LIONBRIDGE

FROM INVISIBLE TO INVINCIBLE:

Localization UX for Real People

SPEAKERS:

Matthew Ventre
Founder and Principal Strategist
Cuttingboard Design, Inc.

Henry Adams
Director, Product CX
Lionbridge

Carsten Malta Hansen
Head of Next Generation Platform
Lionbridge

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The Decider
Makes high-level decisions; purchaser and primary negotiator of pricing and contracting.

Jen "The Decider"

Jen is the head of localization at a global commercial products manufacturer. She's responsible for delivering all localization efforts and projects including websites, technical material, and marketing campaigns.

While she doesn't manage the day-to-day project operations, she needs visibility into delivery schedules and budget adherence. She's constantly communicating with her direct reports and her executive team to provide direction and insight at regular intervals.

Age	35-50
Job Title	VP of Localization
Location	Europe/EMEA

GOALS
Optimal outcomes in this role

Deliver successful and accurate localization content n for the company's range of projects and products.

Optimize project spend and increase company returns with successful efforts.

Streamline processes that can involve multiple vendor management relationships.

Provide clear evidence of success and justify expenditures to interested stakeholders.

NEEDS
Reasons to buy from Lionbridge

Easy to reference and transparent pricing and quoting.

Maximal coverage and accuracy of critical language pairs.

Coverage and capabilities to handle disparate or ad-hoc project requests.

Streamlined delivery mechanisms and reliable automation of redundant process.

PROFESSIONAL QUALITIES

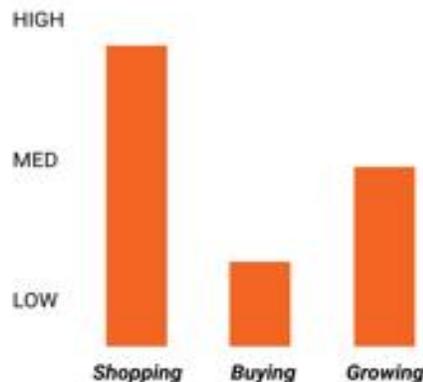*Time Spent Managing Lionbridge Process*
Out-of-System — In-System

Management and Execution Style
Analytical — Creative

Preferred Mode of Contact
Human-Led — Technology-Led

Pain Tolerance for Critical Issues
Low — High

Proportion of Time Spent on Project
Operational — Managerial

JOURNEY ENGAGEMENT LEVELS

HIGH
MED
LOW

Shopping | Buying | Growing

PAIN POINTS
Roadblocks or friction that stall success

Oversees many teams, doesn't have time to manually gather insights about each team's project visibility.

Optimizing delivery metrics and controlling quality are top of mind, but not easily achieved with current processes.

Has to pay for additional insights and custom analytical tools.

INTERESTS
Industry or company points that shape needs or experience

Is a member of highly visible industry organizations.

Partners with Lionbridge because of its robust offerings and commitment to flexibility.

Looking toward the future and interested in Lionbridge's product roadmap, including use of new AI technology.

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Date
January 28, 2024

Client
Lionbridge

Project
CX Strategy and Redesign

The Doer

Responsible for delivering translation projects, managing quality of output, and handling day-to-day of project execution.

Paul "The Doer"

Paul heads up a team responsible for translating all of his company's digital and physical assets for their industrial products line.

He has to deliver frequently updated documentation in 26 languages to packaging and distribution centers across the globe.

He's also responsible for providing help and technical documentation updates to the marketing team who oversees the website.

Age	25-35
Job Title	Project Lead
Location	Europe/EMEA

GOALS
Optimal outcomes in this role

Deliver successful and accurate localization content for industrial products documentation.

Quick, accurate turnaround in translation and localization projects.

Minimize redos, quality errors, or delays with products that can cascade into product delays or customer complaints.

NEEDS
Reasons to buy from Lionbridge

Real-time project status tracking.

Prompt alerts and clear communication from Lionbridge about project status and potential roadblocks.

Clear way to address changes or quality concerns during a project.

Ability to purchase or add on/remove services independently and within budget.

PROFESSIONAL QUALITIES

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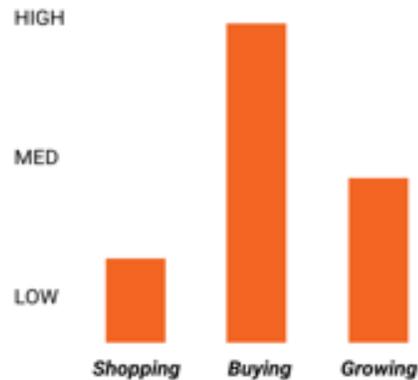
PAIN POINTS
Roadblocks or friction that stall success

Projects happen frequently, problems that arise cause cascading delays and operational issues.

Quality of translation can directly affect customer success with his company's products.

Doesn't have time to spend digging through convoluted digital platforms to manage processes; expects it to work without constant oversight.

INTERESTS
Industry or company points that shape needs or experience

Automation is top of mind: anything that simplifies his process is of interest.

He enjoys analytics, but doesn't need deep insights about aggregates. Things that help him justify his budget are a priority.

Paul is a linguist himself, so he's able to judge the quality of certain language pairs. He'd be happy to communicate with partner linguists on certain projects directly.

THE REACH FRAMEWORK
FOR CONTENT RELEVANCE

ROI
The investment in your global content matches expected returns and delivers business outcomes.

ENGAGEMENT
The content is adapted to engage your global targets and achieve goals.

AUDIENCE
The content resonates with each of your audiences in global markets on a cultural, community, and demographic level.

CONTROL
Automated gathering of engagement and content quality data drives decision-making on content specifications.

HUMAN-IN-THE-LOOP
The AI-first process is controlled, curated, and informed by human oversight and insights to optimize every step.

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THE TRUST FRAMEWORK
FOR AI-HUMAN COLLABORATION

TRANSPARENT
AI systems' operations and decision-making processes are justifiable and explainable.
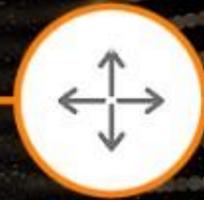
RELIABLE
AI systems perform consistently, are error and manipulation-resilient, and uphold high safety standards.

USEFUL
AI systems help meet specified objectives, adding value to human endeavors.

SCALABLE
AI systems can handle increasing workloads while maintaining performance and quality.

TIMELY
AI systems are responsive, updated, and provide insights and work product in a timely, relevant manner.

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SIMPLICITY

TRANSPARENCY

CONTINUITY

ENGAGEMENT

INSIGHT

CONTROL

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