

LIONBRIDGE



## THE LIONBRIDGE AUTOMOTIVE CENTER OF EXCELLENCE

How Lionbridge's innovative solutions provide end-to-end services along every point in the customer journey

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**How can a Language Service Provider (LSP) best serve the automotive industry? By being a strategic partner to create personalized buying experiences in any market.**

Work with an LSP that can provide support for the entire content process—from creation to transcreation to multichannel distribution.

Seek out an LSP that has as much eLearning, engineering and automotive experience as it has in language services. Make sure that your LSP is equally adept at meeting the needs of today as it is in addressing the needs of tomorrow.

The automotive industry is no longer merely driven by hardware and components. Automobiles are now complex digital products that link hardware with software to shape the future of mobility. Automotive companies must manage content across all channels and address the buyer experience inside and outside of the vehicle. Lionbridge can help.









Follow the customer journey to see how we provide end-to-end services along every point in that journey and how you will benefit. Our experience in the automotive sector is why the world's leading brands have counted on us for two and a half decades to meet their global language requirements.

# PRESALES

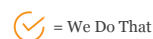
Automotive customers are savvier than ever before. Their buying journey starts long before they ever set foot in a showroom. A whopping 92 percent of consumers research products online before making a vehicle purchase, according to **Think with Google**. They want an **omnichannel, personalized car-buying experience**, and they are increasingly turning to video to assess products. You can expect car buyers to minimize—or even eliminate—in-person visits to dealerships as **online sales catch on**. The COVID-19 pandemic has accelerated this trend.

What can you do to bolster sales? For starters, make sure your brand can be found online easily. Use cutting-edge technology to enable consumers to take test drives without ever leaving the comfort of their homes. Provide superior training to your salespeople.

**Sound difficult? Not with the right partner. Lionbridge can help you achieve all these objectives.**

 CUSTOMER JOURNEY STAGE	 WHAT'S REQUIRED	 HOW LIONBRIDGE MEETS THE NEED	 BENEFITS
<b>Exploration: Customer conducts general, online research</b>	<ul style="list-style-type: none"> <li>On-point, multilingual messaging that will resonate with consumers at an emotional level</li> <li>Ability to be found online easily</li> </ul>	<ul style="list-style-type: none"> <li>Creates superior content from scratch</li> <li>Translates and transcreates marketing content</li> <li>Develops multimedia online ads</li> <li>Develops social media content and YouTube videos</li> <li>Provides <b>Search Engine Optimization (SEO) services</b></li> </ul> 	<ul style="list-style-type: none"> <li>Ability to address specific customer and market needs</li> <li>Connection with consumers in their preferred language on their preferred platform</li> <li>Maximized SEO</li> <li>Increased sales</li> </ul>
<b>Continued research: Customer narrows selection and investigates vehicle in depth</b>	<ul style="list-style-type: none"> <li>Solution to effectively answer consumer questions in real time and in any language</li> <li>Enhanced online content to reproduce the test drive experience digitally</li> </ul>	<ul style="list-style-type: none"> <li>Provides multilingual chatbot capabilities through GeoFluent, a SaaS-based, real-time translation platform that spans all communications channels*</li> <li>Creates digital/virtual reality test drive offering executed by a full staff of animators and multimedia talent that work with leading industry tools, talented linguists and subject matter experts</li> </ul> 	<ul style="list-style-type: none"> <li>Ability to meet customer expectation of real-time communications while maintaining your brand</li> <li>Ability to meet customer expectation of technological sophistication</li> <li>Cool, innovative image</li> </ul>
<b>Showroom visit</b>	<ul style="list-style-type: none"> <li>Well-prepared salespeople who are product experts</li> </ul>	<ul style="list-style-type: none"> <li>Provides <b>award-winning sales training delivery</b> through interactive online and mobile learning modules, animations, games and videos across all languages</li> </ul> 	<ul style="list-style-type: none"> <li>Well-trained salespeople</li> <li>Increased sales</li> </ul>
<b>End of showroom visit</b>	<ul style="list-style-type: none"> <li>Traditional marketing collateral in any language</li> </ul>	<ul style="list-style-type: none"> <li><b>Creates, translates and transcreates</b> product brochures, displays and leaflets, matching work to translators with automotive expertise</li> </ul> 	<ul style="list-style-type: none"> <li>Content that resonates with customers and promotes sales</li> <li>Cost-savings through the use of Machine Translation when applicable</li> </ul>

\*GeoFluent can be used further along in the customer journey for service-related questions during post sales.



