5 TRENDS THAT WILL SET YOU UP FOR SUCCESS IN 2019

LIONBRIDGE

The world is moving fast. More companies go and stay global with each passing year. The combination of a shrinking world and rapidly enhanced technology has important implications for our customers across industries.

We're here to put our globalization knowledge to work for you. As you're crafting your 2019 plans, keep these five trends in mind to set your business up for success.

MORE LANGUAGES, MORE CHANNELS

In 2019, you have a new opportunity to connect with more customers in more languages and more places. The rise of technology in emerging markets is activating millions of customers, who want to connect with your brand on their time, in their native language. Indeed, Google has created an entire division devoted to examining and activating the "next billion users" in as yet untapped parts of the world. They're focused on places like India, whose growing Internet-using population is the second-largest in the world, and where 40 million new Internet users—in multiple languages—come online every day.

More devices, too, are coming into play (*Business Insider* predicts 24 billion connected devices will be installed by 2020), with the need to test and optimize performance for hardware and software across more channels in more languages and more places. And as more people become more connected, we're seeing growing needs for speech data across a wide swath of languages to support smart machines and voice assistants, and we expect those needs to continue to escalate in 2019.

On the life sciences side, the increased geographic footprint of clinical trials (there are 297,101 and counting research studies in 208 countries worldwide) and global healthcare challenges require thoughtful application of our services into "pharmerging" territories, or markets with less than $30K GDP per capita and more than a $1B market growth potential in prescription medicines between 2014 and 2019. We strive to help pharma and med device companies make medicine safer and more accessible for everyone worldwide—and in 2019, we expect the characterization of "everyone" to keep growing.

Our Tip

Expect the need to create, transform, and test your content and products in even more languages and on more devices in 2019.

STREAMLINING THROUGH DIGITIZATION AND AUTOMATION

You need high-quality material, and you need it fast. You're not alone—customers across industries share a common need for speed.

We're seeing a corresponding trend toward automation and simplification, streamlining work efforts and digitizing as much as possible in order to offer continuous delivery. We're seeing demand for workflow automation, for connectors with content management systems (CMS) and other platforms, for automated quality checks, and for streamlined and trackable processes.

We expect an increased move to merge and clean legacy translation and localization materials (Translation Memories, glossaries, etc.) and to consolidate and curate multilingual legacy content. This upfront work will benefit future projects in moving forward more quickly with fewer errors, particularly as the increased use of machine translation (MT) continues.

Our Tip

Automation will help you move better and faster, but you will have to adapt to realize those benefits. We'll help you out with best practices on how to use digital tools to identify the source content domain, style, complexities, ambiguities, potential translation issues, and other factors that will allow you to shape the best possible workflow for you.

"Legacy translation memory and glossary issues are especially important in mergers and acquisitions. When two or more companies in the same vertical merge, the marketing, sales, documentation, authoring, and localization departments find out that the companies are using different terminology and phraseology to describe the same or similar concepts and features. If providing to customers a unique company image and experience is an important consideration, legacy content auditing, merging, curation, and preparation will become a key task."

**Rafa Moral,
Lionbridge Senior Director, R&D**

"Many of our customers are moving away from the more traditional waterfall development cycles and have implemented agile development processes. Big batches are a thing of the past, with fast-paced consumers expecting new features immediately. In order to efficiently facilitate more frequent, smaller content pieces, more and more systems are integrated and processes are automated whenever possible."

**Stefanie Frischknecht,
Lionbridge Senior Solution Architect**
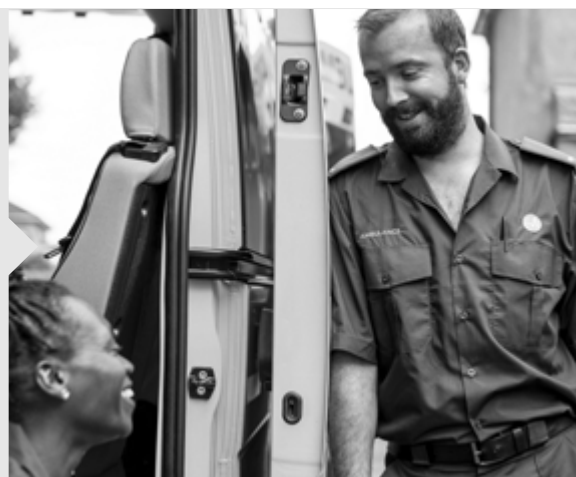
ENHANCED APPLICATIONS OF NMT

In recent years, there's been not so much a stream as a flood of news and opinions around neural machine translation (NMT) and its implications for our industry. In 2019, we expect we'll witness a subtle shift. While NMT remains as important as ever, it's evolved enough to allow us to think about how we can enhance its use in our daily work.

Our Tip

Make NMT work for you with:

NMT Customization

Until recently, companies have only had the option of using generic NMT systems. But in recent months, we've seen the emergence of the first customizable NMT engines. We predict that such tailored systems will become the norm in 2019, and that will be a game-changer regarding quality of NMT output for users.

NMT Quality Tracking

Dozens of online NMT engines exist—but which is best? In 2019, we'll expect a push to track the quality of specific engines with an associated emergence of leaders: the best engines for specific languages, the best engines for specific domains, the best engines for specific characteristics, etc.

NMT Post-Editing Developments

We've heard lots of buzz in recent years on NMT and its effects on the language services industry, but thus far we've seen little time spent on what post-editors should do with improved NMT output. Are they post-editing NMT output the right way? Are they relaxing their post-editing effort too much? We predict 2019 will usher in more stringent processes and automations to detect how LSPs are delivering the necessary level of post-editing.

INCREASED TRANSPARENCY AND CUSTOMER FOCUS

Your customers expect a lot. They want higher quality, faster turnaround time, increased transparency, and a fierce commitment to an exceptional customer experience.

How can you keep up? In 2019, we predict brands will increasingly assess quality based on the audience and its intended use of products and services.

As customers demand increased transparency, companies will need to be more proactive about how they disclose salient information. That will be notably important among pharma companies in 2019, as they gear up for a new EU regulation on plain language summaries of clinical trial results.

Our Tip

Keep CX front-of-mind in 2019—and think strategically about what is most valuable and efficient when it comes to measuring quality.

MULTILINGUAL, MULTIMARKET, AND MULTIPURPOSE SOCIAL MEDIA LISTENING

You know where your customers are spending their time. They're on social media—and increasingly turning to these channels to share their complaints and compliments about your brand.

What does that mean for you? When one billion global users log into Instagram each month, 326 million tweeters use the platform on a monthly basis, and 68% of American adults use Facebook, there are myriad opportunities for conversations about your brand to take place—and you need to be involved in those conversations, on any platform and in any language. We predict that a focus on multilingual web and social media listening will be increasingly important in 2019. You will need to understand how customers are perceiving you and react in real-time.

And we expect to see an increased focus on content moderation and handling of controversial material. As more people use the Internet in more places, more opportunities arise for misuse. Savvy brands will expend the necessary resources to moderate the forums and content associated with them, so they can continue to provide the best, most respectful possible experience for their users.

Our Tip

Double-down on your social media listening efforts, and make sure you're analyzing insights from customers all over the world, to protect your brand and improve CX.

We're excited to see how these trends unfold in 2019—and what new technologies and themes will emerge as we head into 2020.

WANT TO PARTNER WITH AN INNOVATIVE LANGUAGE SERVICE PROVIDER THIS YEAR?

Reach out to us to get started today.

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