



In an online world, you need to speak the same language

Why using your customers' languages drives better conversion rates



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The new world order

While digital transformation was already a priority for retail brands, the Covid-19 pandemic has only accelerated the urgent need for an online offering.

In this new world order, retail brands face increasing pressure to deliver omnipresent customer experiences. These experiences must meet consumer expectations using their preferred channels and purchasing methods, such as brick-and-mortar or online.

Facing limited growth in traditional markets, online offers retailers opportunities to expand internationally without the overhead of physical outlets.



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Optimizing your customer experience for international markets

While online retailing presents an easier route to international markets, many challenges still exist. Wherever they are in the world, today's consumer demands a highly personal and frictionless experience.

Sites that fail to meet expectations will see potential purchasers abandon the website or their baskets.

The **"Can't Read, Won't Buy"** report by CSA Research found that consumers in non-Anglophone countries expect localized sites so they can browse and shop in the comfort of their own language and use familiar transaction options.

In ultra-competitive eCommerce markets, the lack of a comprehensively localized site represents a significant barrier to success.

This is where RWS can help.

RWS global language services and technologies support the specific needs of retailers. With the best of human and machine translation, content optimization, digital content management and a services delivery team focused on your individual needs, you can capitalize on global market opportunities faster than ever before.

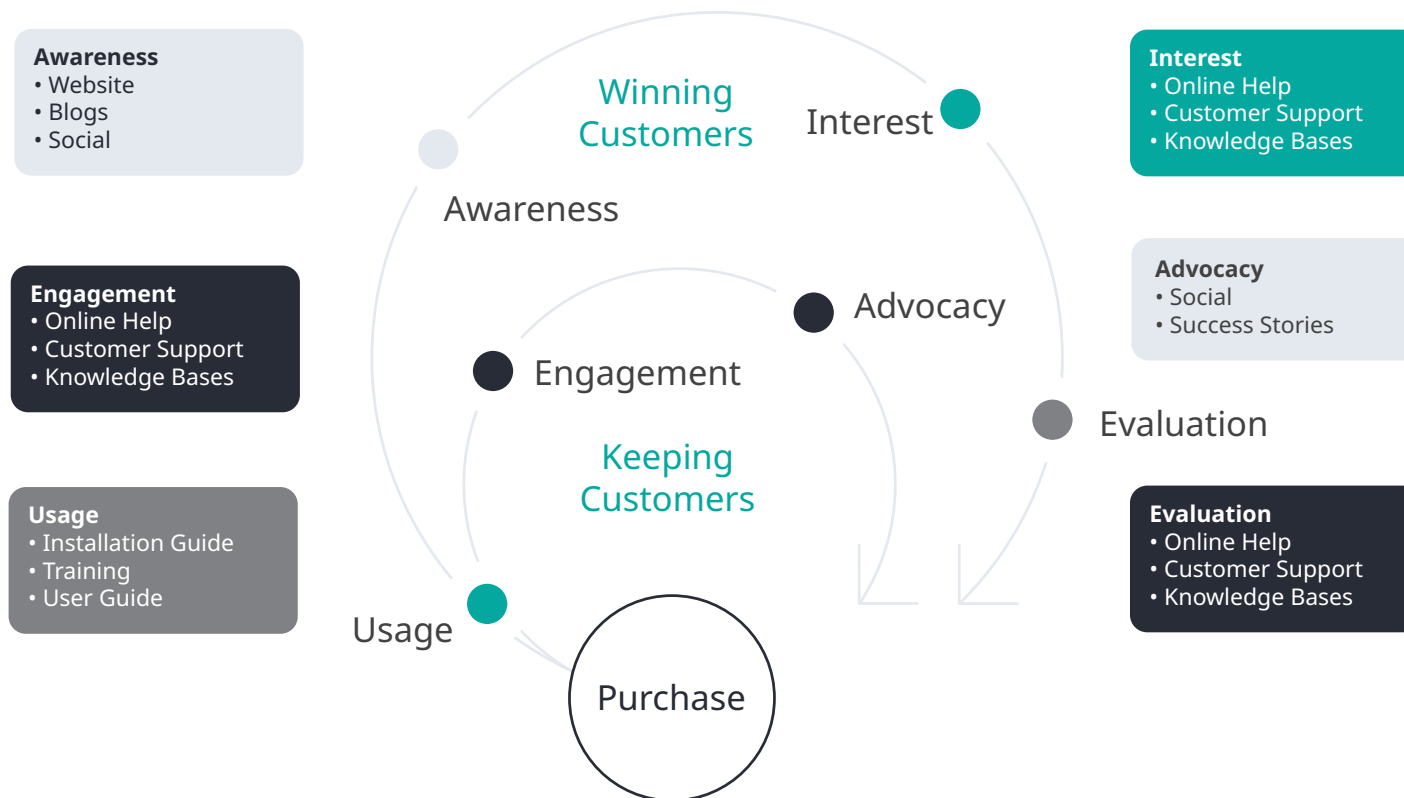


Consumers prefer an authentic online experience

Global retail brands need to speak their customer's language during all phases of the purchasing journey.

