when necessary. This helps you scale customer support without necessarily hiring more agents. This also reduces the inbound volume of tickets and increases operational efficiency.

Well-designed AI-powered chatbots can:

- Automatically resolve low-touch, high-frequency issues by giving customers relevant knowledge base articles while they wait for an agent
- Learn from each customer interaction and self-improving so it can deliver more relevant and customized content
- Help your agents give timely support to your customers in their preferred languages, with the right AI-powered translation platform integrated — no language skills required
- Function as an AI-powered copilot to enable agents to provide highly personalized answers to customers quickly and reliably, which improves the employee experience and helps them with hands-on training and growth



Self-service solutions like knowledge bases fall within the realm of proactive customer support. Implementing thorough self-service solutions means helping users solve their own problems without getting into your agents' queues. This reduces agent workload and keeps them focused on more high-impact, high-value problems. A Salesforce survey says that self-service solves roughly 54% of customer issues on average — that's more than half your agents' workload.

### **Allows seamless communication in preferred language**

Offering world-class customer support to your customers in their preferred language puts you ahead of the competition and helps you truly connect with shoppers around the world. Global brands need to support their consumers in any language they need.

## **Bang for your buck: The impact of a knowledge base**

Apart from enabling self-service, a knowledge base can do so much more.

Adding AI tools like chatbots to your knowledge base systems and self-service portals can give your customers access to instant answers and real-time AI-powered assistance. With intuitive search capabilities and AI-driven functionalities, AI knowledge bases provide 24/7 customer service, FAQs, troubleshooting guides and tutorials on demand.

They're also self-improving: With constant input from customers, they're able to tailor topics and personalize content to users, identify content gaps, pinpoint outdated topics and give you recommendations for new content.

AI-powered self-service systems help new agents to train, onboard and ramp up faster. With comprehensive, up-to-date resources in a centralized, easy-to-navigate hub, AI knowledge bases enable agents to quickly access training and important customer information. This also helps keep brand voice consistent across agents.

AI algorithms can also suggest relevant materials to support agents, recommend articles within tickets, and help with writing responses to customers, increasing agent productivity and support quality.

