

The Unbabel Global Multilingual CX Report 2021

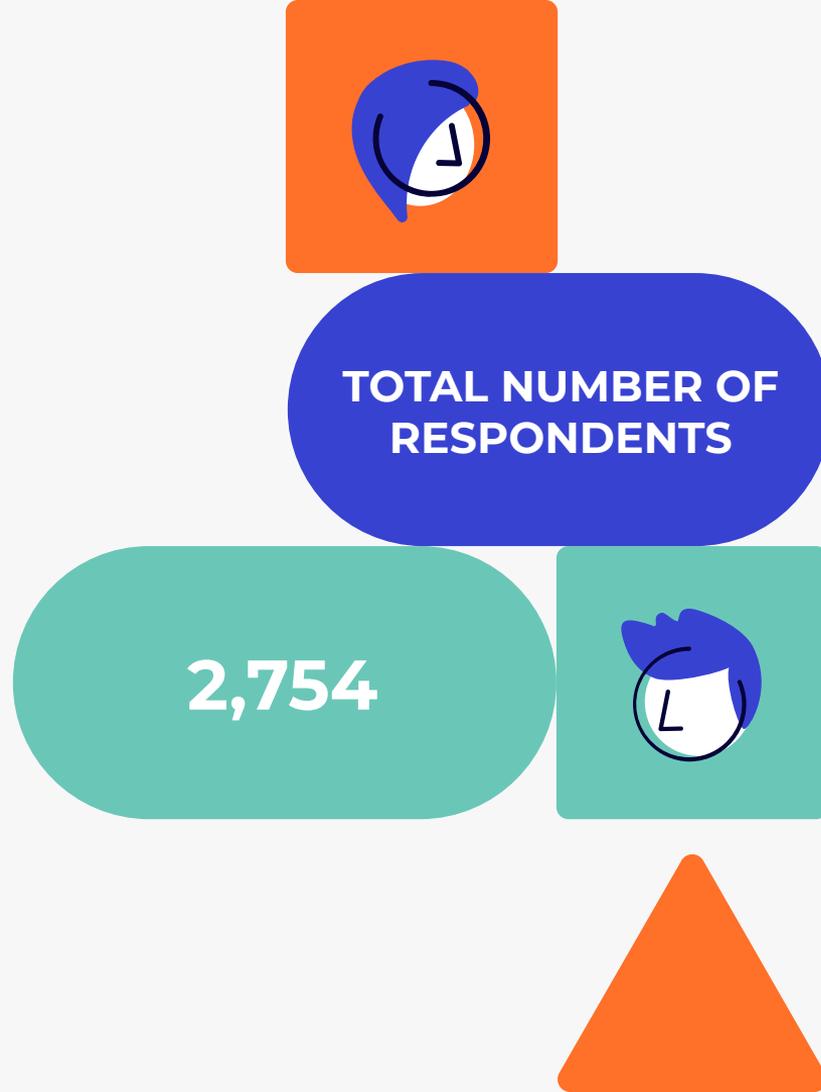
The native language effect:
What stands between building trust and blocking growth

Survey Overview

Date fielded: August 26, 2021

Regions surveyed: US, UK, France, Germany, Brazil, Japan

Qualification Criteria: Consumers who have purchased a product or service in the last 12 months





Audience Breakdown

Total Respondent 2,745

US 403

UK 416

Germany 415

France 539

Japan 405

Brazil 576



20% Gen Z



53% Millennial



15% Gen X



12% Boomers

Top findings



2 in 3 global consumers

believe it's extremely or very important that brands offer an end-to-end customer experience in their native language.



2 in 3 global consumers

would switch to a different brand that offers support in their native language.



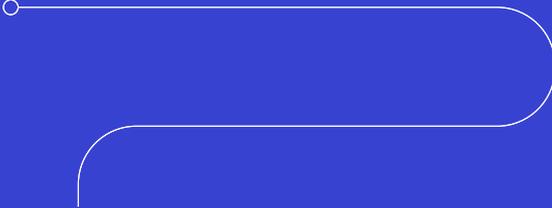
1 in 5 global consumers

say empathy is a mark of excellent customer service.