The CSA Research report confirms there is a measurable impact of not localizing content:

- 75% of consumers prefer content in their native language
- 60% rarely or never buy from English-only websites
- 73% prefer product reviews in their language



Localized checkouts are critical

“[The state of European checkouts in 2020](#)”, a research report from financial services company Stripe, found many European eCommerce sites neglect a crucial step in the online purchase process: the checkout.

The lack of a localized checkout with a familiar transaction service is a critical issue for consumers:

- 74% of checkouts were not translated into local languages
- 81% failed to offer localized payment methods

With 9 out of 10 sales failing on the checkout page, not localizing checkouts contributes to a significant loss of customers and revenue. That lost revenue is not only the immediate loss of the basket value, but also the lifetime value of that potential new customer.



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The value of localization

In reality most retailers offer a limited localized experience, catering to the most commonly spoken languages. With all other things being equal, retailers providing a local consumer experience will typically win out.

However, localization can be daunting, which is why a consultative approach is needed.

In our experience, a one-size-fits-all approach doesn't work for retail and eCommerce. Our experts will assess your source language website or app to ensure the content is optimized for translation. Then we tailor our approach, matching your needs with proven language technologies and professional translation services.

Localization also doesn't have to be done all at once. A staggered approach can be very effective and allows you to balance your investment, your growth and your geographic expansion strategies.

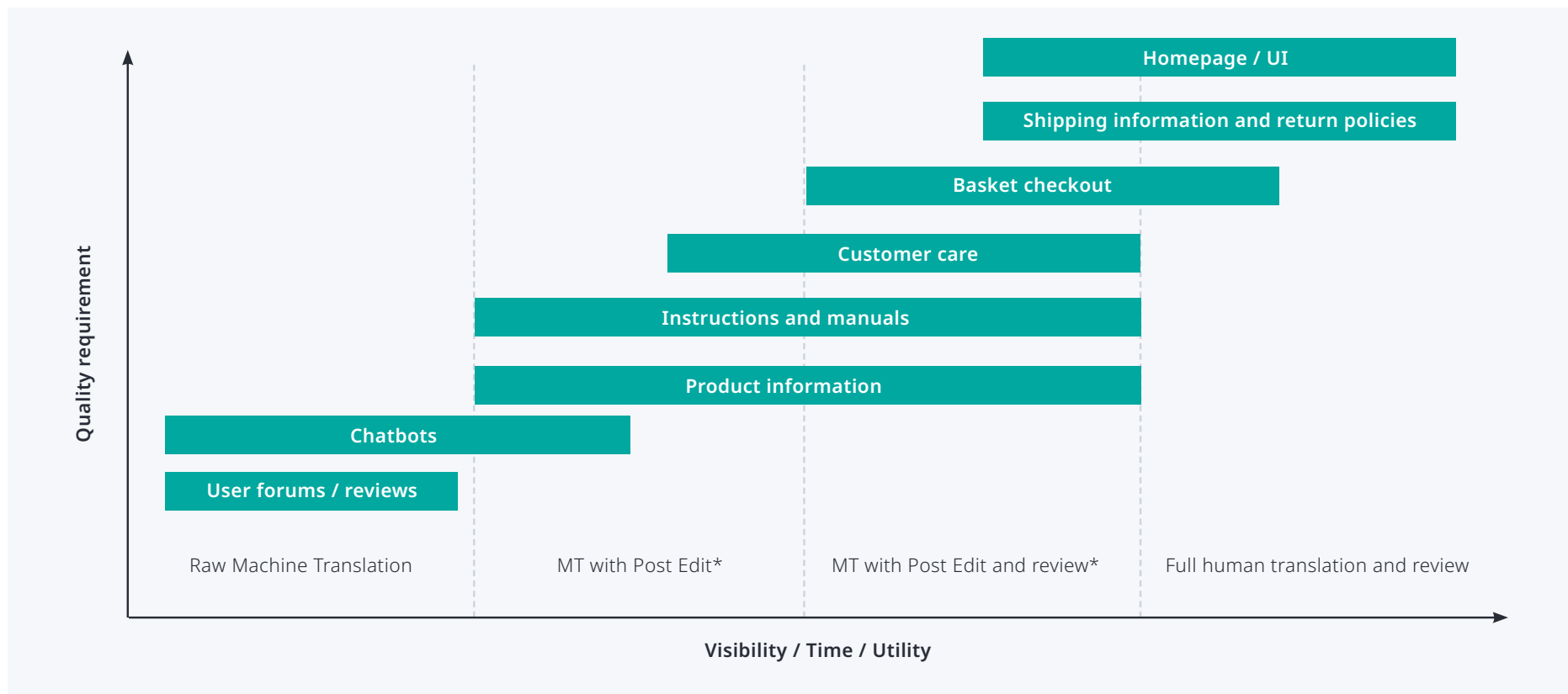
We can help you develop a content localization strategy, taking into account:

