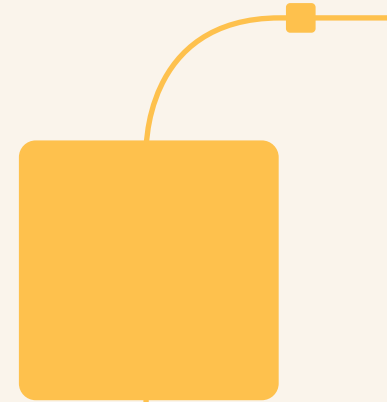
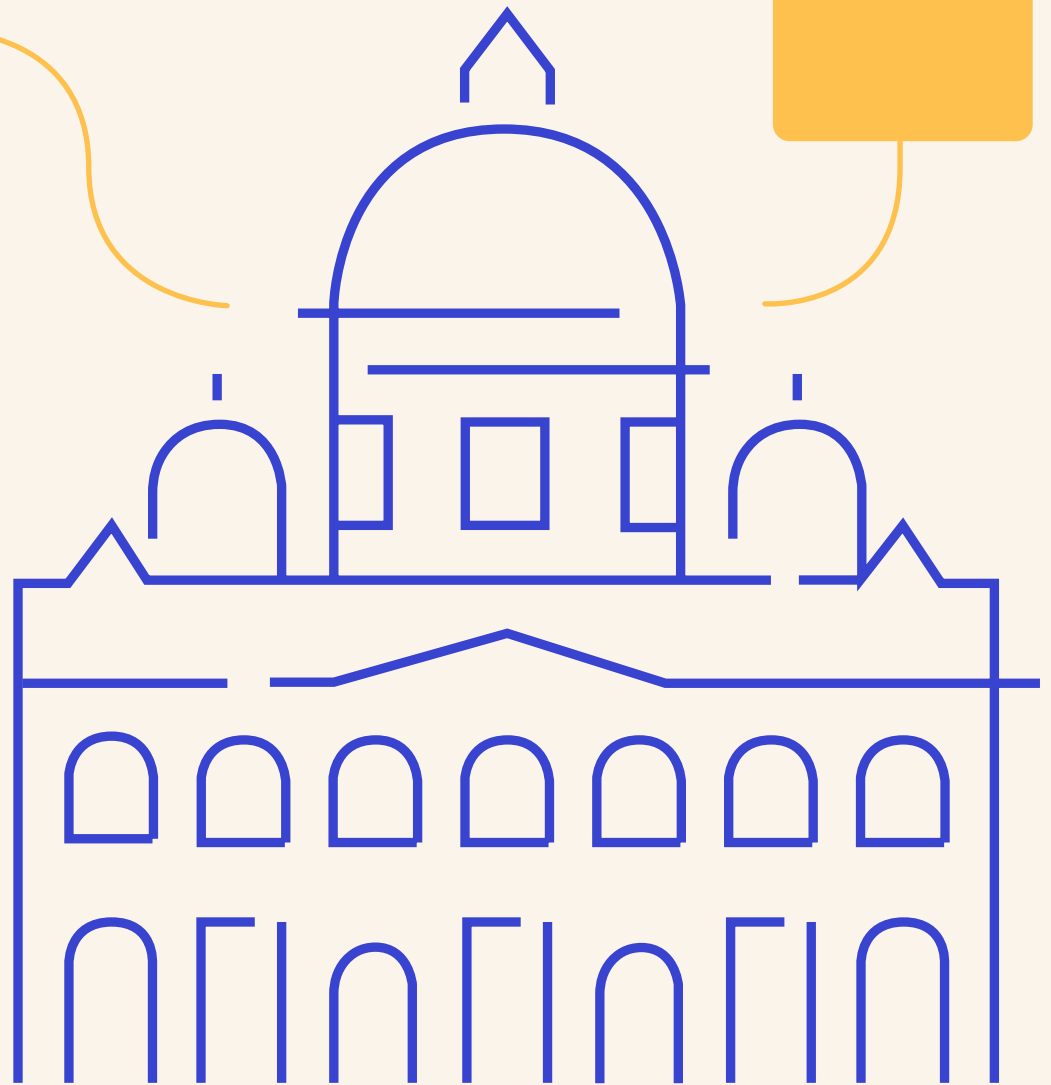


LATIN/ROMANCE



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 Latin or Romance Languages: French, Spanish, Portuguese, Italian, and Romanian.



