

SDL*

Using MT & Linguistic AI to
Drive the Digital
Experience

Kirti Vashee

The Global Village is a Reality Today



We are connected today as never before in the history of man

The Global Village is a Reality Today



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Content is the means by which **the connection** is most often made

The Global Village is a Reality Today



We are connected today as never before in the history of man



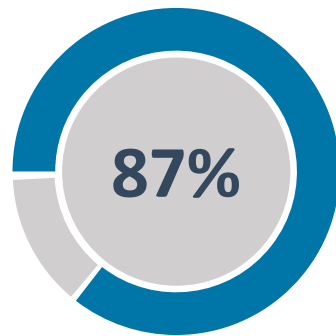
Mobile phone technology is enabling global enterprises to reach more and more of the emerging online world



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



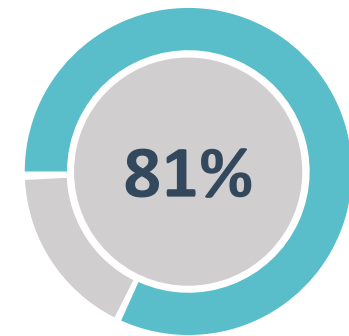
87% of companies believe digital transformation is a **competitive opportunity**

GLOBALIZATION HAS GONE DIGITAL



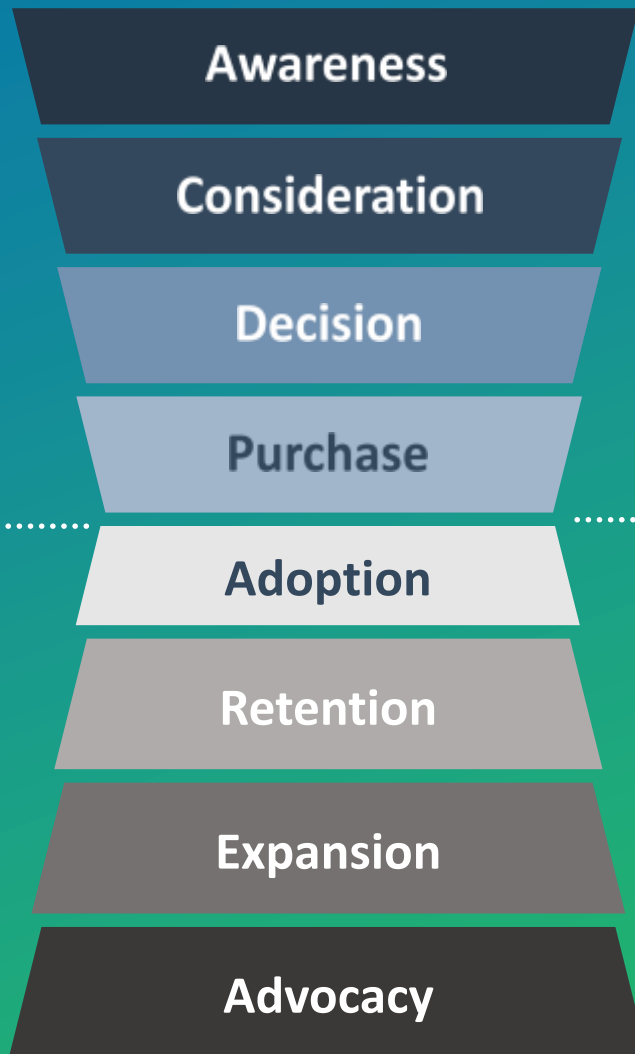
50% of the world's traded services are **delivered digitally**

SECURITY REMAINS A TOP CONCERN



81% of companies expressed high levels of concern over **data breaches**

The Impact of Digital Transformation



Buyer
Journey

Content drives CX

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


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

sears®

ToysRUS

An aerial night view of a city skyline with glowing white lines representing data connections between various points across the city. The lines form a network of arcs and straight paths, connecting skyscrapers, a highway interchange, and other urban features. The city lights are visible in the background, and the overall tone is dark blue and green.

