

# Are Language Barriers Crushing Your Business Success?



Language is how we connect, build trust and understand each other. When that breaks down, the impact is felt everywhere — in customer relationships, loyalty and growth. Below, we'll explore what happens when customers and businesses don't share the same language — and 5 ways to fix it.

## WHAT HAPPENS WHEN CUSTOMERS CAN'T UNDERSTAND YOU

### Customers feel unheard.

When messaging isn't clear, customers feel disconnected — and walk away.

### Good intentions get lost.

If people don't understand your offer, they won't see its value.

### Conversation suffers.

Confusing language makes people hesitate, abandon carts or go elsewhere.

### Frustration replaces trust.

Poor communication confuses customers and breaks loyalty.

### You miss chances to grow.

Without local language and culture, real connections (and growth), stay out of reach.

### Risks increase quietly.

Misunderstood terms or guarantees bring returns, complaints and legal trouble.



English, Mandarin, Hindi and Spanish are the world's most spoken languages.



There are 7K+ languages spoken worldwide, yet 90% of people speak one of just 100 languages.



50% of consumers avoid brands that don't communicate in their language.



Multilingual support improves customer satisfaction by up to 75%.

## 5 STEPS TO IMPROVE LANGUAGE BARRIERS

These 5 steps will help you connect with your customers — and speak the same language, even when you don't. NetTranslate makes it possible.

01

### AI LANGUAGE TRANSLATION

With an AI translation tool like NetTranslate, your team communicates clearly — no matter the language.

02

### THINK LOCAL, NOT LITERAL

Go beyond word-for-word translation. Adapt your content to local culture, tone and context so it feels familiar and relevant.

03

### TRAIN FOR CLARITY

Encourage clear, jargon-free language. It lowers the risk of misunderstandings across any language.

04

### SUPPORT IN EVERY LANGUAGE

Make support and product information available in your customers' preferred languages — not just English.

05

### KNOW YOUR AUDIENCE

Location doesn't always reflect language. Use real data to understand what your customers actually speak.

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HELLO!

HI!!

HOLA

你好



NETTRANSLATE – SPEAK THE SAME LANGUAGE, EVEN WHEN YOU DON'T.  
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