The executive guide to AI-enabled communication and global retail
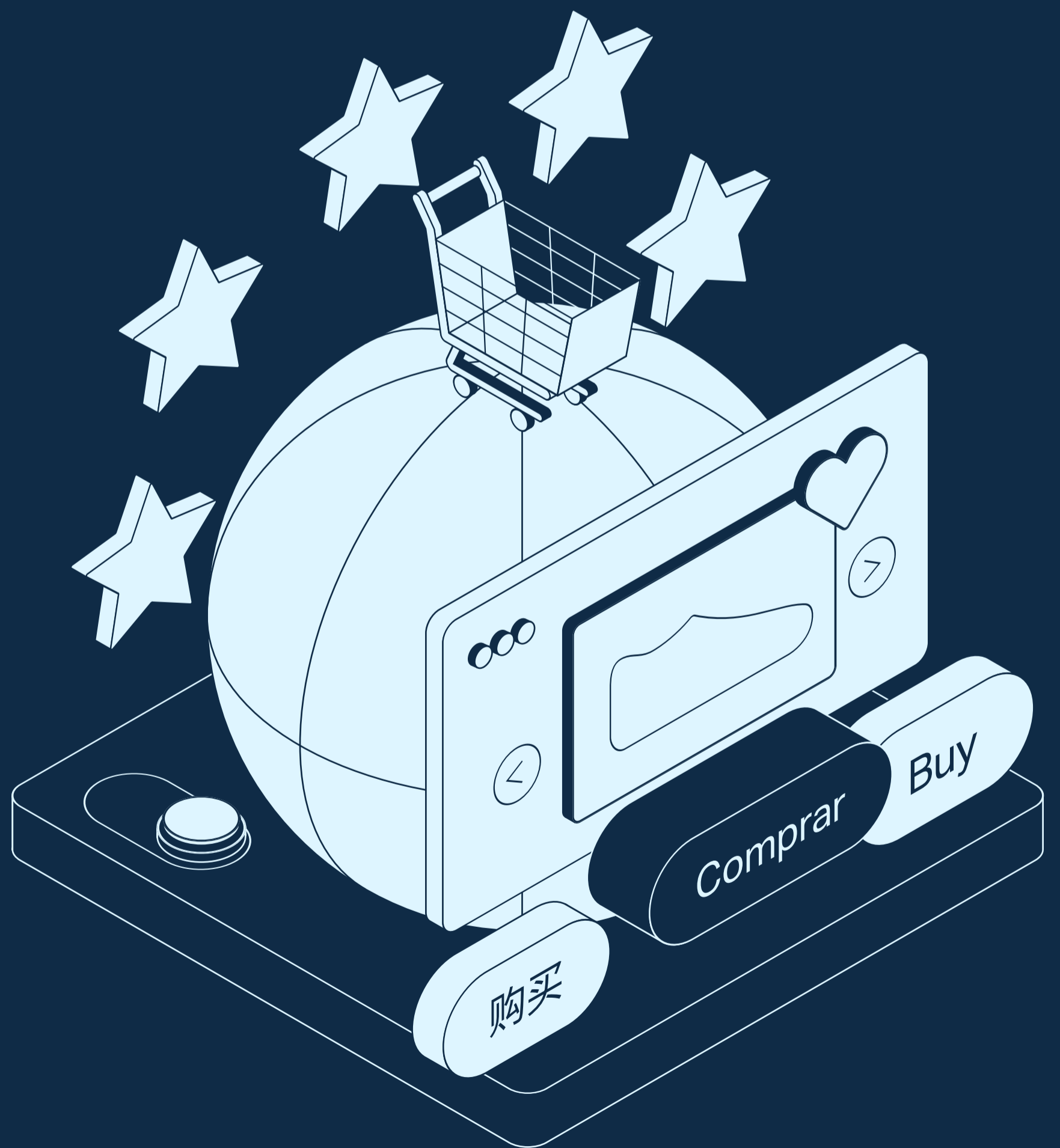
Scale success, drive efficiency, and boost connection across borders

DeepL

Artificial Intelligence is here to stay—and savvy retailers are incorporating it into everyday operations

In the retail industry, the rise of AI presents opportunities to enhance customer relationships, reduce costs, and grow revenue on a global scale. In international markets—where local language matters—AI–enabled communication can enhance a retailer's competitive edge when applied strategically and securely.

Arguably, retail may be one of the most complex—and sophisticated—industries. First is the need to manage everything from a shrinking labor force, supply chain upheavals, and other global disruptions to unstable economies (and purchase patterns), fading consumer loyalty, "smash-and-grab" theft, and even climate change.

Second is the continually and rapidly evolving industry, as evidenced by the rise in social commerce, the Retail as a Service model, demand-driven retail, and experiential stores, to name a few. No wonder **50% of retail executives expect their business models to change significantly over the next year** due to disruptive forces.[1]

As retail complexity surges, many retailers struggle to scale. Yet, as Deloitte underscores in its Global Retail Outlook 2024 report, **"Amid these challenges, there is an unwavering commitment to drive business growth by expanding market share across geographies.** This is not just about overcoming challenges, but strategically positioning companies for sustained success and competitiveness to thrive."[2] This strategy helps explain the growing use of Artificial Intelligence (AI) across retail businesses.

Tools including AI translation software and others enabled by Generative AI (GenAI) are paving the way for streamlined retail operations, smooth multilingual communication, and enhanced customer engagement. As the retail industry reinvents itself to keep pace with AI developments, savvy leaders are using AI to maintain a competitive edge. In fact, of those surveyed within enterprise-level ($100 million or more in annual revenue) retail businesses, **78% of CEOs and management teams believe AI is fundamental or important to the future of retail.**[3]

This guide explores:

- ⊙ The drive to go global while effectively engaging local consumers

- ⊙ The most relevant AI use cases for retail today

- ⊙ Expand personalization efforts by effectively connecting with prospects and customers around the world

- ⊙ How to select the right AI-powered communication tools

"In light of unprecedented industry disruption, a retailer's actions today could determine whether it spends the next 20 years as a leader or a laggard."

McKinsey & Company, Retail reset: A new playbook for retail leaders

What's inside

1 AI and global retail

In a hyper–competitive environment, more retailers are going global to reach new customers, diversify revenue streams, and maintain a competitive edge. Still others are doubling down on their existing global presence and operations by improving their multilingual capabilities.

Call it globalization, market expansion, or multinational growth: no retailer can escape the pressure to expand business, whether that means going beyond local borders or driving better returns from an existing global presence. In the first case, doing so helps strengthen brand presence, reduce dependence on a single market, and avoid stagnation and rising operating costs. In the second instance, streamlined operations translate to higher productivity, reduced costs, and better margins.