1 in 3 global consumers

cite lack of multilingual experiences, lack of representation, and lack of diversity and inclusion as their top concerns in localized customer experiences.



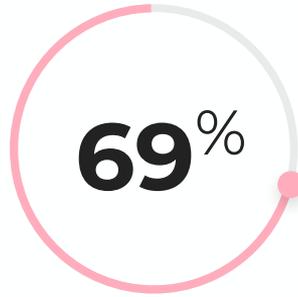
ROI of Native Language

Why global brands should offer multilingual customer experiences

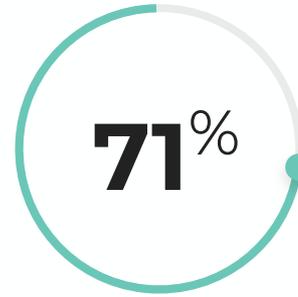
The multilingual opportunity



of products our respondents purchase are from brands that are not native to their country.



of the global consumers we surveyed believe it's extremely/very important that brands offer an end-to-end customer experience in their native language.



of respondents believe it's extremely/very important that a brand promotes and supports their products and services in their native language.



of brands offer any kind of multilingual customer experience, according to consumers surveyed.

What's at stake

Brand reputation



of global consumers say it's a bias when brands don't offer end-to-end multilingual experiences to their customers.

The bottom line



would pay a higher price for a product or service if a brand offers a customer experience in their native language.

The edge over competitors



would switch to a new brand that markets products or services in their native language.

Consumers' ability to relate with and purchase a brand's product

48% find it easier to buy

44% better relate to the brand

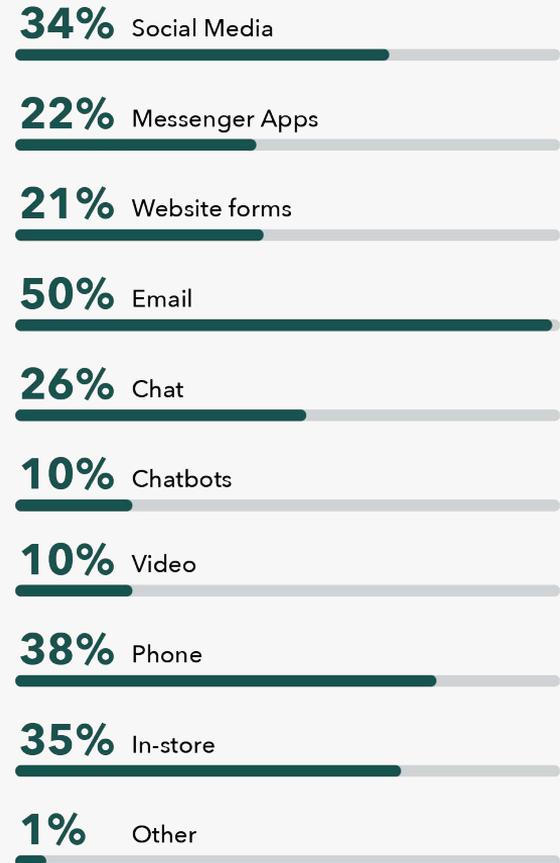
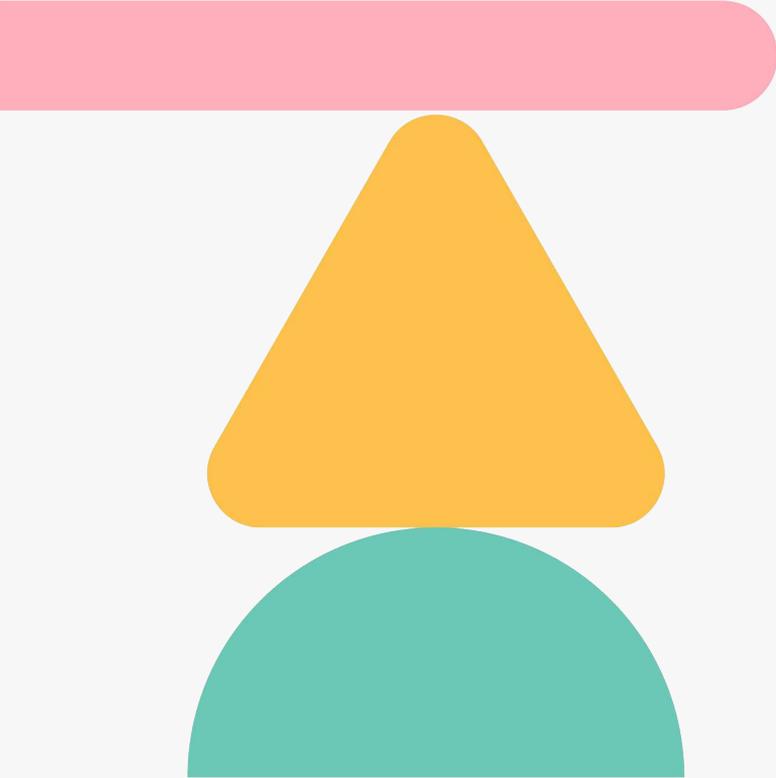
29% feel it shows brand empathy