- Revenues, product SKUs and margin by geography, region and language
- Logistics and delivery mechanisms
- Content longevity and type (static or fluid)

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The RWS approach

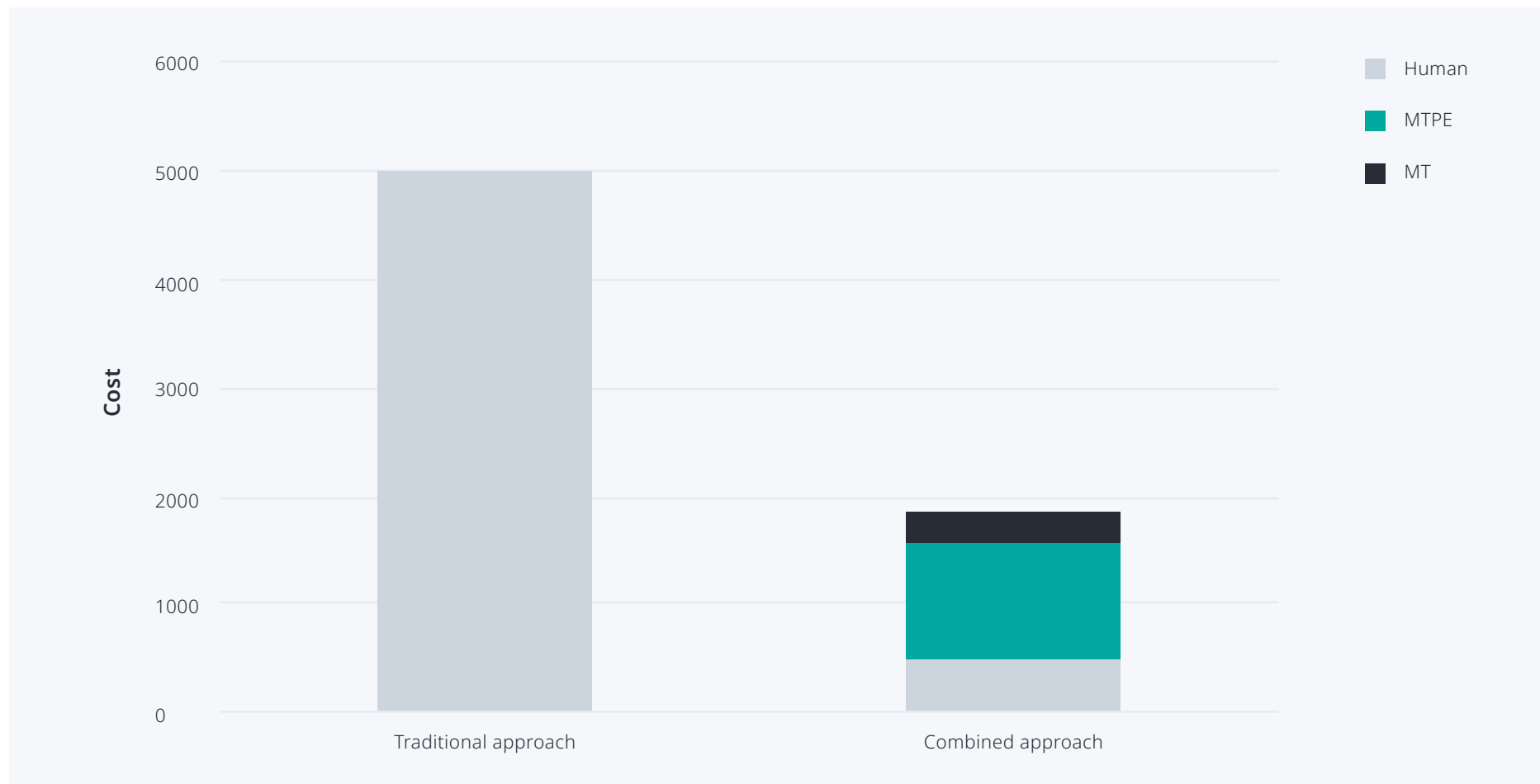
We offer a range of technologies and services customized for your needs.



