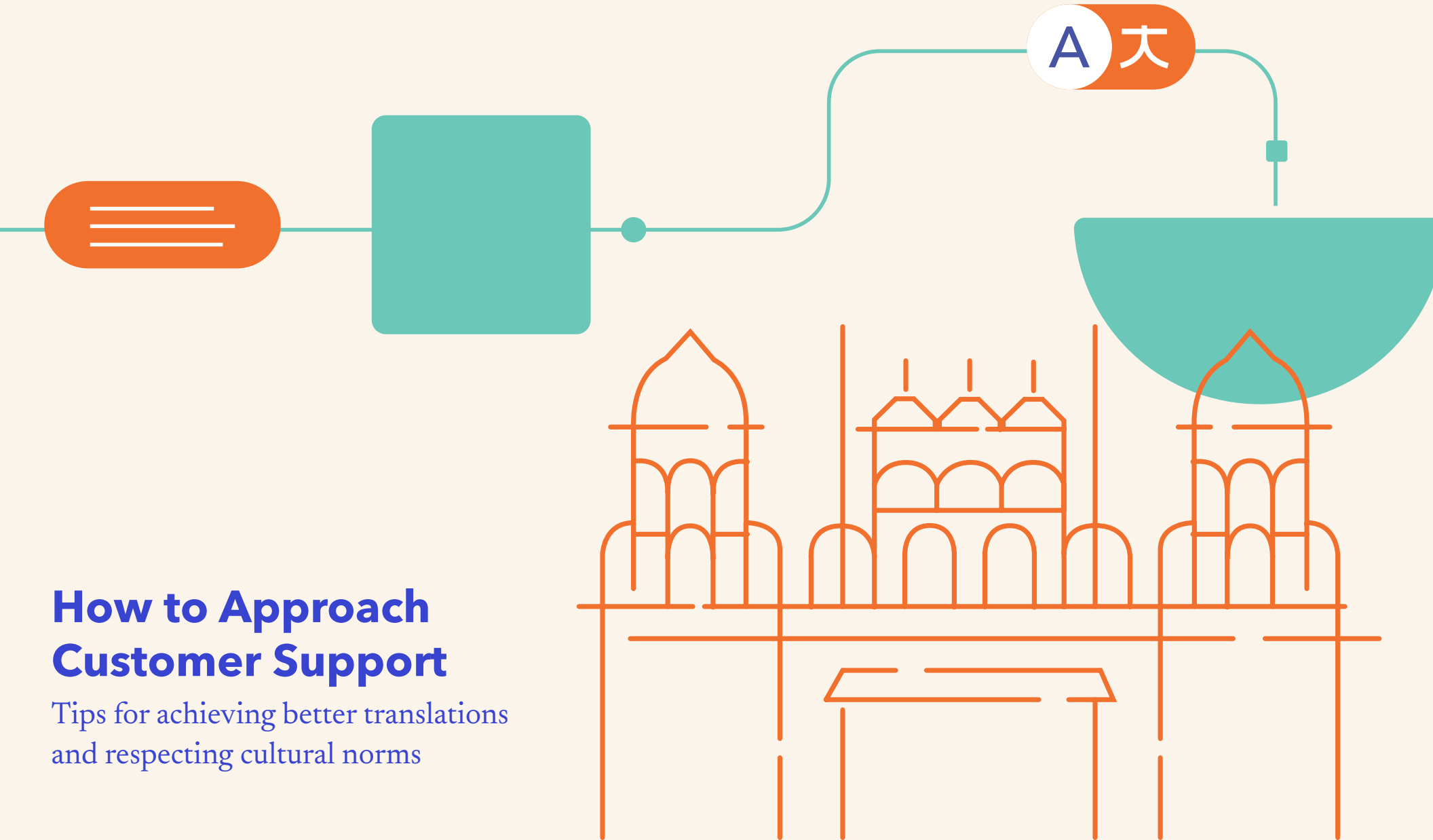**Language Guide**

HINDI

Unbabel

How to Approach Customer Support

Tips for achieving better translations
and respecting cultural norms

Introduction

Global businesses today serve a diverse set of customers who speak different languages, come from different countries and regions, and have different cultural contexts.

Every one of the more than 6,900 distinct languages spoken around the world is unique, and cultural nuances can vary widely. It's important to understand these factors when providing customer service. Communicating in the customer's native language and behaving in culturally appropriate ways help develop and nurture trust. This is why any customer-centric business should strive to build cross-cultural competency into their customer service organization.

