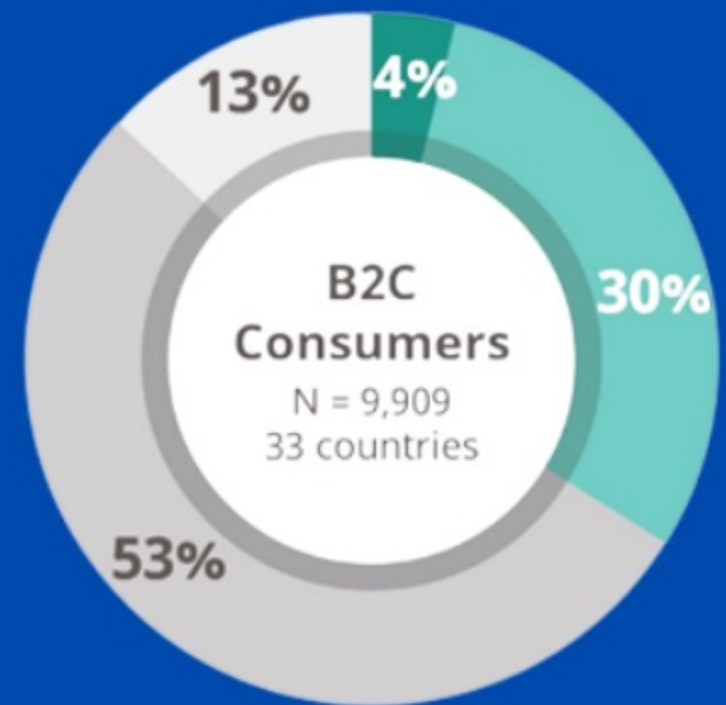
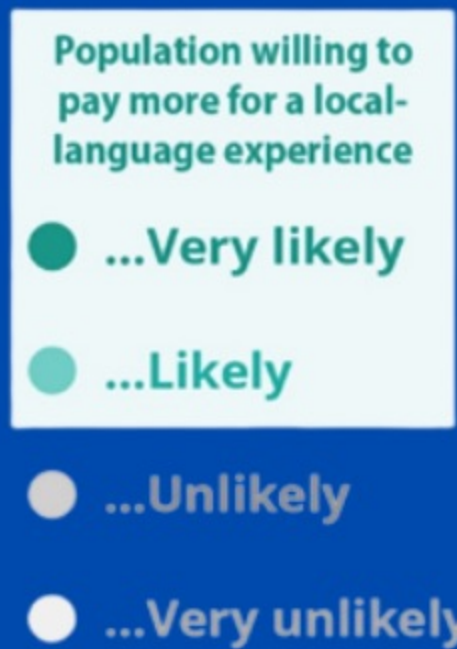
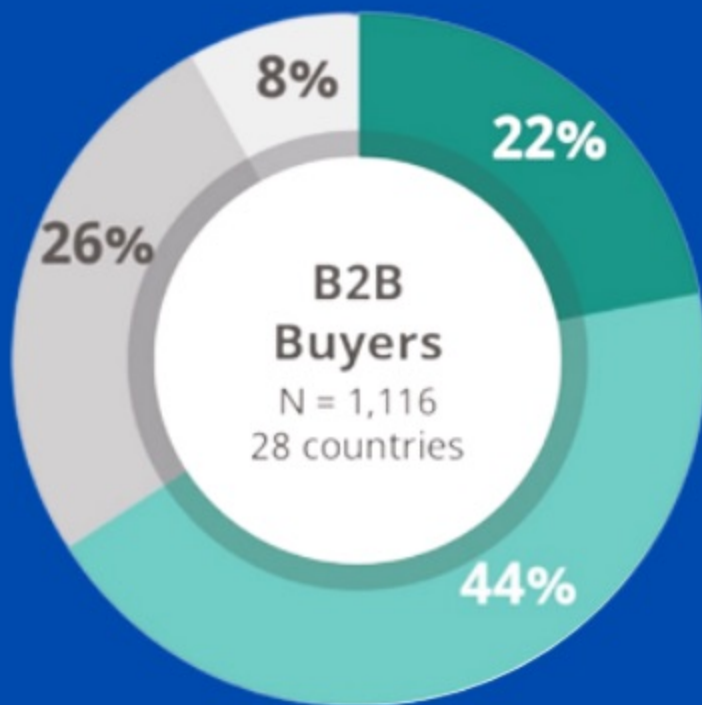
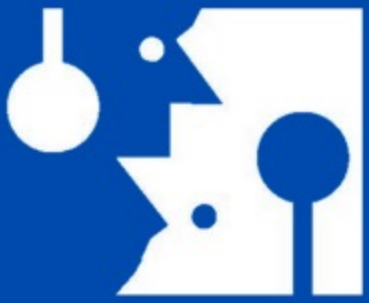


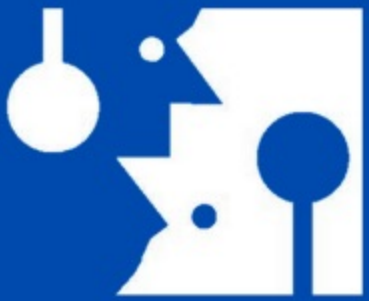
# 3 reasons buyers will pay more for localized products and services





# 1) Long Term Return On Investment (ROI)

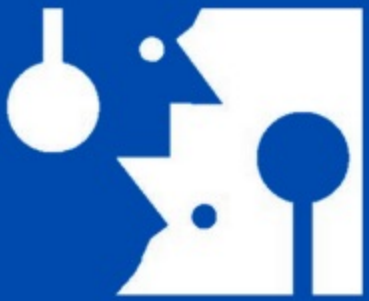
Localized products are catered to a given language and market and are, thus, more effective and prone to success. It will help to reach international markets, increase customer engagement and accessibility, create positive brand optics, and eliminate support costs.



## 2) Risk Management

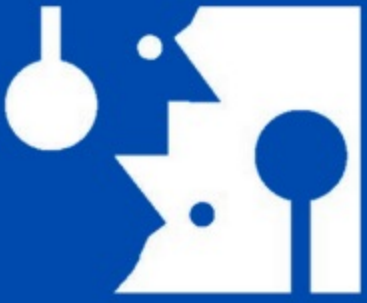
The quality of machine translation is inferior to that of localized translation and interpretation. Businesses and consumers cannot risk the embarrassing translation errors.

Additionally, online translation tools collect and store user data, whereas a localized translation service ensures confidentiality.



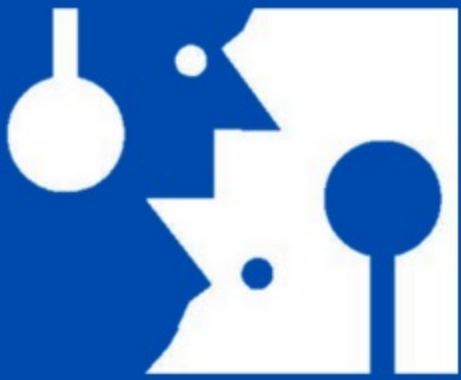
### **3) Uncertainty Mitigation**

Anything outside of familiarity or previous usage can invoke fear and discomfort. However, localized interfaces mitigate uncertainties through being user friendly and accessible, providing customer support, and comprehensive product documentation.



**Source**

[csa-research.com](http://csa-research.com)



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