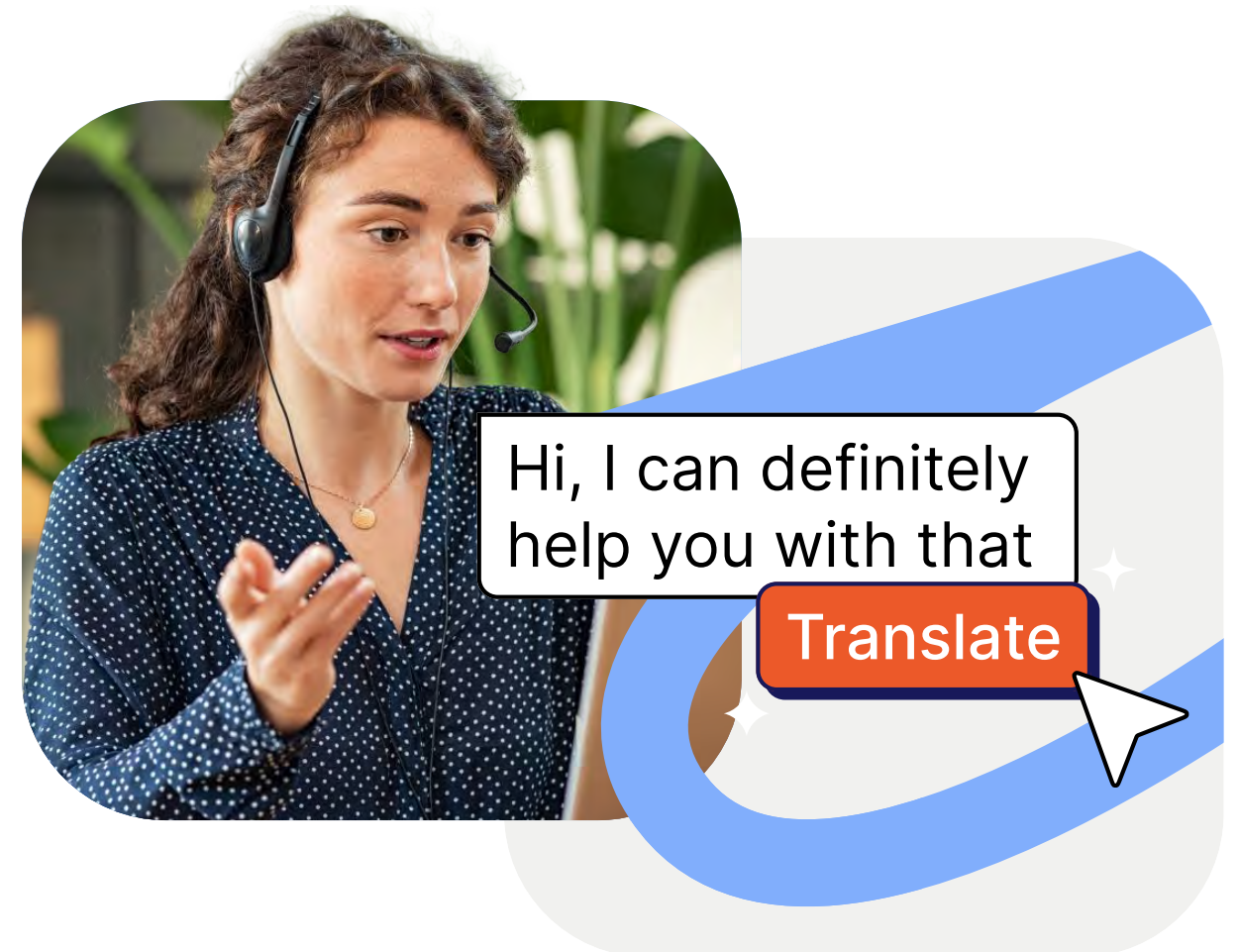


**Aside from being some of the quickest options, support channels like email, live chat, chatbots, knowledge bases and social media also have one more advantage: With the right automatic translation platform, they're all easy to translate in 150+ languages securely and accurately.**

Brands with global and multilingual audiences must also implement a high-quality translation solution that would keep them in touch with their customers without compromising on customer experience. Without an AI-powered automatic translation tool embedded directly into the CRM, agents resort to time-consuming and highly vulnerable methods like pasting confidential and sensitive customer information into free translation tools.

With an advanced solution like Language I/O, you get the following advantages, among others:

- Agents translate right where they communicate, avoiding 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





## Accurate and up to date

In translation as well, accuracy is extremely important. You need a solution that can accurately translate everything within context — and provide brand-specific and culturally sensitive translations as well. Even tech giants have slipped up when it comes to inaccurate translations — this is not the first impression you want to give the local consumers when you expand to a new location.

**Poor translations mean poor customer service experiences, which can erode consumer trust in your brand.**

There's no good outcome from inaccurate translations — and businesses have had to answer for everything from offended customers to failed knee replacement surgeries.

The ideal translation technology integrates with multiple best-in-class engines and dynamically selects the most viable engine for each translation, based on language pair and use case. The ability to switch between engines is critical, as not all engines are equally proficient in all languages. Not only that, you also want your translation technology to understand the nuances depending on different contexts.

## Generative-AI-related risks that caused negative consequences for brands

23% | Inaccuracy

16% | Cybersecurity

12% | Explainability

11% | Intellectual property infringement

10% | Regulatory compliance

9% | Personal/individual privacy

8% | Organizational reputation

7% | Workforce labor displacement

7% | Equity and fairness

4% | Physical safety

4% | National security

4% | Political stability

4% | Environmental impact

39% | None of the above

## How Language I/O does it

Language I/O offers an NMT-based solution that doesn't rely on a single model to drive real-time support translations. This is because the accuracy of one NMT system will not always align with that of another when translating the same sentence from the same language. In fact, in almost any case one model will be preferable to another in terms of both accuracy and efficiency in the unique context of the task presented.

