Top 5 Big Language™ Business Problems Solved by Machine Translation

Introduction

"Anytime, anywhere" access to information is now the norm. Fueled by the volume, velocity and variety of this information, global companies now have a **Big Language™** problem to solve in order to meet customer expectations and deliver a consistent customer experience across languages.

Case in point: Language barriers between companies and their global customers are stifling economic growth. In fact, forty-nine percent of executives say a language barrier has stood in the way of a major international business deal. Nearly two-thirds (64 percent) of those same executives said language barriers are making it difficult to gain a foothold in international markets. Whether inside or outside your company, your global audiences prefer to read in their native languages. It speeds efficiency, increases receptivity, and allows for easier processing of concepts.

To solve the **Big Language™** problem and expand your global and multilingual footprint, there are opportunities to leverage both human translation and machine translation. There are ideal business uses for each, as well as opportunities to use them in combination, to maximize and balance efficiency and quality based on target audience, purpose of the content, and budget.

Human translation is best for content that is legally binding and high value, branded content. However, human translation can be costly, can take weeks (or even months) to complete, and can't address all of the real-time needs of your business to serve multilingual prospects, partners and customers.

Machine translation is fast becoming an essential complement to human translation efforts. It is well suited for use as part of a human translation process, but also solves high-volume and real-time Big Language™ challenges that human translation cannot on its own -- including the five that are the focus of this white paper:

1. Translation capacity and turnaround time for internal teams or agencies
2. Global customer service and customer relationship management
3. Online user activity and multilingual engagement
4. International employee collaboration
5. Online security and protection of intellectual property

1. Translation capacity and turnaround time for internal teams or agencies

Machine translation can improve the capacity and productivity of internal translation departments or language service providers (LSPs) by 30 percent or more and greatly reduce the cost of content translation. Large enterprises that translate massive volumes have seen increases up to 300 percent in translation productivity when machine translation is used to generate the initial translation that is then edited by skilled translators.

Here's how it works: instead of starting with a raw document, translators start with a machine translation that is reviewed in a post-editing process. Translators then edit and fine-tune the content for readability, accuracy, and cultural sensitivities. By frontloading the process with a high-quality machine translation, translators are still able to provide high-quality content, but in a fraction of the time.

The more content you translate, the more productivity and cost savings you'll see because translators become more efficient with this process over time. Machine translation engines can "learn" your company and industry terminology so the quality of the machine translation can also improve over time, thereby further decreasing the time and cost associated with post-editing to put the "finishing touch" on content .

This new machine translation post-editing paradigm solves a major **Big Language**™ problem for internal language departments and external agencies supporting large enterprise translation needs.

Imagine you have a translation team of five people who translate an average of 2,500 words per day. That is 62,500 words per week. By combining machine translation with post editing, you could conservatively increase your translation productivity to 125,000 words per week, allowing your team to take on new projects and translate more content. Compelling, isn't it?

2. Global customer service and customer relationship management

The goal of any customer service department is to help customers find the right answer – and to stay off the phone. Phone support is typically expensive and inefficient for the company, and can be frustrating for the customer. Today, customer service departments are working to enhance relationships with customers by offering support over as many self-service channels as possible, including knowledge base articles, email support, and real-time chat.

However, due to the dynamic nature of this content, it often isn't translated into different languages, requiring multilingual customer service agents instead. Because of its real-time capabilities, capacity to handle large volumes of content, and ability to lower costs, machine translation is an extremely attractive option for businesses with global customer support organizations.

There are two key online customer support areas that are strong candidates for machine translation:

Real-time communication: Inbound web forms, email support and live chat are all excellent use cases for machine translation. By using machine translation, your customers and customer service agents can communicate in real-time in their native language. Whether communicating through web forms, email or live chat systems, machine translation (integrated directly into your existing systems) then seamlessly translates their writing in real-time into the recipient's preferred language.

Not only is this a great service offering for your customers, it allows you to have immense flexibility in terms of how, where and who you use to staff your online customer support teams. This approach also allows you to leverage the online customer support team you already have to expand and support new or different markets.

Knowledge base articles: Knowledge base articles are a self-service, on-demand, and cost effective customer support channel because one article can serve many customers. Large enterprises often have enormous online knowledge base repositories to support product inquiries, technical support, troubleshooting and much more.

Many companies focus on translating the marketing materials and user manuals for products, but often stop short of translating knowledge bases due to the large volume and velocity of new articles being published, as well as the associated cost. However, machine translation can do this automatically within the content publishing process, requiring little human intervention. Global businesses like Rockwell Automation and Dell have successfully leveraged machine translation as part of their publishing cycles. Both have dramatically reduced the turnaround time for translated content, enabling them to deliver on a customer-centric service and support strategy.