To help you achieve this, Unbabel has put together a series of language guides. Our goal is to provide helpful and illuminating context in an easy-to-digest format. In this guide, we'll cover the Hindi language.
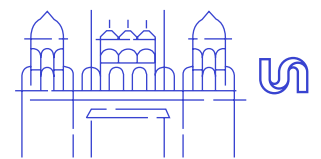
About the Hindi language

Hindi is an Indo-Aryan language spoken by approximately 341 million people natively and 615.5 million overall. India has over 23 official languages, and Hindi is one of them. It's most common in the northern region of India and Fiji, Guyana, Mauritius, Nepal, Suriname, and Trinidad and Tobago. It is also a recognized language in South Africa and the United Arab Emirates.
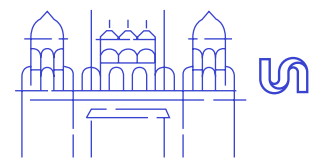
Hindi became the official language of the Union of India and a symbol of national identity during the fight for freedom. Hindi Day is celebrated on the 14th of September. The day commemorates the adoption of Hindi as the official language according to the Indian Constituent Assembly of 1965.

NAMASTE

NAMASKĀRA

DHANYAVAAD

Core concepts in Indian culture relevant to customer service

CULTURAL ADVANCEMENT

India is a progressive society renowned for advancements in agriculture, engineering, science, and technology. Cuisine, fine arts, literature, music, and spirituality are also thriving components of Indian culture. Finding sustainable solutions and resources to advance the growing populace (and their interests) will enable you to establish a mutually beneficial relationship with customers.

ADAPTABILITY

Indians are known for their adaptability, creativity, and innovative spirit. They often visualize big dreams for themselves and work arduously to achieve them. Problems are often faced cooperatively and cheerfully for the greater good.

RESPECT AND KINDNESS

Courtesy, helpfulness, and patience are valuable traits in India. It's common to go above and beyond to assist people in need. It's important to use the appropriate title, tone, and language while communicating with others.

Many Indians tend to be bilingual or multilingual. Those unable to communicate effectively in any of the regional languages will default to either Hindi or English.
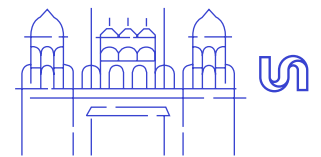
# Best practices for communicating with Indian customers

BE KNOWLEDGEABLE

India is known for having a highly educated population. Be sure to have a clear understanding of your product and services. If you're unsure how to resolve an issue or answer a question, provide a reasonable timeframe and respond with the appropriate course of action.

BE CONSULTATIVE

A consultative approach with customers will help you pinpoint their needs and provide better solutions. Listen and ask clarifying questions to make each customer feel valued. Follow up to ensure customer satisfaction and try to anticipate future needs.

UPSELL VS CROSS-SELL

Provide convenient and flexible solutions tailored to your customers' needs. Add value by making relevant recommendations that demonstrate the full range of products and services your business offers. Build relationships by notifying your customers of promotions, incentives, and anything to incentivize commitment.
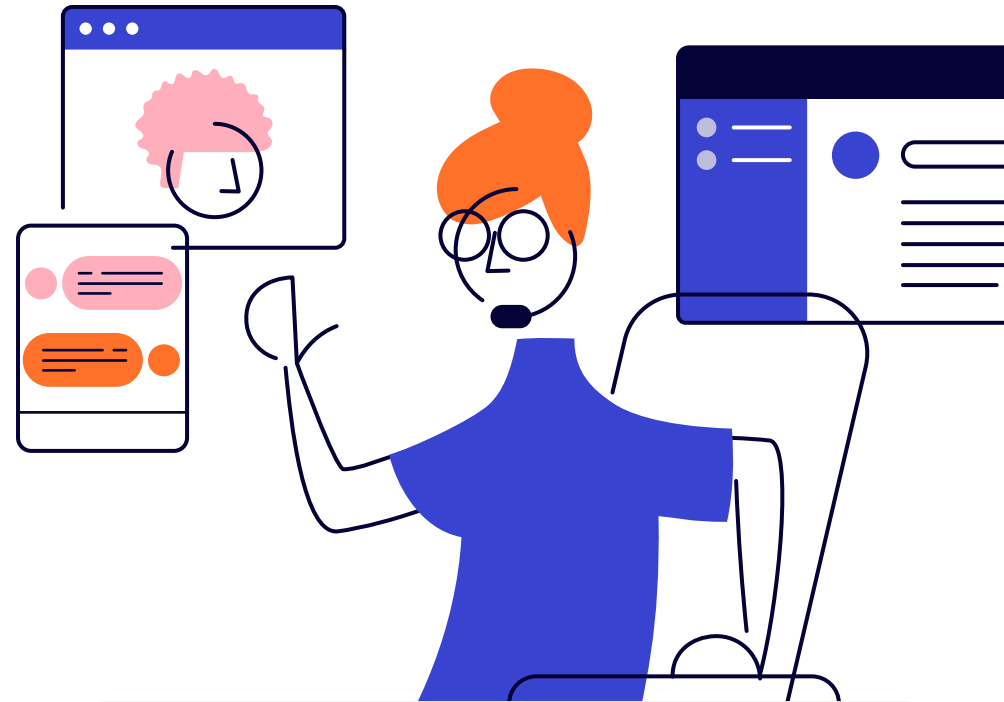
There are an estimated 518 million social media users in India and that number is projected to reach 1.5 billion by 2040. As of 2020, Facebook is the country's most popular social media platform.
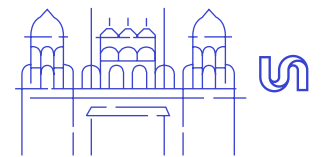
Best practices for optimizing machine translation output

When writing in English with the knowledge that the content will be translated into Hindi, there are several best practices to follow.