44% find it easier to understand the content

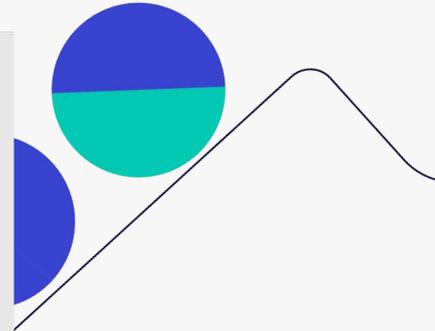
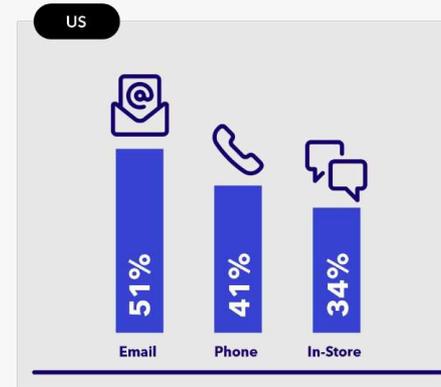
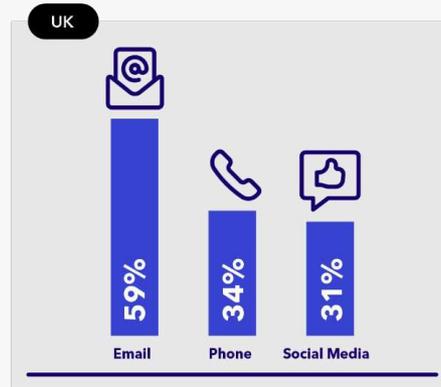
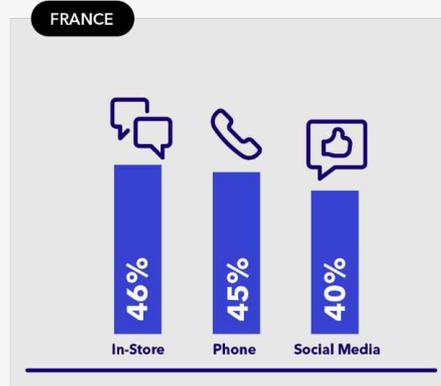
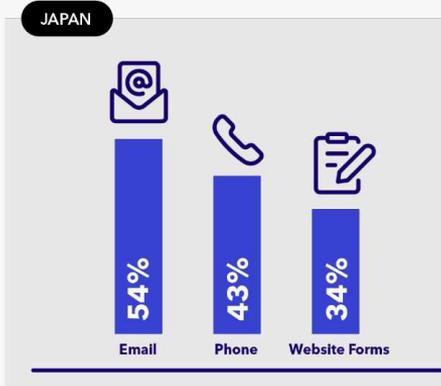
29% feel more confident when communicating with the brand