However, operating globally while competing effectively means retailers need to expand into new markets efficiently—or optimize current global operations. According to IDC's Global Retail Survey, "while customer experience is at the top of retailers' concerns, increasing operational efficiency is the second most important business priority for retailers."[4]

Whether to pave the way for expansion or to improve existing global business, AI is rapidly rising to the top of the technologies enabling retailers to do so efficiently. With this technology, they can:
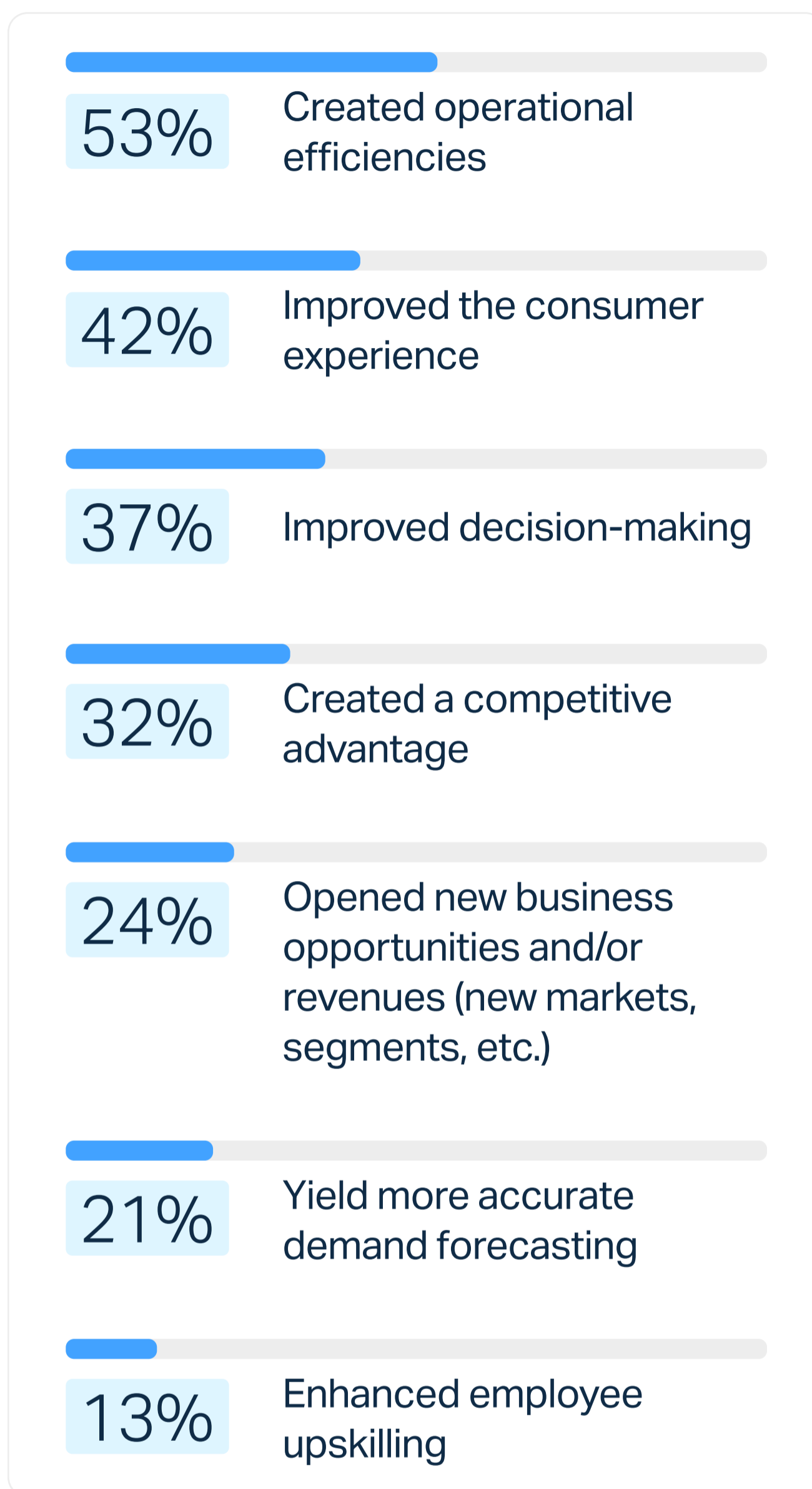
- Improve operational processes, e.g., by scaling communications between headquarters and international offices
- Boost employee productivity, e.g., by ensuring core systems and tools (e.g., customer service and human resources) support employees in their local language
- Expand personalization efforts by effectively connecting with prospects and customers around the world
- Reduce the cost and effort to translate and localize their communications and content

According to an Nvidia survey of 400 retail respondents globally, including C-suite leaders and other executives, 53% of retailers using AI have realized operational improvements. More specifically, 72% reported a reduction in operating expenses.[5]

[4] IDC UK. "Ready for NRF 2024: 10 Imperatives for Success in Retail," December 19, 2023; [5] Nvidia. State of AI in Retail and CPG: 2024 Trends.

How has AI improved improved your business operations? (all retail respondents)

Source: https://www.nvidia.com/en-us/lp/industries/state-of-ai-in-retail-and-cpg/

53% Created operational efficiencies

42% Improved the consumer experience

37% Improved decision-making

32% Created a competitive advantage

24% Opened new business opportunities and/or revenues (new markets, segments, etc.)

21% Yield more accurate demand forecasting

13% Enhanced employee upskilling

> In a world where consumers increasingly demand ultra-personalized shopping, seamless cross–channel experiences, and instant gratification, AI makes it possible for retailers to satisfy—and even exceed—rising expectations.

Plus, nearly all (99.6%) CPG and retail executives are experimenting with GenAI in some capacity[6], with 70% saying GenAI will have the greatest transformational impact in marketing and sales.[7]

Hand in hand with the brisk adoption of AI for retail marketing and sales is the embrace of AI-enabled communication—especially as retailers go global.

[6] EY. "Consumer Products & Retail."; [7] KPMG. "Driving business success with generative AI in consumer and retail," 2023.

As they use GenAI to personalize content and the shopper experience, more retailers going global or already operating globally are complementing their efforts by translating and/or localizing that content using AI. The result is standardized communications that reinforces brand values, builds trust, and reduces the likelihood of customer confusion or frustration, and personalized content, which drives higher engagement and purchases.
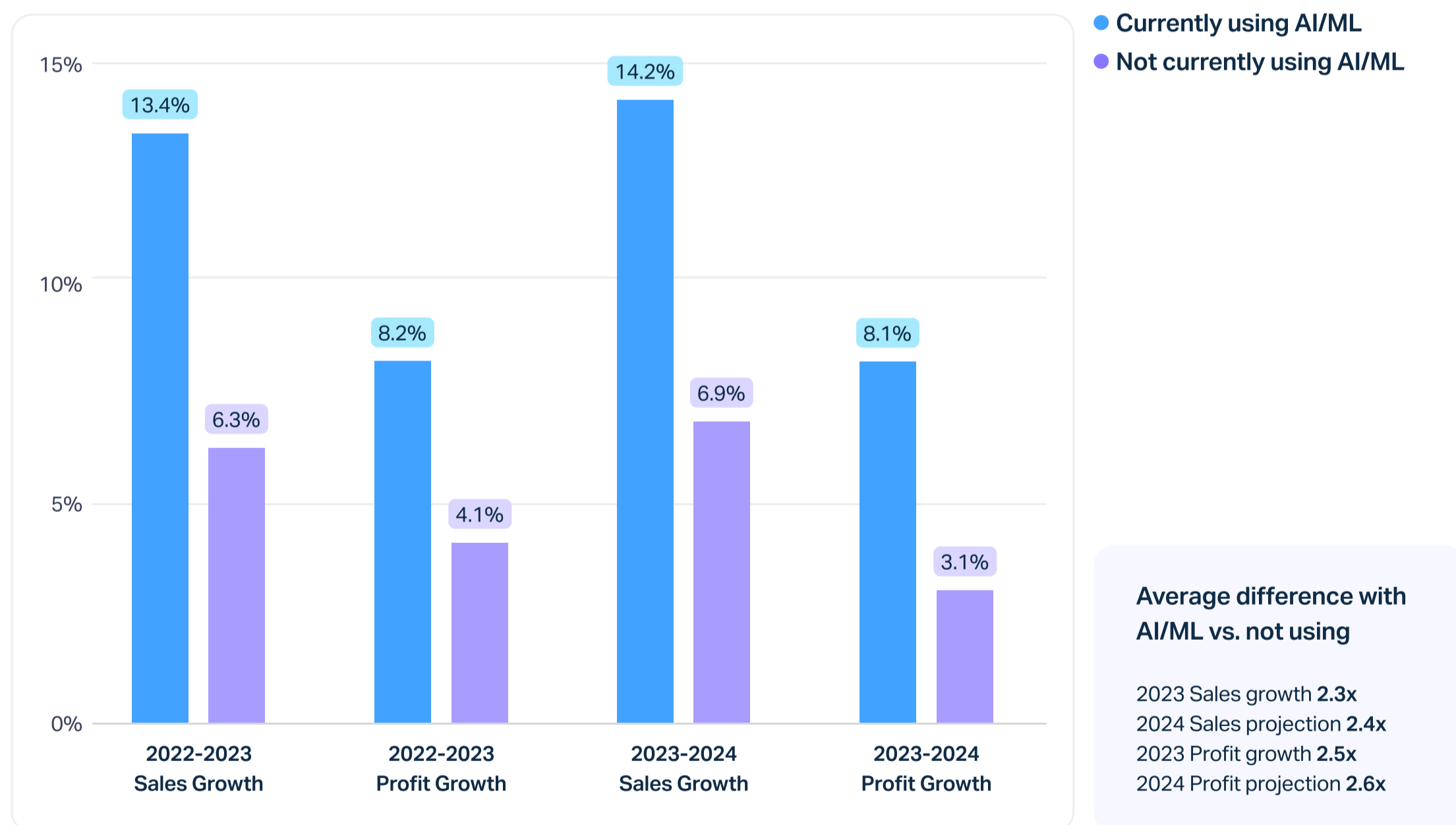
> Localization—not to be confused with translation—is the practice of adapting products or content to local languages and cultures. Essential for retailers looking to expand their global reach, content localization makes it possible to reach consumers where they're most comfortable: in their native language.