*“As a global organization, we are where our customers are and where their customers are. That’s important because we understand the markets and the customers’ needs in those markets for the same product.”*

Phil Kennedy, Lionbridge Director of Global Engineering Services Operations, Europe

## POST SALES

In the past, automobiles were simply designed to get you from point A to point B. That is no longer the case. Think of them as driving computers. The car’s internal system needs to be smarter than ever to understand and interact with operators in their preferred language. Car owners expect that level of

personalization. Manufacturers that meet those high expectations will achieve superior customer satisfaction and foster loyalty. **Lionbridge’s extensive language resources ensure that cars can accommodate operators regardless of their preferred language.**















 CUSTOMER JOURNEY STAGE	 WHAT’S REQUIRED	 HOW LIONBRIDGE MEETS THE NEED	 BENEFITS
<b>Ownership:</b> <b>Consumer rights and safety issues</b>	<ul style="list-style-type: none"> <li>Warranties/recall notices</li> </ul>	<ul style="list-style-type: none"> <li>Provides content creation and accurate, quality translations</li> </ul> 	<ul style="list-style-type: none"> <li>Compliance to consumer regulations</li> <li>Customer loyalty</li> </ul>
<b>Ownership:</b> <b>The purchase of aftermarket products and accessories</b>	<ul style="list-style-type: none"> <li>Catalogues for consumers</li> <li>Installation instructions for technicians</li> </ul>	<ul style="list-style-type: none"> <li>Translates, localizes and provides content creation for cataloging, documentation and installation instructions</li> <li>Multimedia graphic creation to accompany cataloging and configuration</li> </ul> 	<ul style="list-style-type: none"> <li>Increased sales</li> <li>Greater efficiency due to ease of installation</li> </ul>
<b>Ownership:</b> <b>Getting acclimated to the car</b>	<ul style="list-style-type: none"> <li>Operator information, both hard copy and digital user manuals</li> <li>Consumer instructional videos</li> </ul>	<ul style="list-style-type: none"> <li>Creates and translates user manuals (Includes technical writing and graphics creation for 2D and 3D diagrams)</li> <li>Provides engineering support through Lionbridge technical content services</li> <li>Creates multilingual online instructional videos or translates existing videos</li> </ul> 	<ul style="list-style-type: none"> <li>Higher customer satisfaction due to easy-to-follow information</li> </ul>

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 CUSTOMER JOURNEY STAGE	 WHAT'S REQUIRED	 HOW LIONBRIDGE MEETS THE NEED	 BENEFITS
<b>Ownership: Customer service/ interactions with the car dealership</b>	Personalized customer experience from customer service support centers	<ul style="list-style-type: none"> <li>Offers <b>Over-the-Phone Interpretation (OPI) services</b> that equip call center agents with the ability to speak with customers in any language</li> <li>Delivers real-time text translation services</li> </ul> 	<ul style="list-style-type: none"> <li>Customer satisfaction</li> <li>Brand loyalty</li> <li>Cost savings by eliminating the need to staff all language proficiencies</li> </ul>
<b>Ownership: Maintenance and service</b>	Well-trained mechanics and technicians	<ul style="list-style-type: none"> <li>Creates web-based training (interactive multimedia and immersive training experiences) and diagnostic tools for mechanics and technicians*</li> <li>Provides <b>technical writing services</b> for technical bulletins and training manuals in any language</li> <li>Conducts labor time studies to determine how long repairs will take, moving away from physical labor time studies to virtual time studies</li> <li>Creates/translates up-to-date parts lists needed for repairs and recalls</li> </ul> 	<ul style="list-style-type: none"> <li>Deeper technician learning retention rates and decreased time to competency</li> <li>Ability to effectively set prices for services and evaluate technician performance</li> <li>Cost savings from implementing virtual time studies:               <ul style="list-style-type: none"> <li>Reduces the need for preproduction vehicles</li> <li>Requires less workshop space</li> <li>Accelerates the product's time to market</li> </ul> </li> </ul>
<b>Ownership: Operator no longer wants the car</b>	End-of-life vehicle documentation	<ul style="list-style-type: none"> <li>Creates, translates and localizes manuals that explain how to properly dismantle and dispose of car parts</li> </ul> 	<ul style="list-style-type: none"> <li>Compliance with regulatory requirements such as the European End-of-Life Vehicles (ELV) Directive</li> <li>Responsible waste management, which promotes positive PR</li> <li>Ability to remove hazardous substances from automobiles safely</li> </ul>