1 Avoid long sentences (over 30 words)

2 Avoid idioms or slang

3 Keep it simple and straightforward

4 Copyedit to avoid typos

5 Use active voice to reduce ambiguity

6 Avoid abbreviations, including contractions like "you're" and "we'd"

7 Be consistent, especially with terms like "email" that can be written multiple ways

8 Stick to English grammar rules

- Ensure no spaces are missing
- Use proper punctuation and capitalization
- Finish all sentences (do not use fragments)
- Avoid double subjects (e.g., the noun and a pronoun referencing it)
- Ensure the word order is correct
- Check for subject-verb agreement (person and number in singular/plural) and pronoun agreement (person, gender, and number)
- Format messages correctly (e.g., with no extra line breaks, bullets or asterisks)
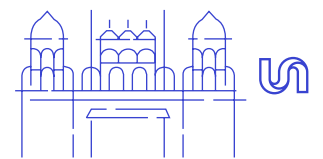
Best practices specific to English-Hindi machine translation

1 **USE THE FORMAL AND INFORMAL TONES CORRECTLY**

In Hindi, both formal and informal tones can be used in customer support. When writing to a Hindi-speaking audience, remember to use the word "please" no matter which register you use.

FORMAL REGISTER GREETINGS

not advised	advised
· Hi!	· Hello,
· Hey!	

INFORMAL REGISTER GREETINGS

not advised	advised
· Hi!	· Good morning,
· Hey!	

FORMAL REGISTER CLOSINGS

not advised	advised
· See you!	· Thank you!
· Bye!	

FORMAL REGISTER CLOSINGS

not advised	advised
· See you!	· Thanks!
· Bye!	
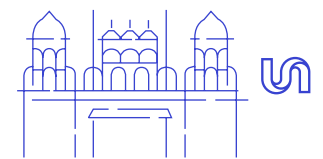
Best practices specific to English-Hindi machine translation

② AVOID EMOJIS

not advised

· Good morning, Stefannie :)

advised
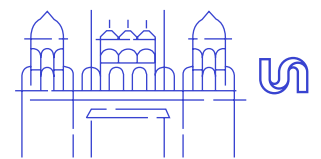
· Good morning, Stefannie.

③ AVOID INTERJECTIONS

Interjections are more suited to the spoken language than to the written language and they should be avoided when writing to a Hindi audience.

not advised

· Oh, I'm so sorry about that.
· Ah, that's alright.

advised

· I'm sorry about that.
· That's alright.

The Golden Rules of Customer Service

Of course, some best practices do not vary by language and should be applied to every customer service interaction. Here are the nine best practices we recommend.

1 **EVERY INTERACTION MATTERS.** Always put in the best effort to make each interaction – every single one – a great one.

2 **READ, DON'T SKIM.** Ensure you do not miss any valuable details or context in the message.

3 **COMMUNICATE CONCISELY.** Only give the information you need to, helping your customer to find the answers to their questions or queries as fast and as efficiently as possible.

4 **FOCUS ON GREAT SUPPORT BEFORE FAST SUPPORT.** Speed is important, of course, but it should not take precedence over quality.

5 **MAKE THINGS EASY.** Always aim to reduce customer effort and take the burden off them when it comes to getting answers or help for their concern.

6 **BE RESPECTFUL.** Always say "please" and "thank you." This applies across cultural contexts and demographics. Politeness never goes out of style.

7 **TAKE A NEUTRAL STANCE ON ISSUES.** There's no reason to cause friction in a customer service interaction. Don't take a stance on issues – even ones that seem harmless.

8 **REMAIN POSITIVE.** This helps customers gain confidence in your ability to help them.

9 **USE SIMPLE TERMS.** Keep it simple to avoid confusion and mistranslation when working across languages and cultural context, but don't patronize customers.

In today's competitive and globalized business climate, businesses who treat their customers with care and respect – including by speaking their language and respecting their cultural norms – will have the most success.
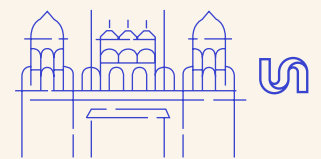
Unbabel enables enterprises to offer seamless global support in any channel, and in any language. The company's AI-powered language operations platform combines the speed of machine translation with the polish of native-speaking editors, enabling enterprises to grow and build customer trust in every corner of the world.

Unbabel

Your business, translated.