Retailers are already reaping the benefits of AI-powered translation and localization. And it's easy to see why: **75% of international shoppers want to buy products online in their native language.**[8]

No wonder retailers are already seeing the AI impact on their top lines, reporting 2.3 times growth in sales. Plus, they are 2.5 times more likely to increase the size of their customer base.[9] Moreover, 69% of retailers attribute an increase in annual revenue to AI adoption.[10] Projections for 2024 indicate a similar trend, with estimated 2.4 times sales growth and 2.6 times profit growth. [11]

Impact of AI/machine learning (ML) use on retail performance*

Retailers using AI/ML vs. retailers not currently using

● Currently using AI/ML
● Not currently using AI/ML

	2022-2023 Sales Growth	2022-2023 Profit Growth	2023-2024 Sales Growth	2023-2024 Profit Growth
Currently using AI/ML	13.4%	8.2%	14.2%	8.1%
Not currently using AI/ML	6.3%	4.1%	6.9%	3.1%

Average difference with AI/ML vs. not using

2023 Sales growth **2.3x**
2024 Sales projection **2.4x**
2023 Profit growth **2.5x**
2024 Profit projection **2.6x**

Source: IHL Group, https://www.ihlservices.com/news/analyst-corner/2023/12/retailers-that-use-ai-enjoy-over-2x-sales-growth-and-nearly-3x-profit-growth-compared-to-competitors/

*Average performance over 11 different solution areas: Forecasting, Order Management, Order Fulfillment, Supply Chain/WSH Management, Merchandise Allocation, Pricing/Promotions, BI/Analytics, Loss Prevention, Sales & Mktg, HR/WFM/App Dev/Customer Service, Other

[8] Capital One Shopping. "Cross-Border Online Shopping Statistics," April 24, 2024; [9] IHL Group. "Retailers That Use AI Enjoy Over 2x Sales Growth and Nearly 3x Profit Growth Compared to Competitors," December 14, 2023; [10] Nvidia. State of AI in Retail and CPG: 2024 Trends; [11] IHL Group. "Retailers That Use AI Enjoy Over 2x Sales Growth and Nearly 3x Profit Growth Compared to Competitors," December 14, 2023.

It's clear that retail leaders need to harness the power of AI as quickly as possible to capitalize on global opportunities. Taking a wait-and-see approach is not an option. Nearly half (45%) of [retail] CEOs don't believe their companies will see out the next 10 years if they don't evolve.[12]

In the following sections, we examine how retailers can lower costs, improve processes, and drive higher customer engagement using AI in global operations.

> "AI and automation are increasingly critical to retail firms' ability to win, serve, and retain their customers [. . .] The jury is still very much out on the extent to which new AI solutions will transform retail, but the challenges in retail are copious, and even small benefits will be lucrative for the industry."
>
> **The Forrester Tech Tide™: Retail AI And Automation, Q1 2024**

[12] Stanton Chase. "Retail Renaissance or Retail Reboot? 10 Retail Trends to Keep an Eye On," February 2024.

2 Why the retail industry is using AI

The data is clear: translating and localizing content is a sound investment. And to maximize the ROI of translation and localization, retailers across the world are increasingly working with machine translation and AI-powered writing tools.

It's expanding business opportunities

2.5x Retailers embracing AI and machine learning are **2.5 times more likely** to increase the size of their customer base.[13]
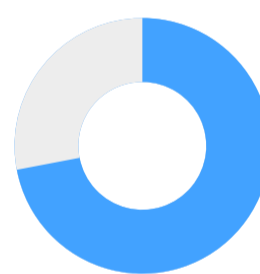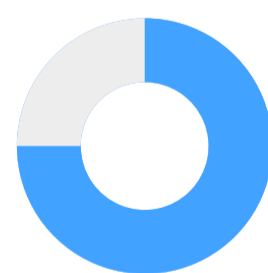
It's reducing costs

53%
of retailers using AI have realized operational improvements.[14]
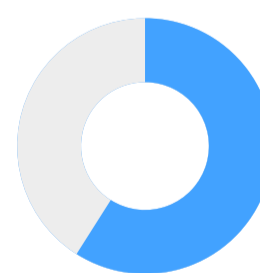
72%
of retailers reported a reduction in operating expenses.[15]

Consumers prefer doing business in their own language

75%
of international shoppers want to buy products online in their native language. [16]

59%
of non-English-speaking consumers rarely or never make purchases from English-only websites.[17]

[13] IHL Group. "Retailers That Use AI Enjoy Over 2x Sales Growth and Nearly 3x Profit Growth Compared to Competitors," December 14, 2023; [14] Nvidia. State of AI in Retail and CPG: 2024 Trends; [15] Ibid; [16] Capital One Shopping. "Cross-Border Online Shopping Statistics," April 24, 2024; [17] Ibid.