Large volumes of multilingual data flows have created a huge and growing need for rapid translation

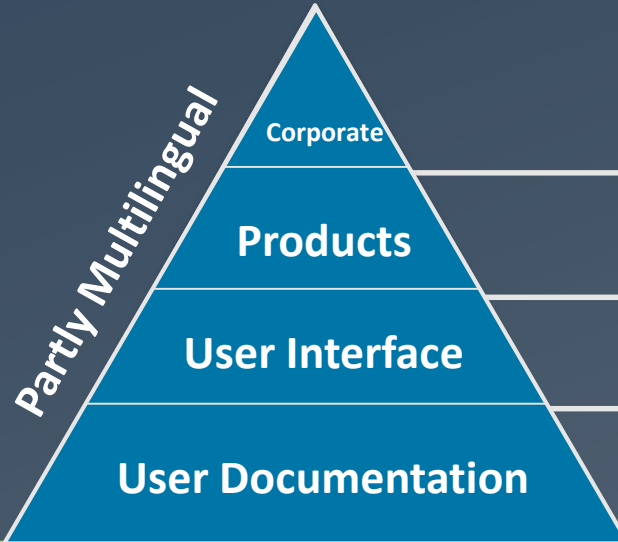
MT for Localization

Improve Production Efficiency
Improve turnaround times and reduce costs



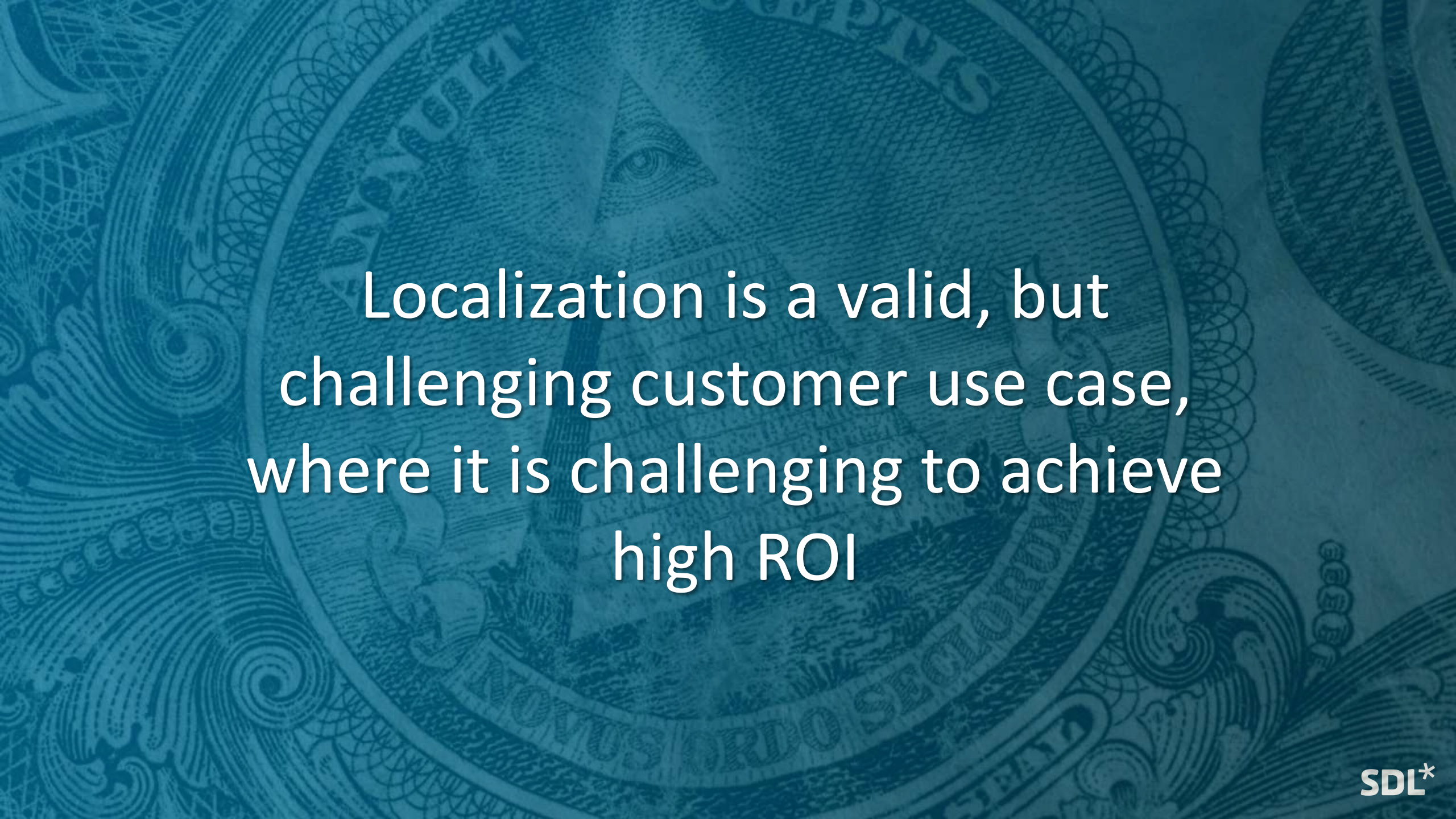
**Human
PEMT**

Existing Markets



<i>Content</i>	<i>Word Volume</i>
Corporate Brochures	2,000
Product Brochures	10,000
Software Products	50,000
Manuals / Online Help	200,000

Localization focuses on relatively static content that is required to be translated (*often mandatory*) to enable international business

The background of the slide is a close-up, blue-tinted image of a US dollar bill. The intricate patterns and textures of the currency are visible, including the portrait of George Washington and the words "FEDERAL RESERVE NOTE".

Localization is a valid, but
challenging customer use case,
where it is challenging to achieve
high ROI

Enterprise MT Use Cases Requiring Speed & Agility



A Time of Multidimensional Change

What we translate

More dynamic real-time content often involving millions of words a day

Why we translate

From mandatory to **increase and expand communication** with customers and understand them

How we translate

More automation, MT and open collaboration models, millions of words per day

Does it improve the customer's digital experience?



Human PEMT

Partly Multilingual

Existing Markets

New Markets

The Expanding
Role of Machine
Translation

	Content	Word Volume
Corporate	Corporate Brochures	2,000
Products	Product Brochures	10,000
User Interface	Software Products	50,000
User Documentation	Manuals / Online Help	200,000
Enterprise Information	HR / Training / Reports	2,500,000
Communications	Email / Collaboration	10,000,000
Support / Knowledge Base	Call Center / Help Desk	20,000,000+
CX Related Content	Reviews / Social / DX	100,000,000+

MT makes all content instantly multilingual

Customers



Listen
Understand
Communicate

Employees



Collaborate
Communicate
Innovate

Partners



Collaborate
Leverage
Co-create

MT works across various ongoing content flows



OMNIMARKET

- All content
- Every language
- Every market



Create More Content



Translate More Content



Deliver More Content

Enterprise MT

Communication & Collaboration

Improved Global Agility & Responsiveness
Both Internal & External

Where can translation be used in the Enterprise?



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

.....



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



Enterprise MT

Global Customer Care & Support
Enhancing 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)