\*Technician training is on a continuum that spans both post sales and presales.

# THE FUTURE



The automotive industry is continuously advancing and must partner with companies that are both innovative and forward-looking. Lionbridge is on the front lines of emerging trends, working alongside major manufacturers to implement up-and-coming offerings.

 CUSTOMER JOURNEY STAGE	 WHAT'S REQUIRED	 HOW LIONBRIDGE MEETS THE NEED	 BENEFITS
<b>Future needs:</b> The desire by consumers for a more environmentally responsible car	Support for electric and hybrid technologies	<ul style="list-style-type: none"> <li>Creates content from scratch to address technical, marketing and maintenance needs as the industry profoundly changes</li> <li>Provide support for a completely new offering</li> </ul> 	<ul style="list-style-type: none"> <li>Ability of new players to launch their products and be found by consumers</li> </ul>
<b>Future needs:</b> Increased consumer demand for cars that are increasingly easy to interact with	More advanced phone apps to enhance interactions with the car such as to track mileage, see amount of fuel in tank and check if doors are locked	<ul style="list-style-type: none"> <li>Provides a mix of content that depicts the existing environment or enhances it with augmented reality</li> </ul> 	<ul style="list-style-type: none"> <li>Cost savings</li> <li>Customer satisfaction</li> <li>Loyalty</li> </ul>
<b>Mobility solutions:</b> The consumer's desire for connected cars	Ability to connect to devices like Bluetooth® and other apps	<ul style="list-style-type: none"> <li>Provides support to manage thousands of pieces of content per day through localization</li> </ul> 	<ul style="list-style-type: none"> <li>Customer satisfaction</li> <li>Loyalty</li> </ul>
<b>E-mobility:</b> The consumer shift from wanting one car to wanting access to multiple cars to meet specific needs	Systems that can accommodate multiple drivers who speak different languages	Provides content creation, translation and transcreation in any language	<ul style="list-style-type: none"> <li>Ability to adapt to changing market needs</li> <li>Customer satisfaction</li> </ul> 



 = We Do That

*“We’re able to effectively train the car to communicate and interact with its operator because of the depth of our IT experience and ability to leverage a massive pool of language resources. These capabilities are critical to the automotive customer’s satisfaction. Language is the tool to achieve that end.”*

Andre Klose, Lionbridge Enterprise Sales Director

## WHY LIONBRIDGE



Lionbridge draws upon its 25 years of experience working with the world’s leading automotive manufacturers and aftermarket vendors. Whether you are a mainstay in the market or a new player out to launch a new type of vehicle, Lionbridge provides services for the whole automotive life cycle, enabling you to increase product launch efficiencies, reduce management overhead and experience shorter time to market.

### Lionbridge sets itself apart through its:

- Breadth of offerings
- Quality, scalability and flexibility
- Expertise in translation, content creation, engineering and the automotive sector
- Worldwide reach
- Machine Translation capabilities, which promote cost savings and enhance the value of translation offerings
- Innovative technology, including user-friendly customer portals and the ability to integrate with many content management systems



Learn more by visiting [lionbridge.com](http://lionbridge.com).



## About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For 25 years, we have helped companies connect with their global customers and employees by delivering translation and localization solutions in 350+ languages. Through our world-class platform, we orchestrate a network of passionate experts across the globe who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' customers. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 26 countries.



LEARN MORE AT  
**LIONBRIDGE.COM**



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