It enables executives to satisfy strategic priorities

When it comes to 2024 goals driving technology priorities and strategies, here's what's top of mind for retail executives:
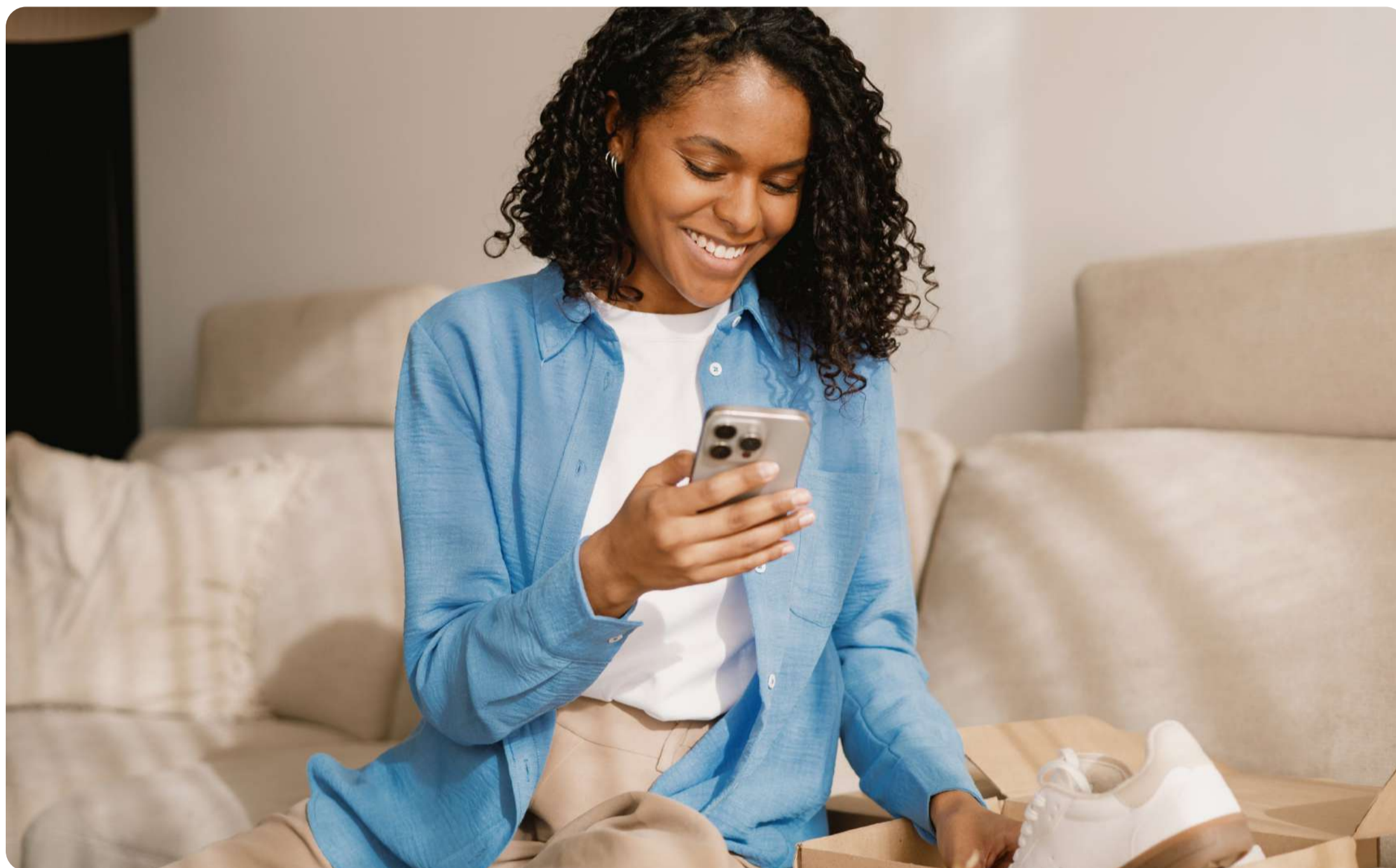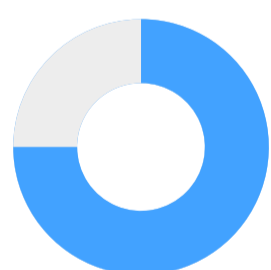
44%
say improving customer experience

38%
say customer retention

32%
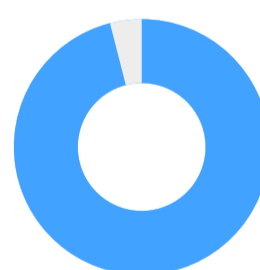say accelerating customer acquisition[18]

Businesses are realizing the value

75%
of marketers agree that localized content significantly boosts customer engagement.[19]

96%
of marketers report a positive ROI (return-on-investment) from localization efforts.[20] **65% reported an ROI of 3X or greater.**

It's driving higher revenue

69% of retailers attribute an increase in annual revenue to AI adoption.[21] Moreover, retailers embracing AI and machine learning report **2.3 times growth in sales**—and project **estimated sales growth of 2.4x and profit growth of 2.6x.**[22]

[18] Business Wire. "New Study: 99% of Retail Execs Predict Tech Surge With Double-digit Investment Increases," January 10, 2024; [19] DeepL. "Report: The state of translation and localization in 2023-2024."; [20] Ibid; [21] Nvidia. State of AI in Retail and CPG: 2024 Trends; [22] IHL Group. "Retailers That Use AI Enjoy Over 2x Sales Growth and Nearly 3x Profit Growth Compared to Competitors," December 14, 2023.

3 Six proven Language AI use cases for retailers

For retailers operating globally, communicating seamlessly across locations, empowering employees to work productively in any language, and creating and localizing multilingual content is key.

DeepL's 2023/2024 research on the retail industry revealed that different teams use AI-enabled communication for different reasons. But, ultimately, such tools help retailers efficiently and cost-effectively operate around the world and reach global shoppers with localized content.

Let's explore a few common use cases.

1 Marketing

Use case: creating marketing assets for a new collection

Collaborating with brand managers, copywriters, and digital marketing specialists, the Marketing team creates assets—think brochures and social media posts—needed for a product launch. They then localize promotional materials and copy for a global marketing campaign to better connect with target audiences.

Without Language AI translation	With Language AI translation
Marketing assets are translated by bilingual employees (who are distracted from other tasks) or by external agencies (which are expensive and can lead to translation inconsistencies).	Marketing can use AI to create or refine assets in the local language, and then systematically translate them into multiple languages at once. Translations are faster and more consistent, allowing employees to focus on the content rather than translation. This shift can improve marketing content, effectiveness and, ultimately, sales.

According to DeepL research, the top use cases for Language AI are creating content in multiple languages (46%) and communicating in languages with little to no proficiency (36%). The top translated content is external communication (57%), internal communication (39%), and marketing/advertising materials (32%).

2 | IT

Use case: translating internal systems for international operations

Retail companies use translation in internal systems, in front-office business functions like sales and customer service, and in back-office functions like supply chain operations and HR.

Without Language AI translation	With Language AI translation
When English is their second or third language, employees can struggle to fully comprehend materials, making it hard for them to translate it. Plus, they waste time that could otherwise be spent doing their jobs.	IT can use AI to automatically translate information and internal systems. Employees are freed to do their actual work, and the company can standardize its communications so all employees receive the same message.

3 | E-commerce, IT

Use case: translating website and product information

Retailers translate product information in bulk before uploading it to their systems. This ensures consistently translated products on their e-commerce sites for shoppers searching for and browsing products.

Without Language AI translation	With Language AI translation
Accurate product information online is essential. In fact, some companies are legally required to provide this information in specific languages. Lacking a translation tool, employees use other available machine translation providers from big tech to manually piece together product descriptions. This time-consuming process leaves no time for a quality check, resulting in inconsistencies and incorrect translations. Incorrect translations can lead to poor search results, which negatively affects sales.	Using AI, e-commerce teams can localize their websites and translate product information—including pricing—in bulk. With the right AI tool, they can automatically translate words and phrases per their specifications, ensuring consistent translations across languages (e.g., "do not translate the brand name"). This yields accurate product and brand information, while allowing time for quality checks. Accurate information enables a wider shopper base to use the website and improves the search experience, leading to a better customer experience and higher sales.

To successfully expand across markets, retailers need to localize their content. AI-enabled communication allows them to do so consistently at scale—and speed time to market.

Customer Service

Use case: translating customer service interactions

Customer Service is an essential retail role, streamlining orders and returns—both vital to customer satisfaction and loyalty. Retailers translate emails, customer support tickets, and chatbot interactions to serve multilingual customers. Soon, we can expect to see more live voice translation for in-person communication and phone calls.

