



Multilingual 3.0

Predictions for the language industry in 2025

White Paper

Part 3: Getting personal: the future of eCommerce localization by William Schwartz

In the third part of Multilingual 3.0 – our series of predictions for the language industry – we talked to William Schwartz, Business Director for Alpha CRC in North America, about how localization will support some of the key trends in eCommerce over the next five to ten years.

- **Prediction #1:** Personalized localization will be central to converging eCommerce technology trends.
- **Prediction #2:** Personalized localization will determine customer trust and loyalty in the new eCommerce environment.
- **Prediction #3:** Real-time personalized customer experiences will require a model for continuous localization.
- **Prediction #4:** The future is about personalized “micro content” – and the role of language/subject-matter experts will evolve accordingly.

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Prediction #1: Personalized localization will be central to eCommerce converging technology trends.

Technology is always developing rapidly in the eCommerce sector and three key trends will converge over the next five to ten years. First, we will increasingly see currency moving from traditional banking to cryptocurrencies with an instant flow of value.

Secondly, we will witness the continued growth of IoT-enabled smart devices using mixed or augmented reality to interface with our physical world.

And thirdly, via our smart devices, we will increasingly experience personalized localization from brands and providers in our everyday environments. The way we interact with these brands will depend on a huge range of variables, including where we are and what we are doing at the time.

The future of eCommerce will therefore rely on localized content with extreme personalization and adaptation for the individual within a global ecosystem. The whole eCommerce platform will expand into the physical world with virtual and augmented interfaces – and localization is essential to this hybrid digital/real-world experience.

Prediction #2: Personalized localization will determine customer trust and loyalty in the new eCommerce environment.

If you can pay for a product or a service at any time and in any location, customers need to trust who they are buying from. Because it delivers a better user experience, localization has a crucial role in developing this trust and establishing the brand loyalty that will keep customers coming back.

The key for this localization will be in the transaction itself, sometimes in the background but also up front, in how we communicate to initiate a point of sale. Transactions will increasingly require verbal permission– personalized experiences (who/where/what) and legally compliant processes (how) at each point of sale are integral to developing trust.

Prediction #3: Real-time personalized customer experiences will require a model for continuous localization.

Mobile is already the dominant channel for eCommerce. But our definition of mobile commerce is set to expand, incorporating all smart and interactive devices which will be integrated (via augmented and virtual reality) into everything we see, touch and experience.

We'll be living in a completely connected digital ecosystem in which brands that offer us highly personalized experiences in real time will have a huge competitive advantage. Achieving this requires a model for continuous localization in which live data and real-time user feedback will inform how content is adapted very specifically for local audiences.

**Prediction #4: The future is about personalized “micro content”
– and the role of language/subject-matter experts will evolve accordingly.**

The personalized user experience will require a huge array of “micro content” adapted according to an increasingly wide range of variables. To meet this challenge, it will be imperative for local language and subject-matter experts to “own” their content to ensure a value-added experience for consumers.

As content owners, language and subject-matter experts will need to interact with live data and real-time user feedback instantaneously to ensure the best customer experience. Localization will not be limited to language but also sub-groups interaction and adaptation within each market.

Creating truly localized experiences will become more challenging – but it will also offer huge opportunities to connect with eCommerce consumers on a personal level, build enduring relationships and, of course, drive growth.

Biography

William Schwartz, Director Business North America



William has over 30 years of international business management experience in software, technology, supply chain, sales, and operations. William's expertise is in business management, development, strategic supply chain, account management, international operations and manufacturing. He has extensive experience in building, directing and leading high performance international strategic and tactical teams.

As Director of Alpha CRC's North America business, William builds on his relationships globally to deliver the best experience for Alpha's Clients. William has a BS in Industrial Technology and Operations Management from California Polytechnic University, San Luis Obispo. He joined Alpha CRC in 2010.

The future is *Multilingual 3.0*

As part of *Multilingual 3.0*, Alpha's team of in-house experts explore how digital transformation in the language industry is going to affect the role of human translators, internationalization strategies, e-commerce localization and individual sectors such as games and lifestyle.

Part 1 on the future of machine translation is available [here](#).

Part 2 on the future of human translation is available [here](#).

Look out for more predictions in the coming weeks and the forthcoming eBook *Multilingual 3.0* in which we'll bring together full versions of all our experts' forecasts for the future.

As ever, if you have any thoughts on the above or predictions of your own, please drop us a line at alphamarketing@alphacrc.com.

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