This is why Language I/O aggregates the world's leading NMT engines and dynamically applies the most accurate model for the language pair involved in the translation. The selection of each specific NMT model for each task is powered by automation, which considers the individual depth of knowledge associated with each model as it relates to the specific language pair. Plus, if an engine fails for some reason, the model intelligently executes the failover plan, all with no disruption to service or quality.

Once the best possible NMT engine has been selected, Language I/O further optimizes results by applying our own self-improving glossary of brand- and industry-specific terminology, ensuring all contextual and linguistic nuances have been considered. This enables highly accurate and context-aware translations — even when there are jargon, misspellings, acronyms, brand terms and user-generated content that don't necessarily adhere to grammatical rules. The advantage of AI translation optimization is that it makes it even easier for agents to save time while drafting responses and translation engines to translate properly.



## CHAPTER 3

# Catch the drift

Let's talk shop: How can AI and automatic translation help you change the retail support space for the better?

We've talked about understanding the global shopper and communicating in their preferred language, and touched upon ethical AI solutions, with a focus on customer service translation. Let's talk about a few more ways in which AI can help leaders navigate some of the major challenges in retail, with a focus on customer service.

### Labor shortages

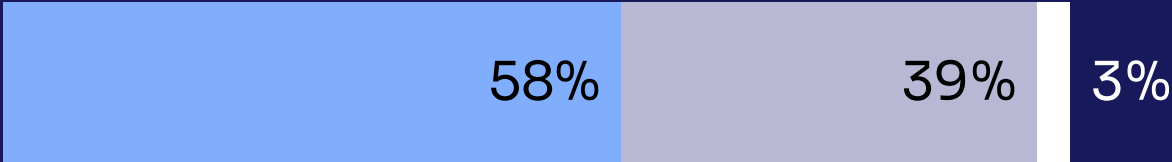
The most important reason to embrace AI and automation is the worldwide labor shortage. Especially when providing global customer support, finding fluent speakers of multiple languages who are also skilled service professionals is one of the biggest challenges.

This is doubly true for languages that are rare or more expensive to hire in and fields where product expertise is crucial. Not to mention, you might end up having to work across unique time zones, or hire an expert who excels at everything you need, only to pay them more for low volumes, which is not cost-effective. Plus, if we take into account training and onboarding these new hires, the costs and time consumed quickly spiral out of control.

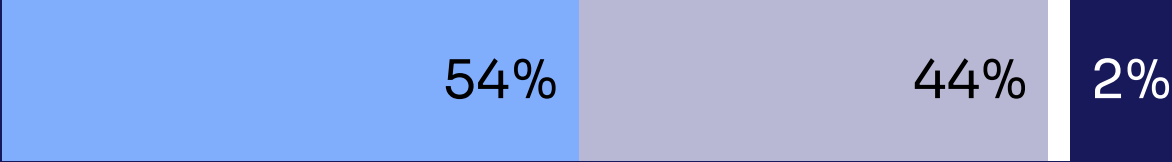
Even if you don't believe your organization has a shortage of labor, holiday seasons — or even new product releases and updates with very specific features and nuances — can lead to massive support ticket spikes, and you quickly start to wish you had more bandwidth. When you're supporting several geographies and multiple languages, this situation quickly escalates and becomes unmanageable.

### Retailers use of the following Generative-AI use cases

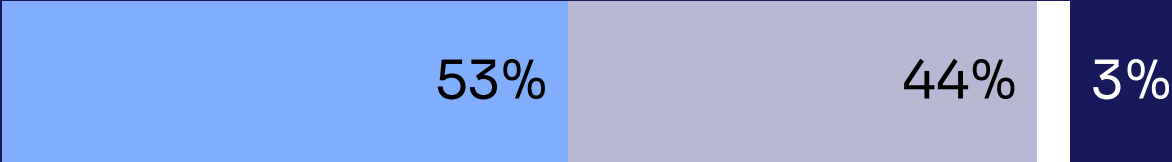
Generating personalized responses for agents to email or message customers