**Machine Translation (MT) with post edit (PE) replaced by human translation only if MT languages are not available

Tailored hybrid solutions drive cost efficiencies

This comparison demonstrates the sizable cost efficiencies of localizing a small website (50,000 words) using a traditional method versus a hybrid approach.



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Solutions for retail and eCommerce

Our expertise in translation and content solutions make us uniquely positioned to help you create a frictionless buying experience and reach international audiences with messages that resonate.

Language services

Translation and localization services at the right scale, provided by retail subject-matter experts to meet your quality expectations. When combined with localized media production and consulting, a full digital experience is possible across markets.

Omnichannel marketing solutions

Hit the right cultural and linguistic nuances, while maintaining the authentic voice of your brand. Deliver all of your retail-branded content anywhere in the world, across channels, media and languages.

Machine Translation and Translation Productivity

Automation with a human touch to improve translator efficiency, simplify the translation process and provide agility to operate quickly and at scale.

Web content and experience management

Deliver content across channels with web content and digital media management, targeting, testing, personalization and localization.

RWS translation management technologies

Streamline your localization process with automated workflows, machine translation, terminology databases, translation memory and integrations with external business systems.

Connectors empower translation efficiencies

RWS offers 50+ connectors, including Shopify's connector, to link systems across the entire business and eliminate manual tasks. Websites, eCommerce, user documentation, support tickets and live chat all integrate with RWS's translation services and technologies.

We personalize our approach to your needs, such as how frequently you update your content, your level of desired quality and your budget. Our flexibility gives you freedom to adapt quickly to your customers' changing requirements.

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Under Armour

The challenge

Under Armour commissioned poetry to honor trailblazing female athletes as part of its "Unlike Any" campaign.

Leading spoken-word artists were paired with six Under Armour athletes and commissioned to write and perform poetry crafted for and inspired by each.

The poetry that resulted spanned a range of stylistic techniques and forms, including open prose, classic poetic rhyming couplets, alliterative formats and stream of consciousness associations.

Tying into the 2018 Winter Olympics, the poetry was adapted into nine languages for use across more than 20 countries in just three weeks by RWS Marketing Solutions.

The solution

Each poem was then assigned to an in-market native copywriter handpicked from the RWS roster for their ability to craft poetic content.

To be truly authentic in appeal and reach, RWS was briefed not just to translate but adapt each piece of content as part of its transcreation process – for nine different languages.

Edits were then produced by RWS in over 70 different formats to run across every customer touchpoint including cinema, social media, eCommerce and retail.

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Unilever

The challenge

Branding matters when eCommerce and retail sites are involved. On a website, the brand can inspire trust, spur awareness and drive the customer experience.

Content and local nuances determine how a customer engages and feels about that brand, so understanding customers' behavior and acting on this knowledge is key to brand-building. But what happens when a 30-year-old brand is disrupted?

Unilever faced a significant challenge in how to roll out its new identity to not only its 169,000 employees in 190 countries, but also its third party agencies worldwide, ensuring consistent use in all communication going forward – from business cards to product packaging.

The solution

Using RWS's BluePrinting® technology, the web team were able to ensure that regardless of the page content, the same brand would be represented, despite the fact that the website included more than 100 pages of content over multiple layers.

A change in one section is instantly cascaded across to all other relevant sections of the site. The new logo officially went live and the first of Unilever's advertisements were available just a few days later, using the new logo guidelines.

In the first three months of the new site going live, it had 40,000 unique visitors.



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Why RWS?

- 27 of the top 36 eCommerce and retail companies work with RWS.
- The world's largest team of dedicated, in-house translators with retail and CPG expertise.
- The industry's leading solution to personalize anonymous customers in your brick-and-mortar stores, bringing the online experience to your offline customers.
- Integrated technology stack for personalized customer experience delivery for product and marketing content.
- Market leader of scalable, vendor-agnostic language management technology.

For more information on Retail and eCommerce

[rws.com/retail](https://www.rws.com/retail)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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