

Top 5 language business problems solved with machine translation

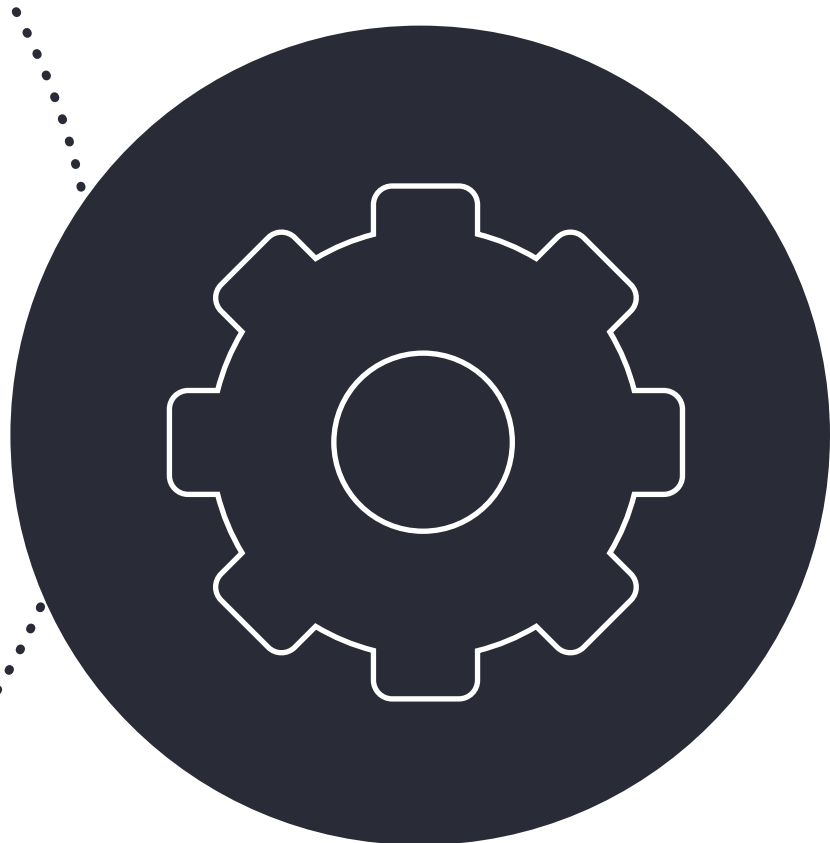
PROBLEM: 64% of executives say language barriers make it difficult to gain a foothold in international markets, with customer service teams struggling to deliver support content across languages and geographies.¹

THE SOLUTION?

Reduce translation overheads for support content by as much as:

30% and translate all content for a fraction of the cost with machine translation.

1



PROBLEM: 2,500 words that's the approximate number of words a skilled translator produces on an average day.² With the demand for translated content increasing, this output isn't enough.

THE SOLUTION?

Improve productivity by

30% or more, by adding machine translation into the translation workflow.

2

PROBLEM: 56% of consumers either boycott English-language URLs altogether or spend more time on sites in their own language.³

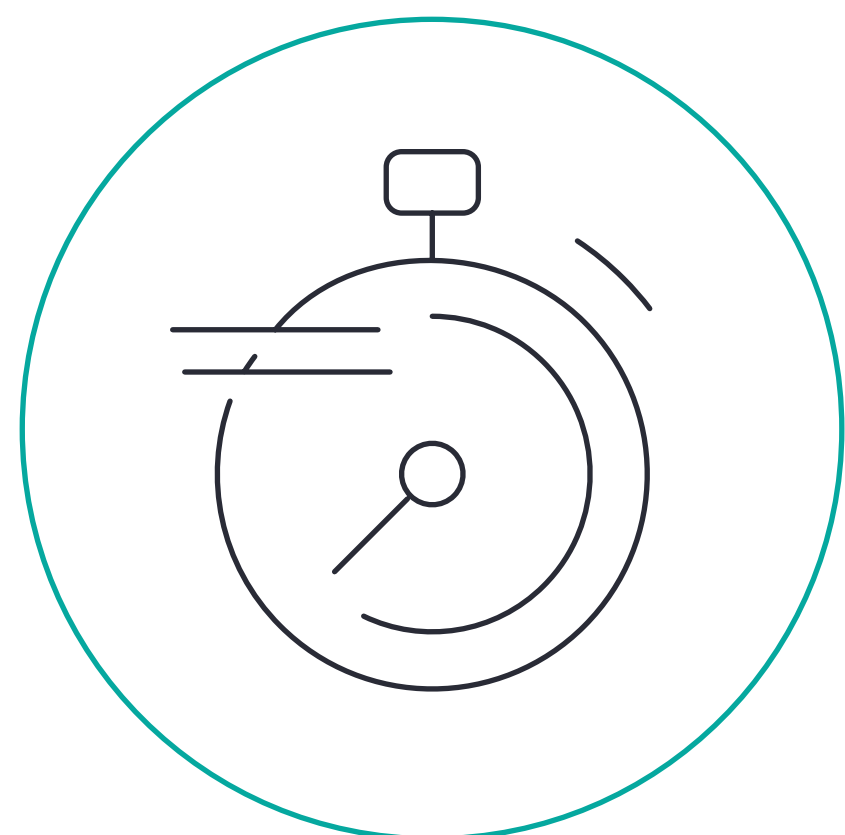
This means web properties need native-language content to drive global online user activity.

THE SOLUTION?

Decrease bounce rates by as much as

50% by using machine translation to automatically translate online content such as user reviews.

3



PROBLEM: \$4.35 million that's the average cost of a data breach in 2022.⁴ This risk increases when employees use unsecure free online translation services, which give third parties the right to share or index the content entered for their own purposes.

THE SOLUTION?

Avoid sending

1000s

of weekly jobs to unsecure free translation sites. Give employees the option to use secure enterprise-grade machine translation solutions.

4



PROBLEM: 46% of executives believe language barriers mean employees can't collaborate effectively, increasing inefficiency and stifling productivity.⁵

THE SOLUTION?

Leverage machine translation to enable

100% of the workforce to communicate with employees across regions.

5



To learn more about our machine translation technology, visit: [languageweaver.com](https://www.languageweaver.com)

¹ <https://silo.tips/download/top-5-big-language-business-problems-solved-by-machine-translation-introduction>
² <https://silo.tips/download/top-5-big-language-business-problems-solved-by-machine-translation-introduction>
³ <https://alexika.com/blog/2020/08/17/why-translation-matters-40-will-not-buy-in-other-languages>
⁴ <https://www.ibm.com/uk-en/security/data-breach>
⁵ https://images.forbes.com/forbesinsights/StudyPDFs/Rosetta_Stone_Report.pdf