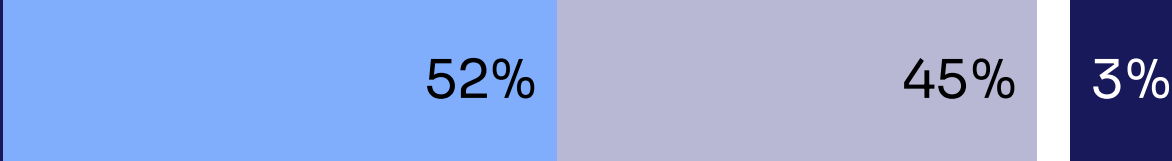
Powering chatbots for service



Automating creation of knowledge base articles



Creating summaries of customer service cases



Not only that, multiple disconnected solutions lead to employees paying what's called the “toggling tax”: Employees lose 9% of their annual time at work — or five working weeks — switching between windows and tabs to get tasks done. Research also shows that employee effort in most customer service organizations goes toward repetitive tasks that impact both productivity and agent satisfaction. Nearly 78% of CX leaders say that the biggest inhibitor of agent productivity is low-impact work that could easily be offloaded to technology. Other challenges include accessing relevant training and guidance and supporting customers across different channels — all of which can be solved with the right AI and automation technology.

AI-powered machine translation should be instant, without any latency issues. Your technology provider should be able to deliver translations across every digital channel through which you communicate with customers. Whether you're looking to enable self-service, answer emails, provide instant chatbot support, be available on social media for your customers or all of the above, your translation technology should be equipped to make it happen. This platform should also integrate directly into your CRM, either with an integration or an API — which means your agents can work right where they are, and your shoppers get support in their preferred language right where they need it.

## Cost reduction

Retail is one of the spaces in which inflation has had a huge part to play. With consumers' spending power severely impacted by inflation, retail leaders have had to look for ways to reduce costs while improving efficiency.

One of the best ways to save costs is machine translation. Machine translation significantly reduces translation costs. Enterprises with high volumes of translation needs can eliminate the need to hire employees for every task and language and automate the translation process, which results in increased operational efficiency and cost savings.

**Language I/O has seen its clients save roughly 60% on costs with its AI-powered translation platform. Not only that, an AI translation platform would also help you immediately tackle expensive-to-translate languages like Nordic languages or rare, difficult-to-translate ones like Pashto, without compromising accuracy and quality even for low volumes.**

Not only that, automatic translation allows you to get more done for less. Whether it's expanding your support into more languages or expanding to countries where your shoppers speak different languages, you can offer customer support without having to hire anyone on the ground.

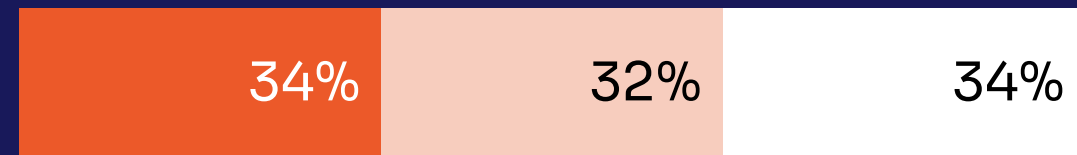


## Retail leaders top concerns for their organization in 2023 (top three concerns)

Rising cost of goods: 282 selections



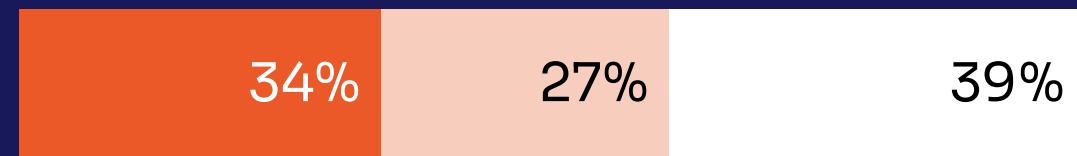
Declining overall spending: 225 selections