About the Latin & Romance Languages

Latin or Romance languages are the modern languages that developed from Colloquial (or popular) Latin. Over 900 million people – mainly across the Americas, Europe, and Africa – speak some form of Romance languages. There are many different estimates of the number of Romance/Latin languages, and one of the common beliefs is that there are 23 in total. Fortunately for us, we'll only be dealing with five of the most widely spoken ones in this

guide – French, Spanish (both Latin American and European), Portuguese (Brazilian and European), Italian, and Romanian.



OLÁ



CIAO



BONJOUR



Core concepts in Latin culture relevant to customer service

HIGH CONTEXT

All of the cultures discussed in this guide are considered "high context." Speakers of Spanish, Portuguese, and Italian pay close attention to nonverbal cues such as body language and expressions. Many of these customers might even prefer face-to-face communication for key meetings.

TRUST

In many of the Latin cultures, people prefer to see you not as a representative of your company, but as a person. For this reason, well-developed personal relationships or glowing referrals from people they trust go a long way in cementing your business interactions with your customers. For example, in the Spanish and Italian cultures, the customers might expect to know, trust, and even like you as an individual before getting into negotiations. An exception: The French. They value their (and others') privacy highly and would prefer that you don't ask personal questions.

UNCERTAINTY AVOIDANCE

Italian, Portuguese, Spanish, Brazilian, and a majority of Latin American societies are uncomfortable in ambiguous situations and prefer to know all the information beforehand. This is why most of these cultures prize formality and rules above all else, especially in business interactions. Detailed planning and preparation are a must before communicating with these customers, and spontaneity or "winging it" might be considered disrespectful.



Best practices for optimizing machine translation output

When writing in English with the knowledge that the content will be translated into Latin/Romance languages, 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"

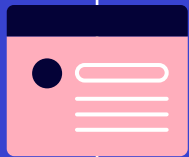
7 Be consistent, especially with terms like "email" that can be written multiple ways

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)



FRENCH



Best practices for communicating with French customers

FRENCH

FORMAL COMMUNICATION

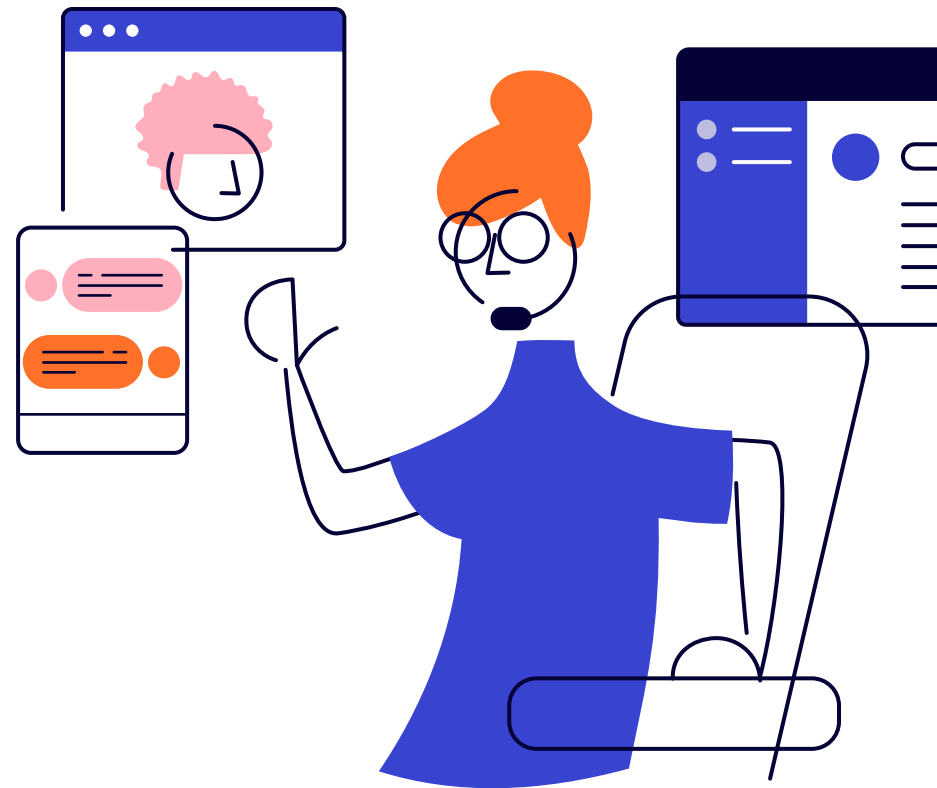
In formal contexts or when speaking to someone older than you, always use last names and appropriate titles. This should continue unless and until the French counterpart invites you to move to a first-name basis. It is also key to acknowledge any relevant academic titles, like a doctor or professor. In a formal setting, use a title before any other speech to convey proper formality and respect (e.g., "Madam, would you like a drink?" vs. "Would you like a drink, Madam?").