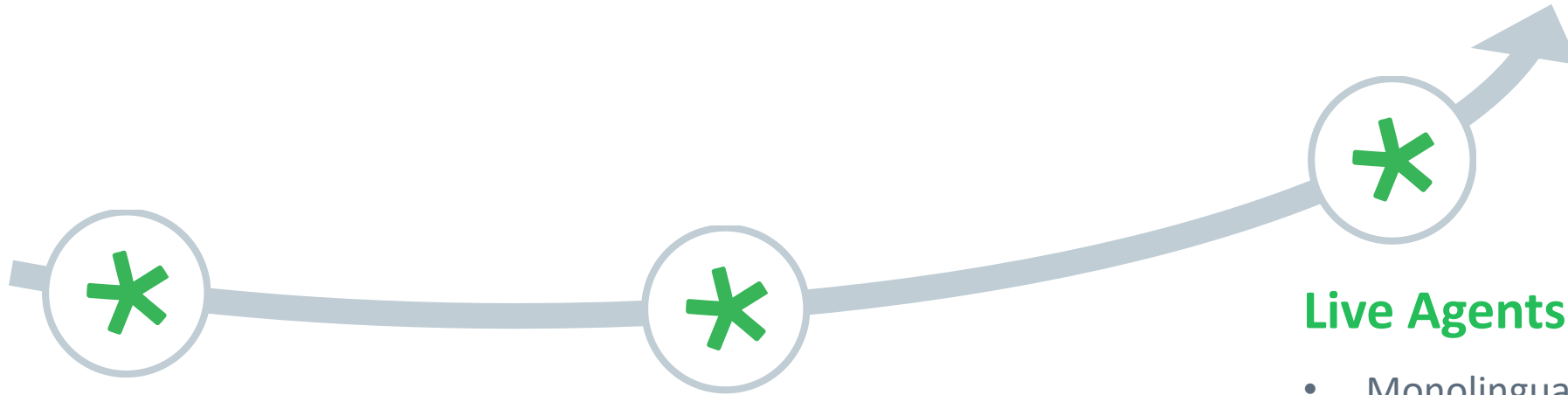
Contact Center 2.0 Research Report

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.**



MT enables broad global reach across escalation tiers



24/7 Self-service

- Easy access to information
- Localized to preferred languages

Did you know?

90% expect online self-service

Chatbots

- No wait time
- Triaged answers
- Effective multilingual interaction

Did you know?

By 2020 chatbots will power 85% of customer service interaction

Live Agents

- Monolingual agents enabled for global support
- Instant chat translation

Did you know?