Without Language AI translation	With Language AI translation
When retailers lack a translation tool, only their bilingual customer service reps can carry out customer service duties in specific languages—whether in store or online. This unreliable and unscalable approach creates more work for specific employees and leads to longer wait times for customers requiring assistance.	Using AI, more employees can assist all customers, regardless of language. The reduced workload improves productivity and empowers employees to better communicate, respond faster, and ensure a better customer experience. Plus, the company eliminates the need to hire language-specific reps for every supported language.

International Expansion

Use case: enabling branch setup and reporting

As retailers expand into different countries, they send employees to oversee the setup of new branches or to check the health of existing ones. Those employees meet with onsite managers to understand challenges and generate status reports for local managers and HQ about issues needing to be addressed.

Without Language AI translation	With Language AI translation
International Expansion teams lacking a translation tool must hire localization or translation agencies or language service providers. The process is time-consuming and the service is expensive.	With AI, employees can instantly, accurately, and affordably translate these communications, allowing all teams to work more efficiently. Moreover, foreign employees setting up a local branch can more easily familiarize themselves with local laws, trends, and the economy.

6 Product

Use case: translating customer reviews

The reviews team within a retailer's product department is responsible for translating shopper reviews before distribution to the company's various e-commerce sites.

Without Language AI translation	With Language AI translation
Without a translation tool, the internal team must translate reviews on their own. As a result, the retailer lacks control over translation consistency and the messaging within reviews.	AI consistently, reliably, and in real-time translates shopper reviews from around the world, allowing retailers to effectively communicate their value to a global audience —without opening a ticket requesting a manual translation.

According to industry research, bad writing costs businesses billions of dollars annually. A Forbes' survey of 1,000 US office workers found that poor communication negatively affected the productivity of 49% of respondents, job satisfaction for 50% of respondents, and stress level for 42% of respondents.[23]

Typical challenges in translation workflows

→ Slow delivery of translated documents due to translators' limited availability

→ Time lost arranging translation with translation agencies

→ High cost of translation agencies, particularly for a high volume of assets/content

→ Poor or unreliable quality of translations provided by typical machine translation tools

→ Errors and inaccuracies in documents, requiring additional editing

→ Increased risk of data breaches when using cloud-based translation tools

Based on customer research carried out by DeepL in 2023/2024

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[23] Forbes Media. "The State of Workplace Communication in 2024," March 8, 2023.

"DeepL API has revolutionized our approach to managing massive amounts of user reviews at Alza. Translated reviews have enhanced customer trust in our online shopping experience. Translating hundreds of thousands of reviews from Czech to German and Hungarian has noticeably increased our conversion rates. This strategy has not only improved our customer service, but also solidified our position in the competitive e-commerce market."

Jakub Kalina, Head of Localization at Alza

4 How leading retailers use AI to conquer new markets

Great for localizing everything from internal systems and communications to customer support, websites, and marketing materials, AI-enabled communication tools like those provided by DeepL allow retailers to work more efficiently. By producing higher-quality, incredibly accurate machine translations that streamline projects and lower costs, companies gain an edge on the competition.

Czech e-commerce giant Alza uses DeepL to enter new markets

alza
With over 3,000 employees, Alza—an e-commerce giant known as the "Czech Amazon"—is growing rapidly each year. As it expanded to Central Europe and the UK, it needed access to high-quality translations that wouldn't overburden its localization team with manual corrections. Alza made the switch to DeepL from another translation tool API due to DeepL's superior translation quality, enabling it to instantly localize its website in 5 European languages.

Highlights:

- Migrated in less than one week

- Saved thousands of euros per month in operating costs

- Alza's human proofreaders spend significantly less time correcting translations

"When preparing for international expansion, we chose DeepL API [and] felt the positive impact right away. Our proofreaders were more productive, and we saved thousands in monthly operating costs. DeepL API played a crucial role in bringing our e-commerce business onto the global stage by providing efficiency and cost savings."

Jakub Kalina, Head of Localization at Alza

> ". . . localization [of existing content] is much more effective than authoring new content in unlocking sales. In fact, [in this example,] each dollar spent on localization enables 5.8 times as much revenue as one dollar spent in English."[24]

Polish fashion brand Kazar expands to new markets with DeepL API

kazar

Kazar, a Polish online fashion brand, wanted to expand to new European markets. Needing a robust translation API that could quickly localize its product feed, Kazar chose DeepL for its superior translation quality, and used it to translate thousands of SKUs into German, Italian, Spanish, French, and Dutch.

Highlights:

- Launched in new online marketplaces throughout Europe
- Translated 1000s of product descriptions
- Increased European order volume

"Quality is the obvious factor for us and our customers, which is why we decided to use DeepL. And the pricing model lets us scale our business with a high return on investment."

Radomir Kiepas, Kazar's B2B Development Partner and Marketplace Project Leader

An AI-powered, real-time language translation tool, DeepL empowers companies to break down communication barriers. DeepL supports over 30 languages, is accessible across multiple platforms, and includes features that ensure the secure, compliant use of retail data.

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[24] CSA Research. "Don't Lose Big Money by Saving Pennies on Localization," December 19, 2023.

German e-commerce food brand uses DeepL API to efficiently localize content

As KoRo expanded into new markets, it struggled to efficiently and cost-effectively translate large volumes of content into multiple languages while maintaining consistent quality. By integrating DeepL API into its operations, KoRo automatically translated a variety of content, including webpages, product descriptions, customer reviews, and customer-submitted recipes.

Highlights:

- Reduced translation time by 80–90%

- Improved productivity of internal teams

- Enabled a better customer experience, no matter the language

KoRo chose DeepL because its quality "simply beats Google in many situations" and because its automatic translation is "very, very good with short sentences, keeping it clean and contextual."

The measurable impact of DeepL

A commissioned Total Economic Impact™ study conducted by Forrester Consulting on behalf of DeepL showed that businesses achieved an average 345% ROI and realized €2.79 million in efficiency savings.

DeepL delivered this ROI by reducing:

- ✓ Time to complete translation tasks by up to 90%

- ✓ Document submissions to professional translation team by at least 50%

- ✓ Internal document translation processing time, translating to savings of €2.79M

FORRESTER

The Total Economic Impact™ Of DeepL

Cost Savings And Business Benefits Enabled By DeepL For Multinational Organizations Operating Or Expanding Globally

A FORRESTER TOTAL ECONOMIC IMPACT STUDY
COMMISSIONED BY DeepL, MARCH 2024

Learn more about how DeepL increased efficiency and productivity, democratized translation while unleashing creativity, and improved communication and collaboration —leading to better customer experiences.[25]

Download the full study

As companies expand into new markets, their employee, customer, supply chain, vendor, and supplier base become increasingly diverse and/or inefficient at scale, prompting them to seek an alternative, more affordable translation and localization solution.

[25] Forrester Consulting. "The Total Economic Impact™ of DeepL," 2023/2024.

Here are a few more examples from the 100,000+ organizations worldwide that rely on DeepL's highly accurate and secure enterprise Language AI platform to deliver seamless communication as they cost-efficiently drive international growth.

A top retail chain in Europe uses DeepL API to quickly and accurately localize descriptions of products for sale in new countries

A multinational purveyor of consumer electronics with over 1,000 stores in ten countries uses DeepL to streamline internal communications across 50,000 employees

A do-it-yourself home improvement chain uses DeepL to translate product descriptions and enable seamless communications with customers

A multinational clothing company uses DeepL to enable key communication between its global production hubs and stores

5 Take your first global steps with e-commerce

For retailers choosing to enter new global markets, e-commerce is a smart first step.

It's no wonder that many retailers lean on e-commerce as the entry point to foreign markets.