26% find it more relevant

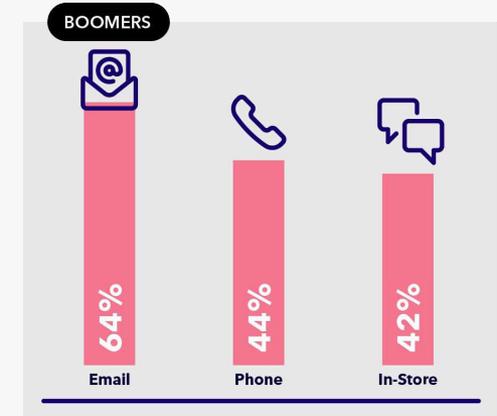
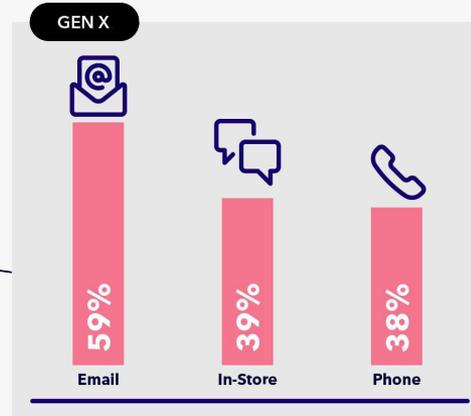
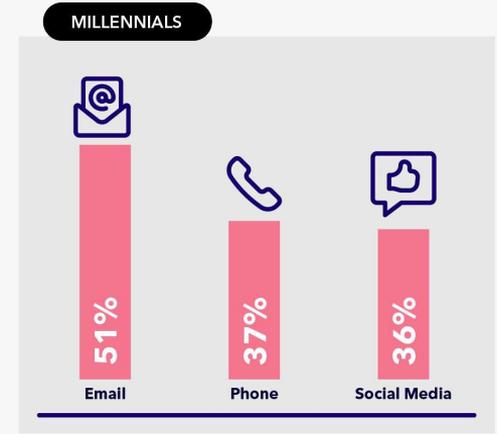
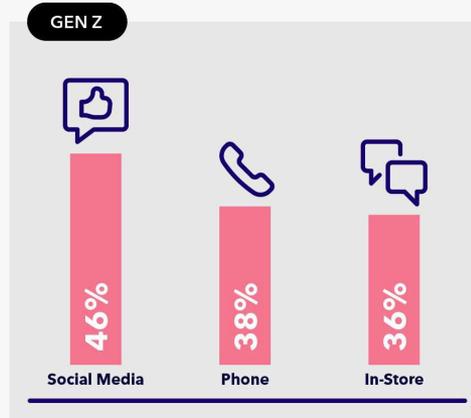
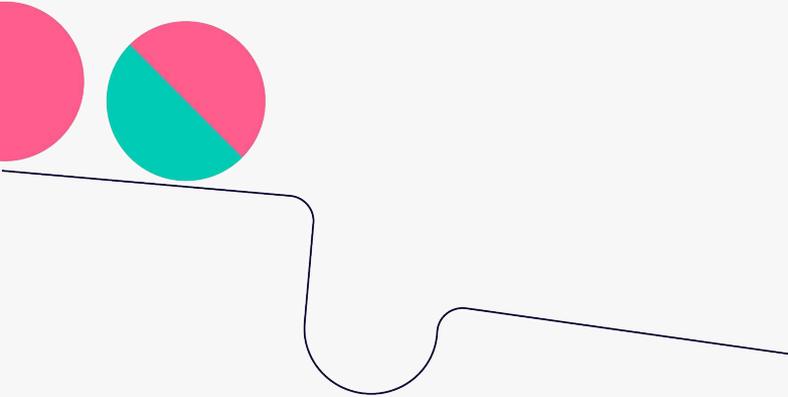
Where brands must be fluent (global)



