

Working in Multiple Languages: Listing & Customer Service Translations



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Getting Set-Up in the EU

A Quick Q & A

Does my listing need to be in the language of the local marketplace?

Yes

Do I need to provide customer service in the language of the local marketplace?

Yes – but this can be purely functional.

Can I just put my listing in google translate?

Not if you want to sell anything.

EU Listing Translations

- Optimize your UK listing first so you think it's at least 90% of the way there.
- Contact translators
 - Ask about their copywriting experience
- Send your listing to them, ensure you ask that they translate it as **sales copy**, not as a literal translation
- Format & Upload
- Costs range from €0.04 to €0.15 per word

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EU Customer Service

- For basic customer service needs, translation apps are functional (i.e. Google Translate)
- Insert their message into the translation app and respond / translate your reply
- It's nice to begin or end your reply with a quick apology for your poor *language* (to cover any translation mistakes).
- Translate this message back into the local language and send to the customer.
- Prioritize reply speed & rapid problem solving skills rather than grammatical perfection.

EU Follow-Up Emails

- If you use emails to follow up with customers about their orders, you must use a translator.
- Get these translated early so that they are ready for launch
- Use follow-up software that works well in multiple marketplace like www.feedbackz.com

The BIG Takeaways:

Listing Must be in Native Language: Listings must be translated for the 5 individual marketplaces. Google Translate won't cut it.

Get It Done Professionally: Good Sales copy can't be done with a translation app. It's worth hiring a professional.

Translate Follow Up Emails: Use your follow up software to target each market individually in the native language.

Functional Customer Service: You don't need to hire 5 new staff to handle customer service issues. Use Google Translate best practice to provide responsive and fast customer service.