Consider these stats:[26]

- **Cross-border e-commerce accounts for just over 31%** of all global online sales

- **31.9% of U.S. online shoppers have purchased from an online retailer in another country** in the past year

- **Physical products account for 97% of purchases** made via cross-border e-commerce

- **85% of consumers worldwide shop online**

- Predictions show **global e-commerce retail sales reaching $9.4 trillion by 2026**

[26] Capital One Shopping. "Cross-Border Online Shopping Statistics," April 24, 2024.

Worlwide e-commerce market growth (share of retail sales)

● Asia ● North America ● Western Europe ● Latin America ● Africa * Projections

Source: https://capitaloneshopping.com/research/cross-border-online-shopping-statistics
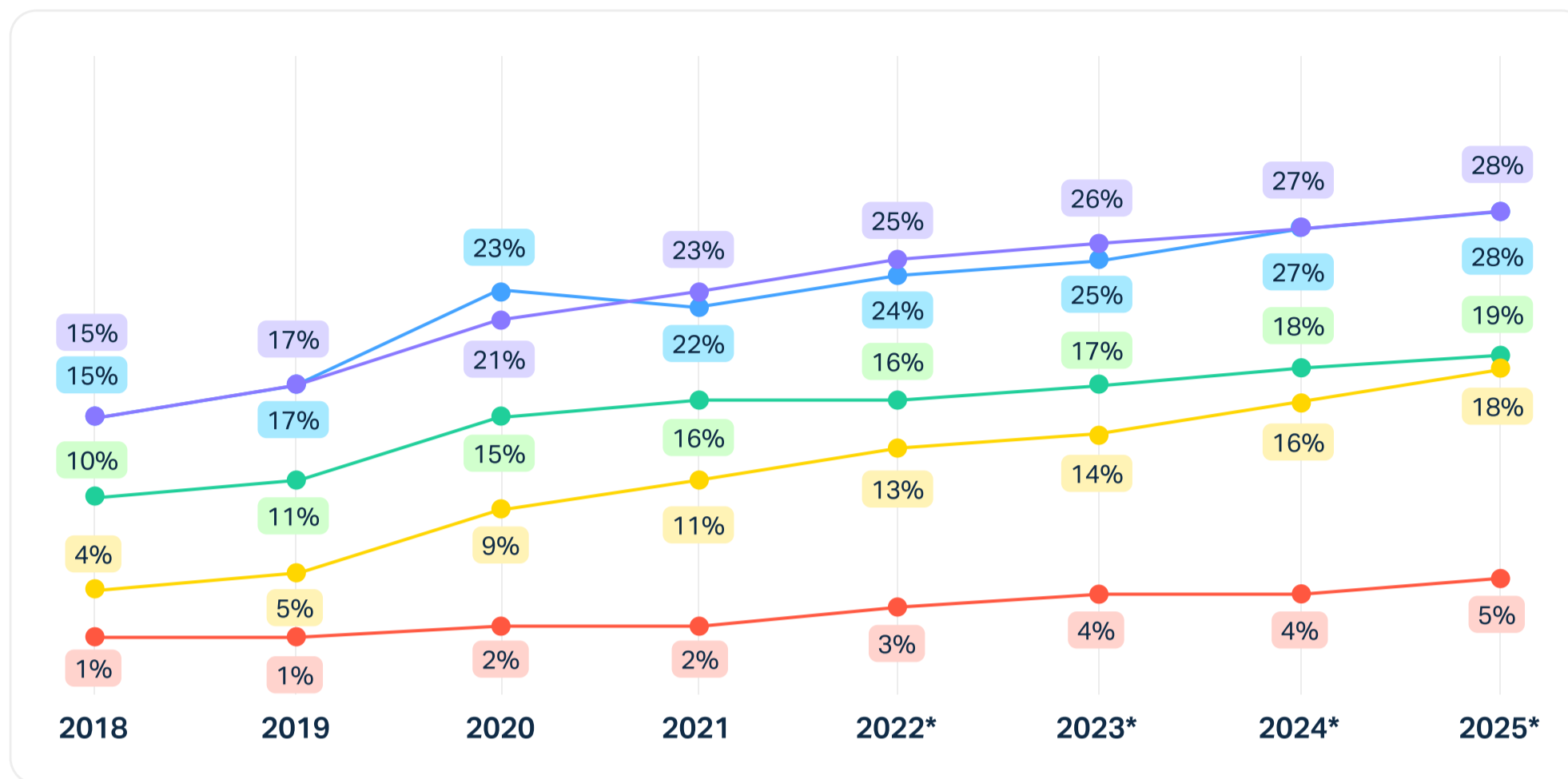
It's relatively easy to scale the e-commerce channel across multiple geographies and languages. Plus, an e-commerce proof of concept for expanding globally paves the way for successful offline branch and store launches in countries with the highest online engagement and sales.

Step-by-step guide

Your roadmap to global e-commerce expansion

Unlock international markets through AI content translation

★★★★★

Check out this step-by-step guide to unlocking international markets through AI-enabled communication tools.

Access guide

6 Start your decision-making journey

As you navigate this important purchase decision, keep in mind these steps.

1 Identify the need
Determine whether your company is currently hindered in any way by the translation and communication process.

2 Discover potential solutions
Research AI-powered communication solutions (be certain to consider analyst recommendations, such as those from Forrester or Gartner), and narrow your options.

3 Evaluate options
Assess how well the shortlist of vendors addresses your specific needs, including critical aspects like cost, support for global expansion and operations, reputation, and security.

4 Validate vendors and solutions
For those vendors that check all the boxes, try their solution for a few weeks, review their case studies, and find out what industry peers think about them.

5 Finalize your purchase
Get buy-in from stakeholders by helping them understand the product, reason for your choice, and the impact, including ROI and cost.

Software buyer guide

How to choose your Language AI provider

A comprehensive guide to evaluating translation and writing tools

Productivity

For comprehensive guidance and a full checklist, check out our Language AI buyer guide.

Access here

"DeepL is by far the best translation tool on the market. I particularly like the integration with other tools, and especially the translation function for entire documents, such as PDFs or PowerPoint presentations. I can't believe how much time I've already saved with this function."

Manuel, Senior Marketing Manager at Mano Mano
(Source: OMR Reviews)

Navigating data protection and compliance for global retail

As your company goes global—or enhances existing global operations—it's crucial to understand and manage the risks associated with all the solutions you'll call upon to smooth your path. When selecting a vendor to support your AI-enabled communication needs, a strong security posture and demonstrable regulatory compliance are non-negotiables.

New AI regulations on the horizon

The AI Act categorizes AI systems into four levels of risk based on the potential risk posed to European Union citizens, and could require retailers to disclose when content was generated by AI. The Act's strictest provisions will go into effect in the autumn of 2024, with gradual implementation of full compliance by 2026.

Canada might regulate AI at the federal level through the Artificial Intelligence and Data Act (AIDA). However, it's unclear when AIDA will come into effect as it was still in committee as of May 2024.

slator
Language Industry Intelligence

"[. . .] both vendors and users of Language AI technology must understand the implications of the AI Act on AI-generated content, where certain use cases fall under the designated 'high-risk areas' defined by the Act. Choosing a partner that understands how to process multilingual content while meeting the highest compliance standards is key."