86% of contact centers have customers that are not native English speakers

Enterprise MT

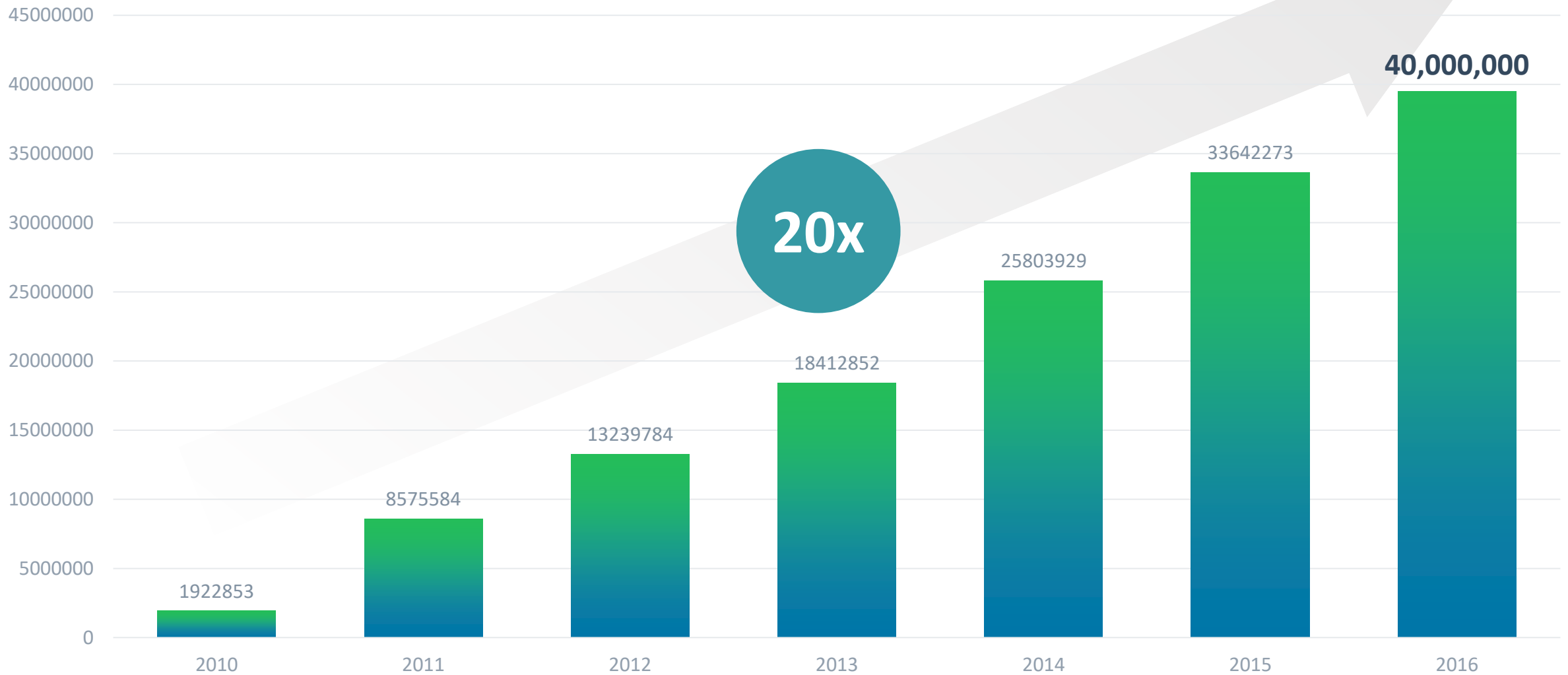
Understanding Global Customer Feedback

Developing a customer-centric strategy



Analysis of Hotel Guest Reviews

Number of Social Reviews Across 20+ Review Sites Worldwide 2010-2016



Analysis of Hotel Guest Reviews

Reviews Across 20+ Review Sites Worldwide 2010-2016

7 languages
Billions of words

5 major topic groups:

- Food & Beverage
- Guest Room
- Property & Facilities
- Services
- Staff



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

Product Title

Product Description

Global User
Reviews

Buyer <> Seller
Communications

Transaction Related Pricing, Policies & Procedures

...Amazon, eBay, Alibaba
all have large MT initiatives
to drive global growth

Understanding MT Quality in Use Case 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

MT Quality Assessment to Match Business Purpose

Content Type	Target Quality	Process	Volumes
Legal, Marketing, Localization	High	Extensive PEMT	Low
Technical Support, Knowledge Base	Moderate	Custom MT + Linguistic Steering	High
Customer Experience Content	Moderate to Low	Custom MT + Linguistic Steering	Very High
Corporate Communication & Collaboration Content	Moderate	Custom Corporate MT	High

The MT Output Quality Reality

A dynamic and evolving flux that is constantly changing with use, feedback and utility in production scenarios and value delivered. Optimized around usefulness to business purpose rather than on linguistic quality alone

- Data
- Algorithms
- Process
- Integration
- Workflows
- Human Feedback
- Business Value

Linguistic Steering vs. Post Editing

- CX, communication, collaboration or eDiscovery use cases
- **Millions of words a day**
- **Corpus and linguistic pattern level focus**
- Massive volumes of unstructured content
- Mission-critical data flow
- Broad coverage encompassing all enterprise departments

- Localization use case
- **Thousands of words a day**
- **Sentence level focus**
- Small volumes of structured and controlled content
- Necessary for regulatory compliance-related data flows
- Basic product documentation and high-level marketing and support content



MACHINE FIRST
HUMAN OPTIMIZED

Solving strategic translation challenges

- Understand “big-data” translation problems
- Enhance the speed and agility of responsiveness of the enterprise to global customer needs
- Extract relevance from global data deluge
- Make more and more content global

