BUSINESS TRANSLATION
BEYOND LOCALIZATION

KIRTI VASHEE
AMTA 2020
THE GLOBAL VILLAGE IS A REALITY

We are connected as never before

Content increasingly defines the digital presence of the modern enterprise
CONTENT REALLY MATTERS IN THE DIGITAL MARKETPLACE

DIGITAL TRANSFORMATION IS THE FUEL FOR ECONOMIC GROWTH

87% of companies believe digital transformation is a competitive opportunity

GLOBALIZATION HAS GONE DIGITAL

50% of the world’s traded services are delivered digitally

SECURITY REMAINS A TOP CONCERN

81% of companies expressed high levels of concern over data breaches
Since 2000, 52% of companies in the Fortune 500 have either gone bankrupt, been acquired, or ceased to exist as a result of digital disruption.

75% of today’s S&P 500 will be replaced by 2027

Innosight Research
Large volumes of multilingual data flows have created a huge and growing need for rapid translation
THE IMPACT OF DIGITAL TRANSFORMATION

Customers expect large volumes of relevant content available across all digital channels 24/7

Content is the best salesperson for the active digitally savvy customer

Rapid response with the right content is a requirement to be digitally relevant
MT expands the reach of translation solutions into the heart of the enterprise

The potential to use unedited RAW MT continues to grow and increasingly enhances international business initiatives
MT IN THE LOCALIZATION INDUSTRY
COST CONTAINMENT
PEMT EFFICIENCY
QUALITY MEASUREMENT

Ignores the transformational role of RAW MT when integrated with flowing enterprise content
Strategic MT use cases drive us to higher level discussions that are focused on mission-critical enterprise issues & C-Level concerns
Enterprise MT

Communication & Collaboration

Improved Global Agility & Responsiveness
Internal & External
Where can translation be used in the Enterprise?

**Problem:** Staff need to communicate and collaborate in real-time, globally, in their multiple languages, and listen and respond to global customers.

- Customer Support Content
- Product Design & Knowledge Sharing
- Customer Social Media Analysis
- Emails, Chat, Internal Reports

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*Proceedings of the 14th Conference of the Association for Machine Translation in the Americas  
October 6 - 9, 2020, Workshop on the Impact of Machine Translation*
Content drives revenue and is critical to overall customer experience

Keep Customers
- Customer service
- Technical support
- Education + adoption
- Advice + best practices
- Personalized moments
- Personalized recommendations

Get Customers
- Thought leadership
- Brand awareness
- Buying research
- Sales Guidance
Enterprise MT

Global Customer Care & Support

Enhance the Global Customer Experience
Today, email and voice are top supported interactions; email and chat are to become top interactions within 12 months

(Any device, Any channel, Always on)

Contact Center 2.0 Research Report

This corresponds with the top challenges facing today’s contact centers, with companies ranking improving customer experiences and customer satisfaction in the top first and third spots, respectively.

“I love calling customer service!”

…said no customer ever.
QUALITY = DID IT SOLVE THE CUSTOMER PROBLEM

Easy
- 24/7
- Omni-channel access
- Multilingual

Fast
- Single interaction resolution
- Minimal Wait

Accurate
- Single source of truth
- Complete

Is support content available faster around the world?
Is it easily found?
Is it useful?
MT ENABLES BROAD GLOBAL REACH ACROSS ESCALATION TIERS

- Self Service Knowledge Base
- Interactive Chatbots
- Multilingual Chat Enabled Live Agents

Translating millions of words in real-time without editing
Enterprise MT

eCommerce
Making Product Catalogues Global
eCommerce is one of the biggest transformations of commercial business practice in history
Multilingual eCommerce

Online eCommerce Product Portfolios
• Allow rapid expansion of global buyers with multilingual Product Catalogues
• Rapidly expand global customer base

Expand into global markets in a cost effective way
ECOMMERCE: THE FASTEST ACCESS TO THE GLOBAL MARKET

Top-Tier Markets
- United States
- United Kingdom
- China
- Japan
- South Korea
- Australia

Second Wave
- India
- Indonesia
- Mexico
- Brazil
- Saudi Arabia
- Sweden
- Switzerland

Wait and See
- Russia
- Argentina
- South Africa
- Nigeria

Source: Shopify
UNDERSTANDING MT QUALITY IN USE CONTEXT

Consumer Experience, Communication & Collaboration, eDiscovery

High translation volume:
10s of millions of words per day

Larger budgets > Accelerate global business agility & response
Limited post-editing possible

Linguistic steering and moderate customization produce positive outcomes

Localization

Low translation volume:
10s of thousands of words per day

Small budgets > Improve efficiency, reduce cost
Post-editing is critical

Requires deep, costly customization to enable positive PEMT outcomes
### LINGUISTIC STEERING VS POST EDITING

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<th>LINGUISTIC STEERING</th>
<th>POST EDITING</th>
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<td>CX, Communication, Global Collaboration eCommerce eDiscovery use cases</td>
<td>Localization Use Case</td>
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<tr>
<td>Millions of words a day with little human touch: <strong>Real-time</strong></td>
<td>Thousands of words a day with multiple levels of human touch</td>
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<td>Corpus and linguistic pattern level focus &amp; linguistic feedback</td>
<td>Sentence level focus: <strong>Batch</strong></td>
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<td>Big Data Orientation</td>
<td>PEMT focused culture</td>
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<td>Massive volumes of unstructured content</td>
<td>Small volumes of structured and controlled content</td>
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<td>Mission-critical data flow</td>
<td>Necessary for regulatory compliance-related data flows</td>
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<td>Broad coverage encompassing all enterprise departments</td>
<td>Basic product documentation and high-level marketing and support content</td>
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Develop large-scale translation ability

- Understand Linguistic Steering vs PEMT
- Understand how to solve dynamic, big-data translation challenges
- Understand corpus level linguistic profiling
- Identify internal and external high value content

Leverage multilingual content production
Looking at Opportunity Beyond Localization

Focus on the metrics that matter most

- Enhanced global communication and collaboration
- Expanded coverage & rapidity of response in global customer service/support scenarios
- Identify & Understand what customers care about across the globe
- Improved conversion rates in eCommerce
KIRTI VASHEE

eMPTy Pages Blog: HTTPS://kv-emptypages.blogspot.com/

@kvashee

Thank You