Florian Faes
Managing Director,
Slator
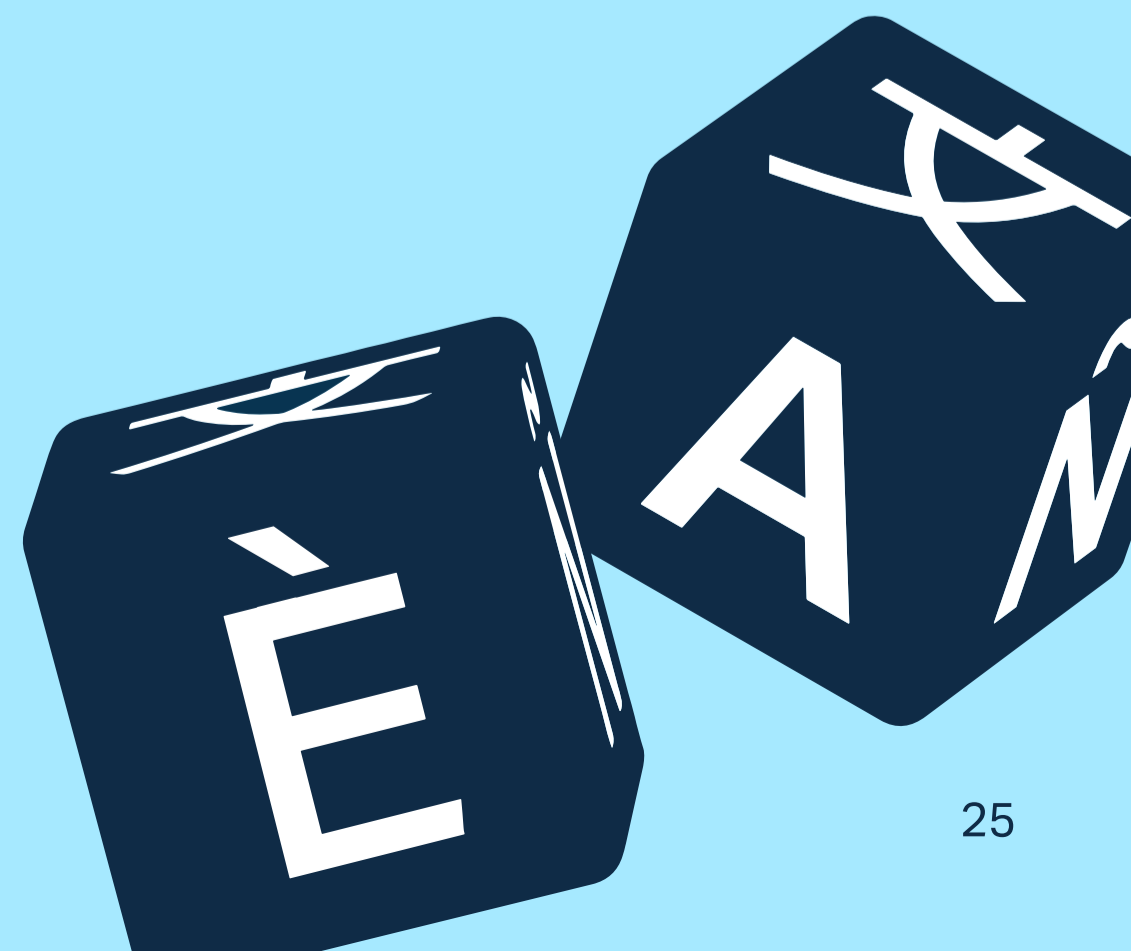
7 Get everyone on board with AI-enabled communication

When making the business case for AI-powered translation and localization tools, here's how to win over key stakeholders.

Chief Executive Officer

Focus on how these tools accelerate global expansion by seamlessly bridging communication gaps between employees and with customers worldwide, enhancing both operational efficiency and customer engagement. And don't forget the opportunity cost: what could employees be working on if they weren't bogged down by repetitive, manual translation tasks?

"[. . .] our Language AI platform is solving the complex linguistic challenges global companies face today. We're highly focused on continued growth and innovation to expand our solutions and ensure they remain industry-leading in terms of quality, precision, and security. This will bring us closer to a future where every company, regardless of location, can operate seamlessly on a global scale with our AI."

**Jarek Kutylowski,
CEO, DeepL**

Chief Information Officer and Chief Technology Officer

Explain that technical teams can enhance the customer experience globally, ensuring seamless communication across diverse linguistic markets while minimizing development time and resources spent on manual translation. Plus, enterprise-grade solutions protect your data, IP, and reputation, while minimizing risk.

Chief Data Officer

Explain how the vendor addresses data security (such as by not training its models on your data and by deleting your company's content immediately after translation).

IT Director/Manager

Share that APIs, browser extensions, app add-ins, and desktop deployment options make it possible to quickly and easily integrate AI-powered translation and localization into your company's environment and workflows. Moreover, SSO support enables secure logins to your company environment.

Chief Operations Officer

Highlight the opportunity to streamline communications across language barriers, enhancing collaboration and cutting manual translation costs. In addition, certain solutions are proven to deliver measurable bottom-line impact.

Chief Financial Officer

The best solutions positively impact both the bottom and top line. Underscore the ability to reduce the expense of manual translation services and risks related to miscommunication, while unlocking new revenue through faster global market penetration and better customer engagement.

Chief Digital Officer and Director of Innovation/ Technology Innovation

Talk about how using AI for language translation catalyzes digital transformation by making your company's digital content more accessible and relevant globally. It boosts employee productivity, enhances customer engagement, and positions your company as a leader in cross-cultural communication. The best solutions make it easy to start using AI across the company with proven use cases and results.

Chief AI Officer

Demonstrate the bottom-line savings resulting from enhanced productivity and faster translations and localizations, along with the top-line impact of generating more revenue through successful global expansion.

Head of R&D

Explain how valuable these tools are for quickly and accurately translating product documentation and easing communications between teams in different regions.

VP of Engineering

If applicable, emphasize the ease of integrating AI-enabled communication tools into existing products or services via an API.

"DeepL's Language AI is a very practical and secure way to make a first step to implementing AI across the business and gives a very fast time-to-value."

**David Parry-Jones,
Chief Revenue Officer,
DeepL**

8 Accelerate global expansion with localization

Retail leaders understand the importance of personalized, seamless shopper experiences. When operating on the global stage, this means respecting cultural and language nuances to engage consumers and empowering employees to operate effectively in local markets.

How does a company accelerate global expansion while enhancing customer experience and employee productivity in one go? They localize their content using AI.

By calling upon proven AI-powered communication tools, retailers scale internal communications and improve shopper engagement. More specifically, they enable employees to seamlessly communicate and collaborate as they expand or improve operations, and consistently and cost-effectively localize content. Catering to shopper preferences around the world, they enhance omni-channel experiences and boost customer satisfaction.

This is the first step to converting browsers to buyers—and cost-effectively growing market share and revenue globally. And it's one that leading retailers like Alza, Kazar, and KoRo have taken. Tapping into DeepL's superior translation quality and efficiencies, they realize the cost savings and operational efficiencies that help fuel successful global expansion.

Zendesk

"At Zendesk we see first hand the power of infusing AI tools into customer experience, and DeepL's industry-leading translation is a prime example. The ability to have accurate AI translation allows companies from startups to large enterprises the ability to scale globally, reaching prospects and existing customers in new ways."