Supply chain volatility: 180 selections



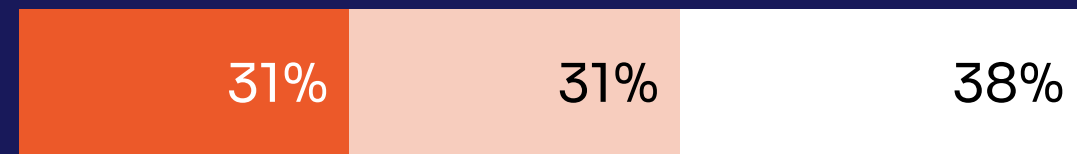
Consumer sentiment: 151 selections



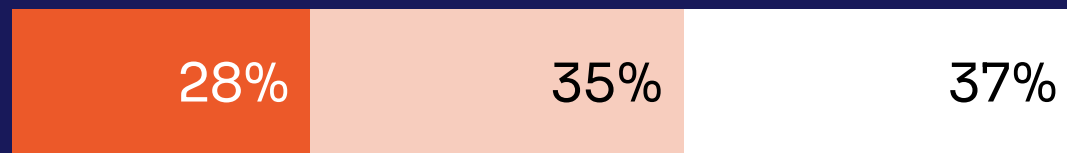
E-commerce growth: 144 selections



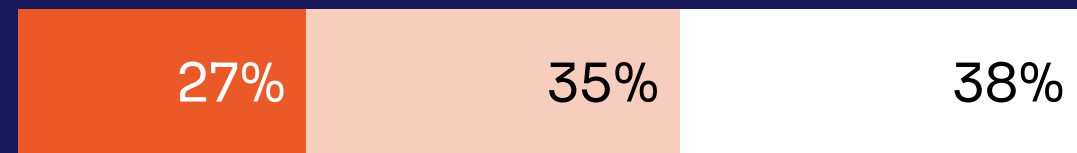
Retail labor challenges: 138 selections



Changing competitive landscape: 138 selections



Geopolitical factors: 120 selections



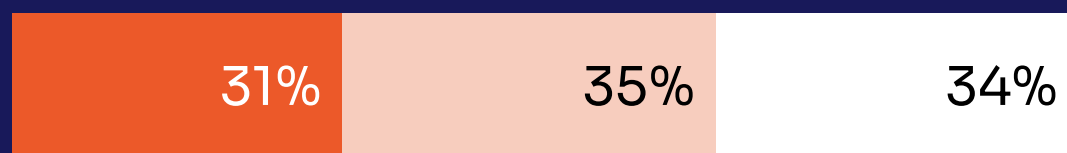
Inventory levels: 120 selections



Consumer foot traffic changes: 96 selections



Talent and culture: 96 selections



Highest concern   Second-highest concern   Third-highest concern

## Personalization

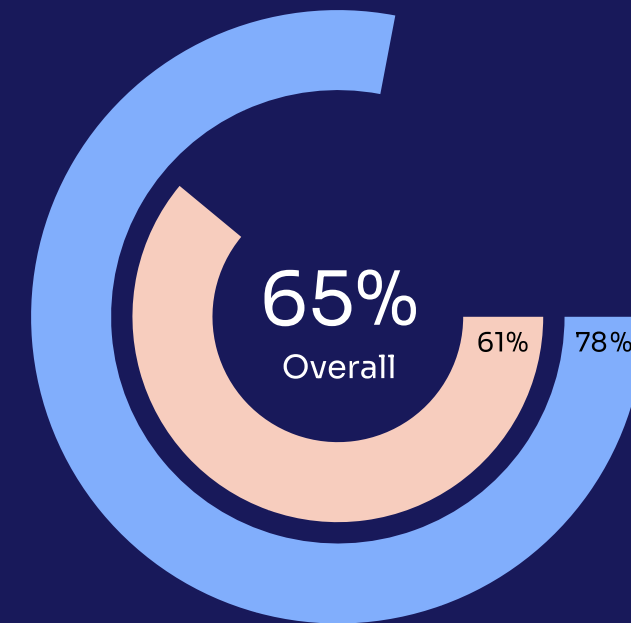
Consumers are seeing data as more powerful than spend: When they provide more data, they expect more. Forget elaborately tailored loyalty programs; even a well-timed personalized offer or customized discount can change a shopper's relationship with a brand forever.