Improve the Global CX

Focus on the metrics that matter most

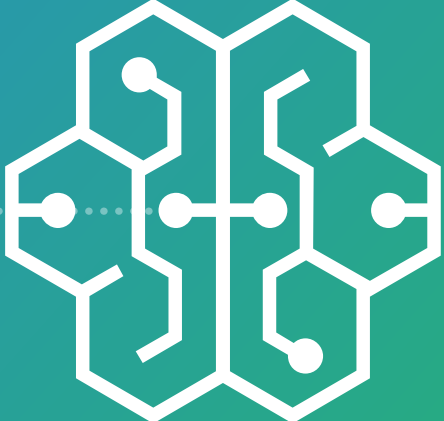
- Enhanced global communication and collaboration
- Expanded coverage & rapidity of response in global customer service/support scenarios
- Identify & Understand what customers care about across the globe
- Improved conversion rates in eCommerce

Improve the Customer & Digital Experience

Machine First – Human Optimized



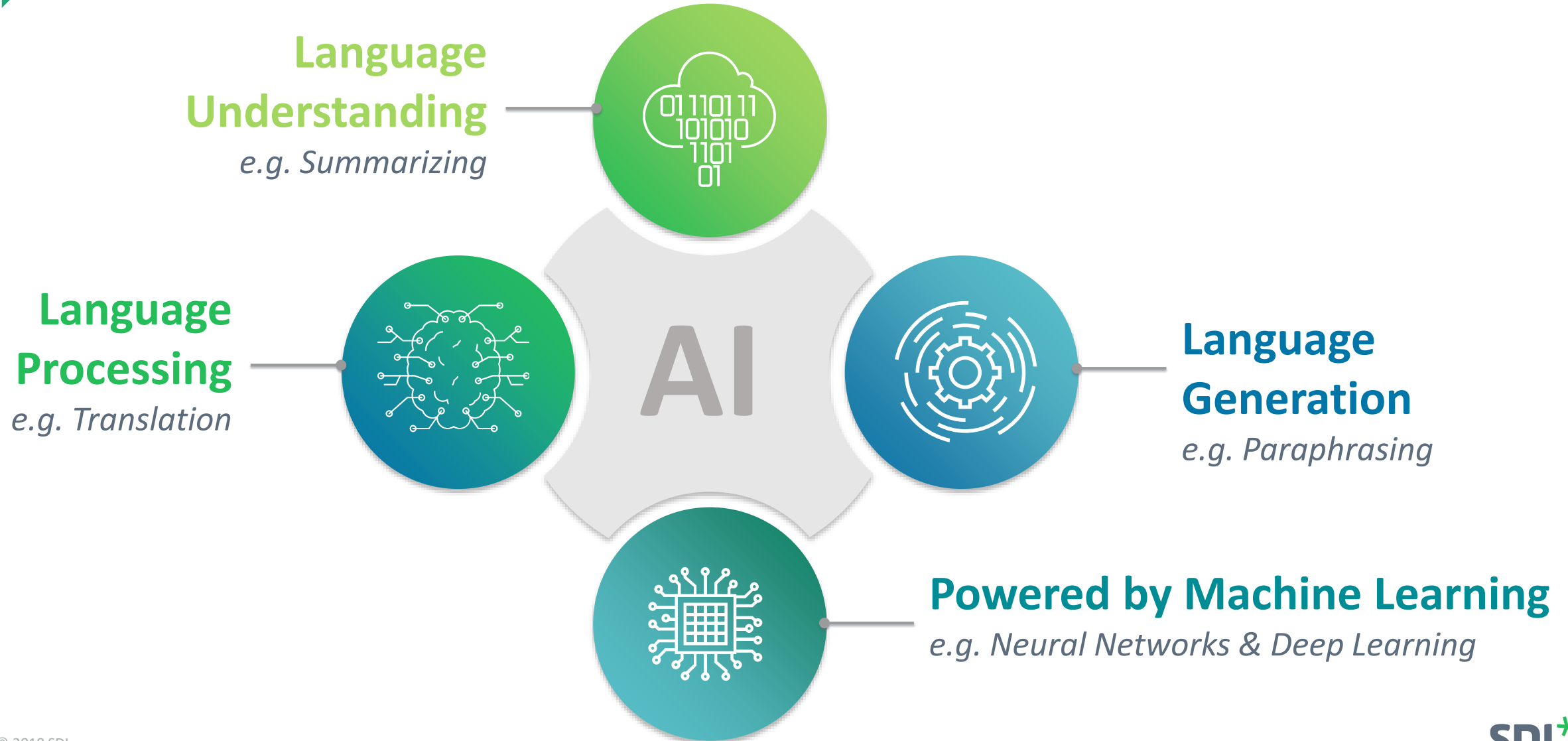
Human