Adrian McDermott
CTO at Zendesk
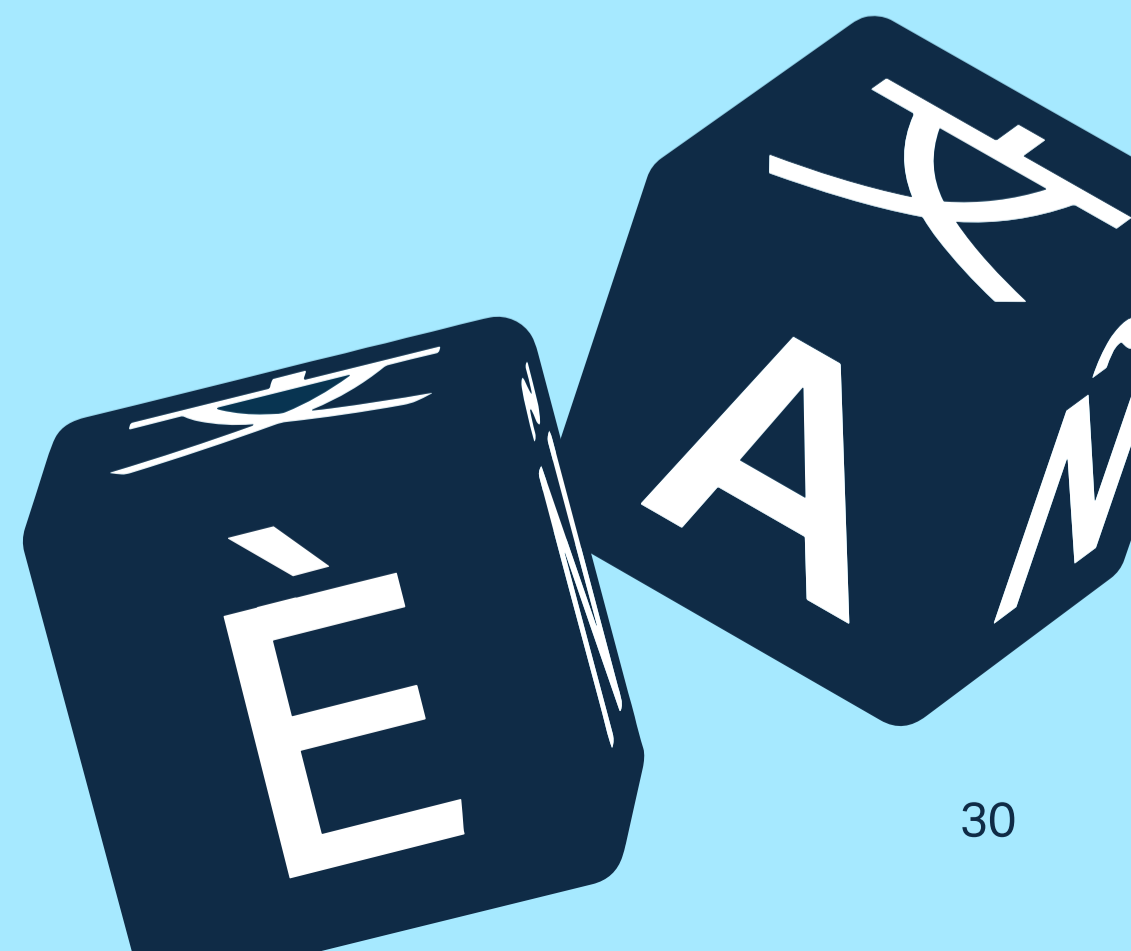
9 Appendix: translation and localization use cases

Whether using AI-enabled communication for external or internal use cases—or both—these tools empower retailers to efficiently, consistently, and cost-effectively account for cultural nuances and preferences.

External use cases

Use case	Benefits
Localized website content	• Translate product descriptions and details • Provide localized customer service options and FAQs
Customer support	• Offer multilingual customer service chatbots and helplines • Translate support documents, guides, and manuals
Marketing campaigns	• Localize marketing campaigns • Translate social media posts and advertisements
Product reviews and feedback	• Translate customer reviews to make them accessible to international shoppers • Enable feedback forms and surveys in multiple languages to gather diverse insights
E-commerce checkout process	• Translate checkout pages to reduce cart abandonment • Provide localized payment options and instructions
In-store signage and communication	• Translate in-store signs, promotional materials, and instructions • Offer multilingual digital displays and kiosks for self-service and information

Use case	Benefits
Legal compliance	• Translate terms and conditions, privacy policies, and other legal documents to comply with international regulations • Ensure all product labels and safety information are accurately translated
User-generated content	• Translate user-generated content such as blogs, testimonials, and forums • Moderate and translate community discussions and customer interactions
SEO and SEM	• Translate keywords and meta descriptions to improve search engine visibility • Localize pay-per-click ads to increase relevance and click-through rates
Market expansion	• Conduct market research and translate market analysis reports for international expansion • Translate contracts and agreements with international suppliers and partners

Internal use cases

| Use case	Benefits
Supplier communication	• Translate purchase orders, invoices, and contracts with international suppliers • Provide translated product specifications and quality control standards to ensure clarity and compliance
Internal communications	• Translate internal newsletters, updates, and announcements for a multilingual workforce • Offer multilingual communication platforms for seamless collaboration among employees from different regions

Use case	Benefits
Training and development	• Translate training videos, e-learning modules, and development programs for employees • Provide translated onboarding documents and company policies to new hires from different linguistic backgrounds
Employee manuals and policies	• Translating employee handbooks, health and safety guidelines, and HR policies • Ensuring all staff members understand company procedures and compliance requirements, regardless of their native language
Project management	• Translate project plans, timelines, and reports for cross-regional teams • Facilitate multilingual project management tools to enhance collaboration and productivity
Technical documentation	• Translate IT manuals, software documentation, and system guides for staff • Make all technical support materials accessible to all employees
Performance reviews and feedback	• Translate performance appraisal forms and feedback documents • Ensure clear communication during performance reviews with multilingual staff
Legal and compliance	• Translate internal audit reports, compliance documents, and legal notices • Ensure employees understand all legal and compliance information on a global level

Use case	Benefits
Corporate strategy and reports	• Translate strategic plans, annual reports, and financial documents for international stakeholders • Ensure consistency and clarity in communication with global offices and subsidiaries
Collaboration tools	• Implement multilingual features in collaboration tools like email, chat, and video conferencing platforms • Provide real-time translation services during meetings and conferences for diverse teams

Steamline your global retail operations with DeepL

Want to learn how to optimize your global presence, increase efficiency, and drive higher productivity?

Explore DeepL for retail
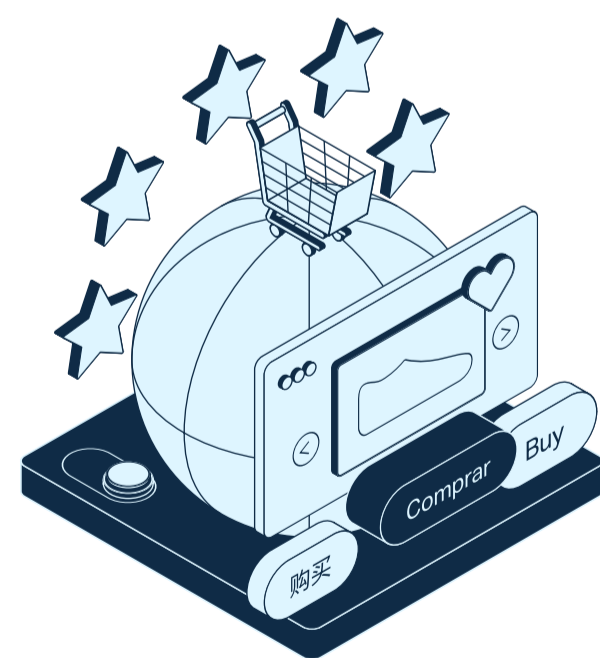
People and their communication challenges are at the heart of everything we do. Founded in 2017 by German researchers, DeepL is the world's most accurate Language AI technology, enabling businesses to communicate confidently around the world. DeepL's platform is accessible in 30+ languages across the web translator, browser extensions, desktop and mobile apps, and an API.

General disclaimer:

This document is intended to be a guide only and does not constitute any warranty in respect of fitness for a particular purpose. Buyers are advised to conduct their own due diligence. In no event is DeepL liable for any loss or damage howsoever arising out of or in connection with reliance on anything set forth in this guide.

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