This can also be seen as a routing problem: According to a recent survey, while 69% of CX professionals said they do collect customer feedback, there has been a decline in the success of this feedback reaching the right departments. In 2022, 43% said that it “mostly” reaches the right department; in 2023, this figure has dropped to 27%.

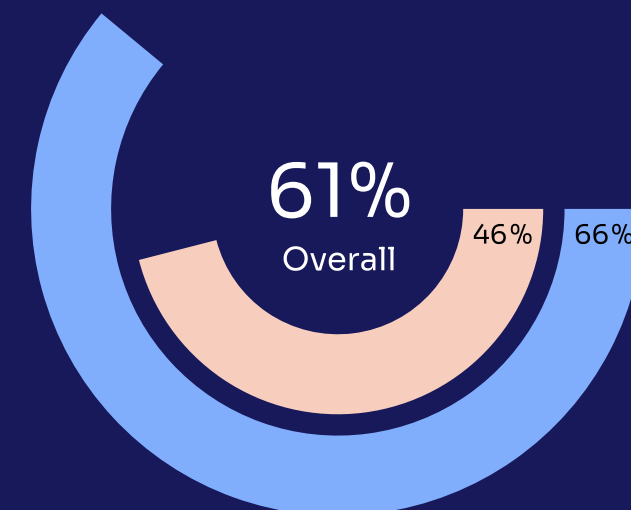
This shows the importance of not just gathering customer feedback but also turning that data into actionable intelligence for the right team. AI can help by collecting data that will continually evolve and adapt, helping customer service agents implement a more effective and personalized strategy that improves customer experience.

The best part about AI initiatives — and by extension, automatic translation — is that, in spite of their cautious approach, shoppers are curious, excited and hopeful for the AI revolution. They only want complete transparency.