3. Online user activity and multilingual engagement

Whether it's a web forum, blog, community content, customer review or a Wiki page, your online user-generated content (UGC) is a powerful tool for customer experience and can be a great opportunity to connect customers around your brand and products. These are rarely translated because the ever-fluctuating content requires real-time translation that is not possible with traditional translation options. However, this content is for a valuable resource for resolving problems, providing information, building a brand and delivering a positive customer experience.

By using machine translation to quickly and affordably translate user reviews and comments into local languages, you can reach new global customers to expand your revenue streams.

Machine translation provides a way for companies to quickly and affordably translate user reviews on e-commerce sites, comments on blogs or within online communities or forums, Wiki content, and just about any other online UGC that helps provide support or information to your customers and prospects. While the translation isn't letter-perfect, it is good enough for its primary purpose: information.

For example, TripAdvisor, a popular online travel site known for its extensive reviews of hotels, uses machine translation to translate reviews into the languages of its users. Because these user-generated sites are at their most valuable in real-time, having an automatic translation allows visitors, prospects, and customers to get the information they need faster. Importantly, from a revenue and brand perspective, it also helps TripAdvisor expand its access to new global customers.

Another benefit is the opportunity for hotel owners to address negative reviews in a timely manner, rather than waiting for the review to be translated into their language. While they're waiting for a human translation, a bad review could go viral and drive away business. Translating this content is search engine optimization (SEO) as well. By simply providing relevant content in other languages, pages are indexed and contribute to organic search rankings for the site, helping to increase traffic to your branded information.

4. International employee collaboration

Your employees are sharing information every day: proposals, product specifications, designs, and documents. As a multinational company, they're likely native speakers of languages other than the one spoken at headquarters. While these employees may speak your language very well, they most likely prefer to review complex concepts in their native languages. Reading in their native languages increases their mental processing speed and allows them to work better and faster.

Human translation isn't possible in this scenario because of the time-sensitivity inherent to internal collaboration. But internal knowledge sharing doesn't need the kind of letter-perfect translation that public-facing documents often do. For internal content sharing, machine translation can provide an understandable translation that will help employees transcend language barriers. In addition, by granting all employees access to a machine translation solution, they are able to access and quickly translate external information as well without sending it through a lengthy translation process.

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5. Online security and protection of intellectual property

In an effort to be resourceful, your employees will likely seek out creative but unsecure translation methods like Google Translate or Microsoft Bing – these public, web-based machine translation tools are effective, but allow your intellectual property to be mined to improve search results, or for other needs. There is a simple test to determine if your company's information is being submitted through unsecure channels for translation: Simply have your IT department audit your firewalls to determine how much traffic is going to the IP addresses of online translation services. Many companies have been surprised by the volume of information going out of their organization this way.

This security hole can be plugged with a secure, enterprise-grade machine translation hosted in a private cloud. With this type of solution, you can give employees a secure translation option for translation of documents, websites and more. And, of course, you'll protect your valuable intellectual property by keeping it in-house, where it belongs.

Within global companies, there is a significant need to translate information in real-time – from emails, documents, and product specifications. Without an approved, easily accessible machine translation option, employees often use unapproved, unsecure and nontransparent options available on the web.

SDL Machine Translation: Why BeGlobal Is Better

Part of the **SDL Language Platform**™ of industry solutions, **SDL BeGlobal** is a robust, cloud-based machine translation solution that empowers your company to communicate more effectively with international employees, collaborators and customers. **SDL BeGlobal** alleviates the burden on in-house translation teams and reduces outsourcing costs by delivering machine translations that can be completely automated or quickly pushed through the post-editing process, allowing your company to publish content faster and translate more with existing translation budgets.

SDL BeGlobal is used by world-class businesses in every industry, including global leaders like Dell, TripAdvisor, Rockwell Automation and Travelport. To learn more about how **SDL BeGlobal** can improve productivity, secure your company's intellectual property, bridge the gap between collaborators and customers, and boost your bottom line, please contact us.

SDL BeGlobal is simple to set up and simple to use. Users can choose the content, languages, and routing for translations, and the translation engine can be securely accessed through a web portal or integrated into existing technology solutions and business processes.

[1] http://www.cnbc.com/id/47251632/Bailey_Language_Barriers_and_Miscommunications_are_Stifling_Growth.

About SDL

SDL enables global businesses to enrich their customers' experience through the entire customer journey. SDL's technology and services help brands to predict what their customers want and engage with them across multiple languages, cultures, channels and devices.

SDL has over 1,500 enterprise customers, 400 partners and a global infrastructure of 70 offices in 38 countries. 42 out of the top 50 brands work with SDL. For more information, visit www.sdl.com.

Because Business Is Global

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