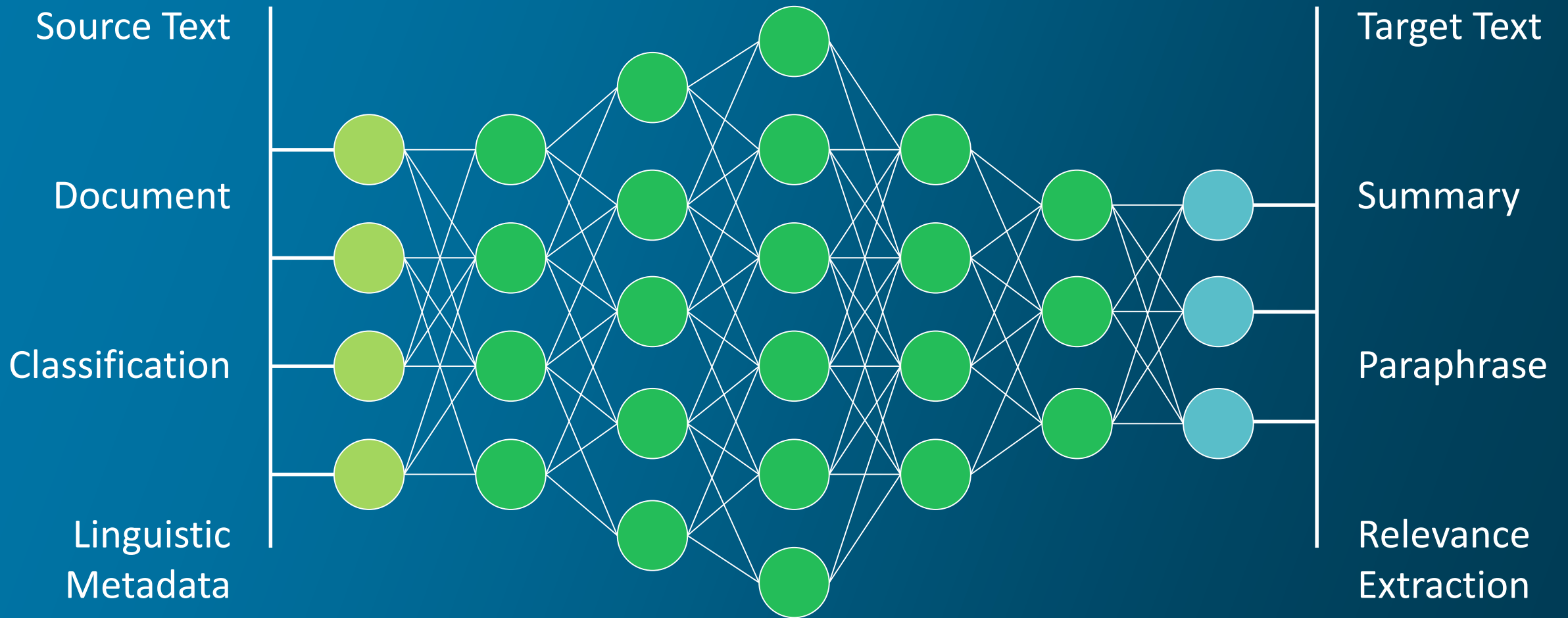
Machine



What is Linguistic AI?



Linguistic AI Beyond Machine Translation







QUESTIONS

&

ANSWERS



The logo for SDL* is displayed in a large, white, sans-serif font. The letters 'S', 'D', and 'L' are connected, and an asterisk is positioned to the right of the 'L'. The background is a teal-to-green gradient with a network of white dots and lines.

Software and Services for Human Understanding

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