



Expanding Global Customer Experience

*Best Practices from 150 Companies
with 25 or More Languages*

By Benjamin B. Sargent
and Rebecca Ray

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100 Cambridgepark Drive

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+1.978.275.0500

info@commonsenseadvisory.com

www.common senseadvisory.com

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Topic

Companies create digital experiences to maximize time spent and return visits of customers, partners, investors, and talent. A global brand expands its business potential by adding languages for websites, apps, campaigns, and social. CSA Research has shown that the opportunity curve drops quickly to the [long tail](#) of languages, making it harder to justify each new investment – with the result that few brands publish sites in 25 or more. This report sets out a roadmap for defining and measuring the effectiveness of global customer experience in a way that allows brands to extend their reach to 40 languages and beyond.

- [Audience and Opportunity](#). To address even half the online opportunity, it already takes four languages. To capture 97% of the online audience – and 99% of the entire world online wallet – requires 58 languages (see “[Digital Opportunity: Top 100 Online Languages for 2016](#),” Apr16). This long tail presents an ROI challenge for global companies. How far a brand can go in search of market share depends on its approach to experience design.
- [Global User Experience](#). What characterizes “global UX” for brand websites? In this section, we first identify common use cases where visitors switch country or language in the customer journey. Then we document best practices in metanavigation, domain configuration, and mobile-forward design (see “[Mobile-Forward Design for Global Websites](#),” Aug16). The best customer experience draws on expectations set by software design – effectively classifying global brand websites as “just another app.”
- [Global Customer Experience](#). We define “global CX” as the extension of the website experience to HTML-formatted e-mail, social profiles, apps, and call center interactions, and how those offsite activities tie back to on-site engagement experiences. Here we document best practices in extending global CX to a broader set of experiences for a greater number of markets.
- [Recommendations](#). Best practices need champions. Throughout this report, CSA Research identifies the digital capabilities that improve customer experience for global brands. In this section, we compile these organizational milestones into nine checklists that champions can apply to evaluate adoption of best practices for the brand website and related customer experiences. Planning and achieving these goals requires the collaboration of multiple groups. Practitioners can also use these checklists to track progress toward optimizing and extending the brand’s global CX.

Related Research

CSA Research recommends the following titles for stakeholders in digital and localization management seeking to improve customer experience, increase content velocity, and gain greater market share:

- [Millennials around the Globe](#) (Sep15) – This report documents the language preferences of 3,002 Millennial consumers in 10 non-Anglophone countries, contrasting their online buying behaviors with three earlier generations. To enable strategic planners to manipulate our survey data in their own business models, we make available Excel versions of country-specific briefs for each market in [“Consumer Language Preferences by Country”](#) (Jan16).
- [“Digital Opportunity: Top 100 Online Languages for 2016”](#) (Apr16) – This brief derives annual language benchmarks for audience size and opportunity from country-level GDP, internet penetration, and demographic calculations. We provide further analysis in [“Digital Opportunity: Fast-Rising Languages for 2016”](#) (Apr16) and [“Digital Opportunity: Under- and Over-Served Languages”](#) (Sep16).
- [“Global Website Assessment Index 2016”](#) (Jul16) – Product managers and marketers will find data and charts here to help make the business case for languages. Benchmark infographics show the relative importance of top languages and social networks for 38 industrial sectors, based on analyst reviews of 2,657 websites around the world.
- [“Pragmatic Global Content Strategy”](#) (Apr16) – In this report, CSA Research details common mistakes that brands make in content prioritization and how to avoid them. It identifies the stakeholders who need to advocate for content tiering, and provides guidelines for developing tiering criteria. In [“Digital Campaign Management and Localization”](#) (Nov15), written for digital marketers and localization teams, practitioners will learn how to implement global campaign management as a strategic differentiator.
- [“How to Excel as a Globalization Champion”](#) (Aug11) – This report provides specific strategies and tactics that enable managers and directors to surmount the roadblocks preventing their firms from implementing globalization as a business process up, down, and across their organizations.

About Common Sense Advisory

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Future Research

Common Sense Advisory seeks interviewees from the community of people involved in building business applications for international use. If you would like to be interviewed or have clients who would like to share their experiences, please e-mail us at info@commonsenseadvisory.com. We anonymize participants and hold all information in the strictest confidence.

Applied Research and Advisory Services

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