**As consumers provide more data and become aware of advancing technologies, their expectations evolve.**



Customers expect companies to adapt to their changing needs and preferences



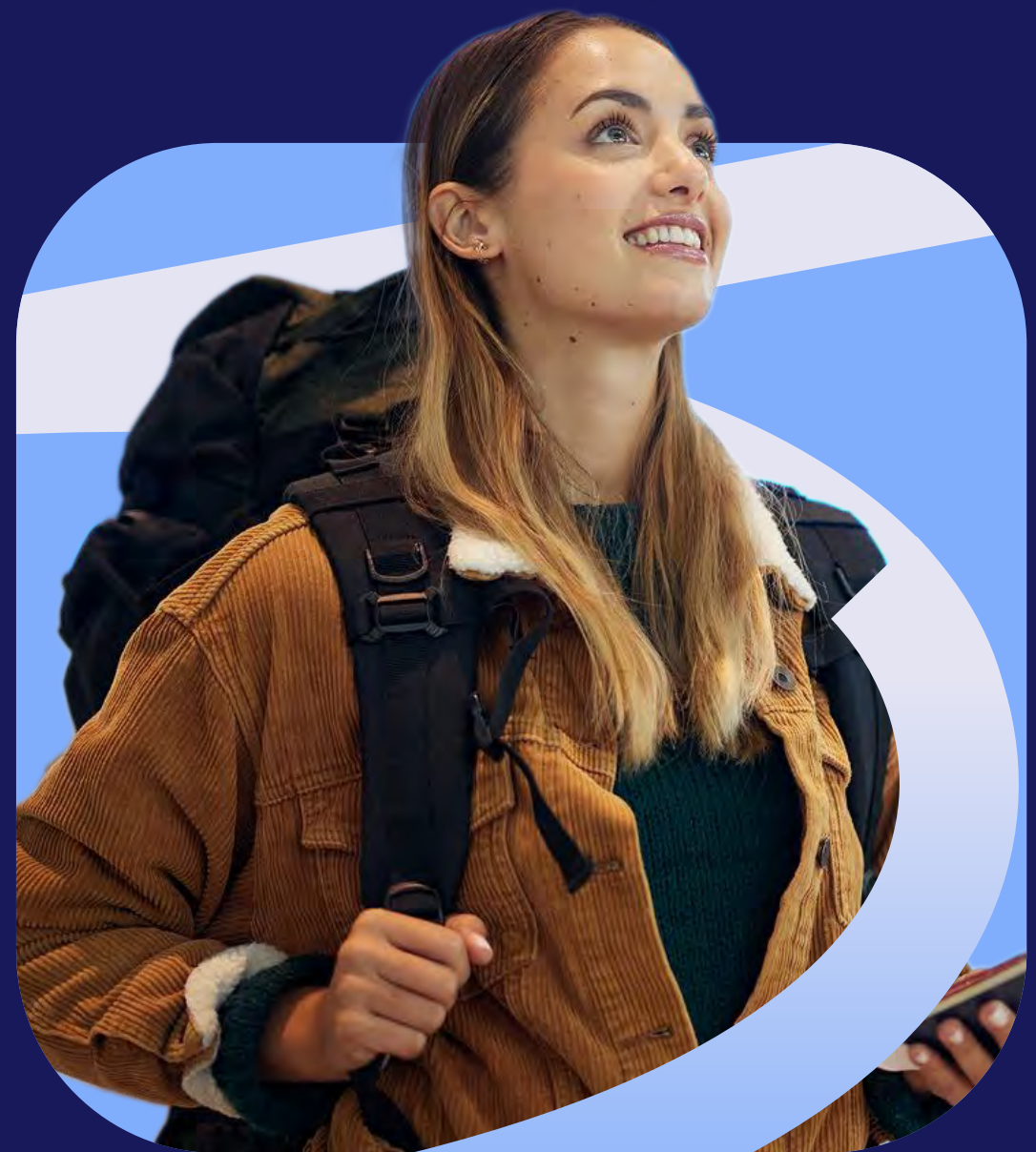
Customers say most companies treat them as a number

■ Business buyers ■ Consumers

## Discover what's in store: A peek into consumer behavior with AI analytics

To seamlessly collect, analyze and share customer data across the organization, implement support AI solutions that are equipped with several capabilities, such as:

- **Predictive analytics** to anticipating customer behavior and needs and addressing them proactively
- **Sentiment analysis** to understand customer feedback without them having to spell it out and improving experience
- **Hyper-personalization** to recognize your customers and rewarding them for their loyalty with recommendations and offers tailored just for them





CONSLUSION

**Eliminating language  
barriers with innovation**



Providing intelligent support in your shoppers' preferred language is an effective way to use AI and also improve efficiency. Whether you're expanding to new geographic locations or adding more languages to your customer support, [AI-powered, real-time translations](#) can help you support your global audience on your live chat, email, chatbot, FAQ and even social media customer service.

While implementing an AI-powered solution like Language I/O to enable multilingual support, you can still prioritize your shoppers' values and offer high-quality support that reflect your organization's standards.

### Some benefits of automatic translation include:

**Efficiency** Automatic translation comes with great accuracy, speed and versatility.

**Speed** Machine translation provides accurate real-time translations, enabling fast communication.

**Global expansion** Automatic translation technology is highly scalable, which means your organization can expand globally without having to hire new people on the ground.

**Customization** Depending on the domain, industry or preferences, machine translation models can be fine-tuned for factors like voice, tone and terminology.

## Ready to go truly global?

Reach out now to see Language I/O's real-time translation software in action.

[Contact us](#)

### Read this next

Leading digital transformation and AI innovation projects to improve customer experience? Read our [guide on gaining your customers' trust with your AI strategy](#).

Want to learn more about evaluating and selecting the right multilingual support technology provider for your organization? Download our [buyer's guide to multilingual support software](#).

Looking to optimize all your customer service channels? Get the [three-guide bundle on providing multilingual support over live chat, email and chatbot](#).