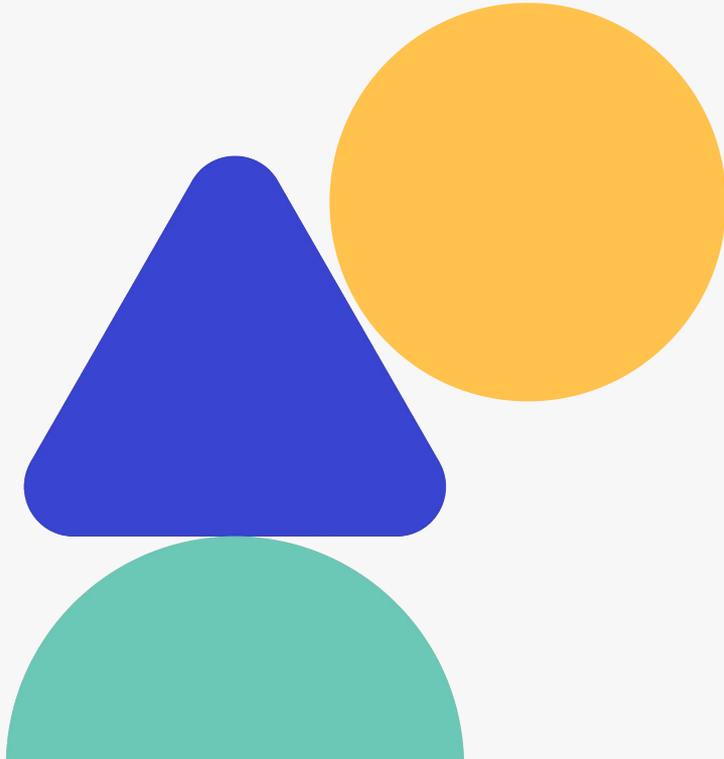
Top channels (by region)



Top channels (by generation)



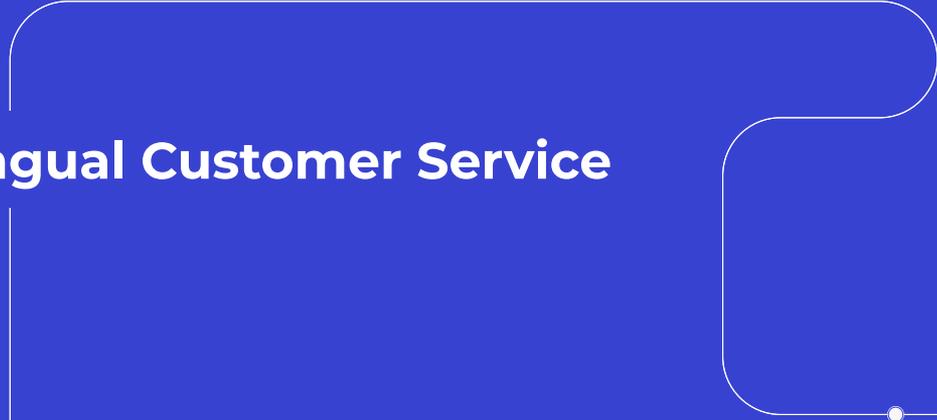
Industries that are getting it right





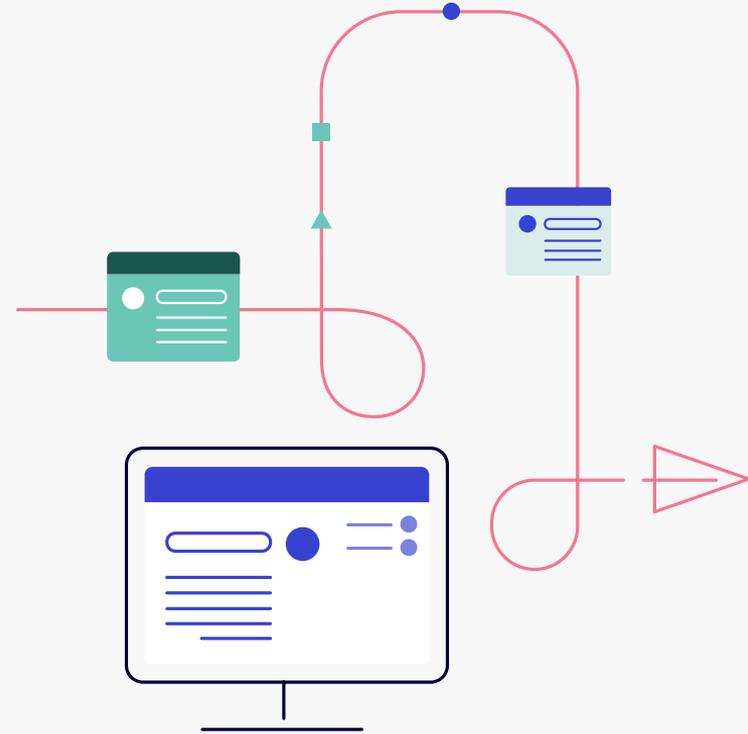
The Impact of Excellent Multilingual Customer Service

The link between native-language support
and customer loyalty



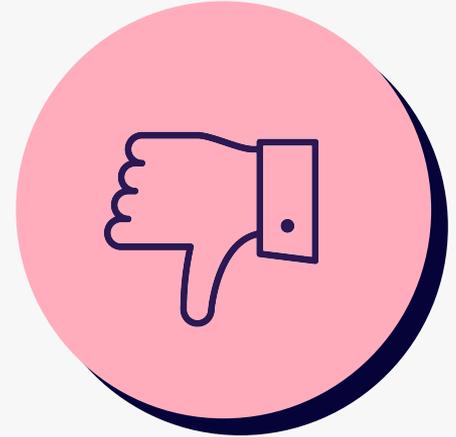
It all translates into loyalty

- **Native-language customer support has a definite impact on customer loyalty. 73%** of our respondents would be loyal to a brand that offers support in their native language.
- **Consumers are willing to leave brands that don't offer native-language customer service. 68%** of consumers would switch to a different brand that offers support in their native language.
- **Consumers are able to put a monetary value on the loss businesses could face if they don't provide multilingual support. 1 in 4 US consumers** say they will not spend more than \$500 on these brands.



Poor native-language service: as much a liability as no multilingual support

- **Even in the limited multilingual experiences customers get from global brands, there are issues with poor customer service. 57%** admit that they've had at least one negative brand experience with customer service in their native language.
- **It's not just enough to offer multilingual support: It has to be high-quality to retain loyal customers. 92%** of global consumers believe that poor customer service, even if it is in their native language, will impact their trust and loyalty toward a brand.



Bonus advantage of multilingual support: increased customer tolerance

- Nearly 40% of global consumers are very likely or likely to overlook poor customer service if it's offered in their native language.
- However, consumers won't look away for long: Almost two-thirds (62%) of consumers are willing to overlook up to three instances of poor customer service from a brand. But 1 in 4 consumers (27%) will completely stop buying from a brand after the first negative experience.
- **The key takeaway: Some kind of multilingual customer service is still better than no native-language support, but only as long as the brand keeps progressing toward higher quality.**





What counts as high quality

We asked global consumers what their top three priorities are when it comes to native-language customer support. A majority of our respondents chose the following.



47%

Quick Response Times



46%

Fast Resolution Times



40%

High Quality



35%

Human Interaction



Top priorities in multilingual customer service (by region)

JAPAN

53% quick response time
48% fast resolution times
34% high quality

FRANCE

44% quick response times
38% human interaction
36% high quality

GERMANY

55% fast resolution times
47% high quality
42% quick response time

BRAZIL

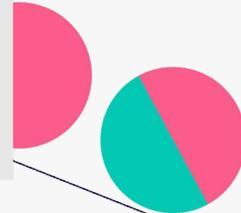
58% fast resolution times
49% quick response time
44% high quality

UK

47% quick response time
42% high quality
39% human interaction

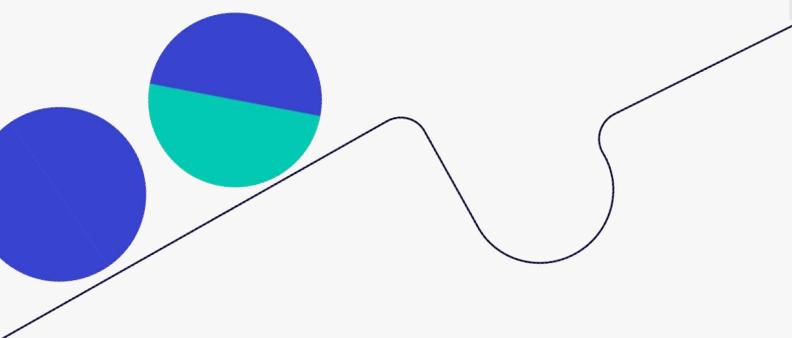
US

45% quick response time
37% fast resolution times
37% human interaction





Top priorities in multilingual customer service (by generation)



GEN Z

- 44% quick response time,
- 39% fast resolution time
- 38% high-quality

MILLENNIALS

- 44% fast resolution times
- 45% quick responses
- 42% high quality

GEN X

- 53% quick response times
- 48% fast resolution times
- 39% human interaction

BOOMERS

- 58% faster resolution times
- 52% quick response tiles
- 41% human interaction



Missteps to avoid in multilingual customer service

Poor quality of translations leaves more than half of our respondents (52%) dissatisfied, but there are even more challenges that customers face when interacting with brands in their native language.



36%

Lack of multilingual customer experiences



33%

Lack of Representation

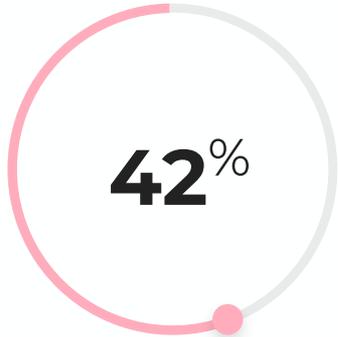
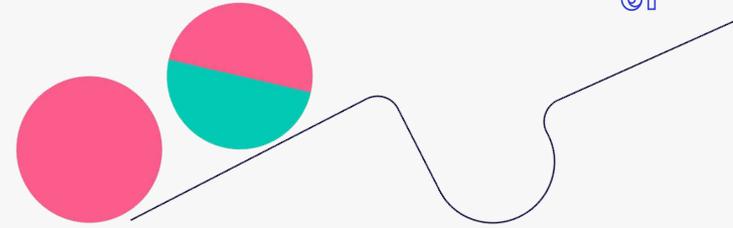


28%

Lack of Diversity and Inclusion

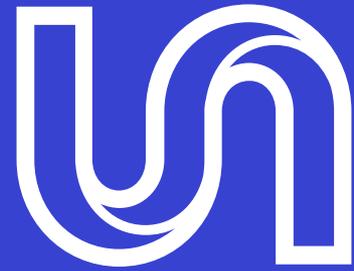


How brands can improve



High-quality support in my native language

- 32%** More interaction with human native speakers
- 30%** More brands offering multilingual customer experiences
- 25%** Language support across more digital channels
- 24%** More automated support in my language
- 22%** More seamless multilingual experiences across channels
- 23%** More languages supported
- 19%** More localized content and visuals
- 22%** More diversity and inclusion



Unbabel