ACCEPT CRITICISM

A French person is likely to point out if you have made a mistake, rather than allow you to save face. It may feel rude or surprising in some contexts, but the French would expect others to do the same for them, as they view it as a sign of respect, to be honest with others.

ATTENTION TO DETAIL AND PATIENCE

The French are known to be detail-oriented and often prefer to analyze topics in-depth and at length. For these reasons, it's key to remain patient and not push for answers before the other person is ready to provide them.

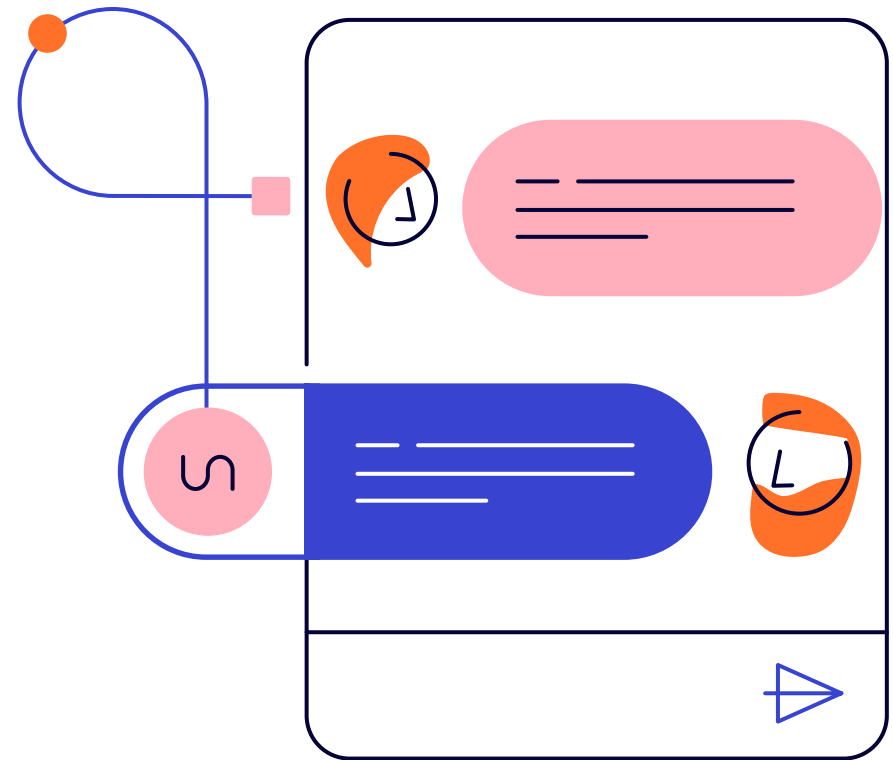


Best practices for communicating with French customers

BE DIRECT

Though the French language itself is somewhat more ambiguous and context-dependent than English, the French tend to be very direct in communication style. This may be due to the country's emphasis on individuality. The French are passionate about uniqueness and preserving freedom of opinion, throughout society and business settings. For this reason, people tend to feel comfortable speaking directly about their feelings and thoughts and appreciate when others do so as well. Keep in mind that they don't intend to be rude; this direct communication style is viewed by the French as a form of diplomacy and politeness, rather than the opposite.

In short, use the right titles, remain formal, be patient and attentive, practice directness in your communication, and prepare for criticism when communicating with your French customers.



Best practices specific to English-French machine translation

1 USE FORMAL GREETING AND CLOSINGS

In French, the formal register is used for professional communication, resulting in a distance between the interlocutors. Use an informal register because you want a general friendly tone or your target audience is young people.

In French, an informal register is only used between close friends and people from the same community, so be careful of when to use it. Sometimes the formal register is still used in informal contexts just as a way of showing respect.

FORMAL GREETINGS

not advised

- Hi/Hey!
- How are you?
How was your day today?

advised

- Dear Mr. Jones,
- Dear Sir/Madam,
- Hello, Peter,

FORMAL CLOSINGS

not advised

- See you!
- Have a great day!

advised

- With kind regards,
- Regards,

INFORMAL GREETINGS

not advised

- Hey,

advised

- Hi,
- Hello,

INFORMAL CLOSINGS

not advised

- Bye.

advised

- Goodbye.
- See you soon.



Best practices specific to English-French machine translation

2 AVOID EMOJIS

not advised

- Good morning, Stefannie :)

advised

- Good morning, Stefannie.

3 AVOID INTERJECTIONS

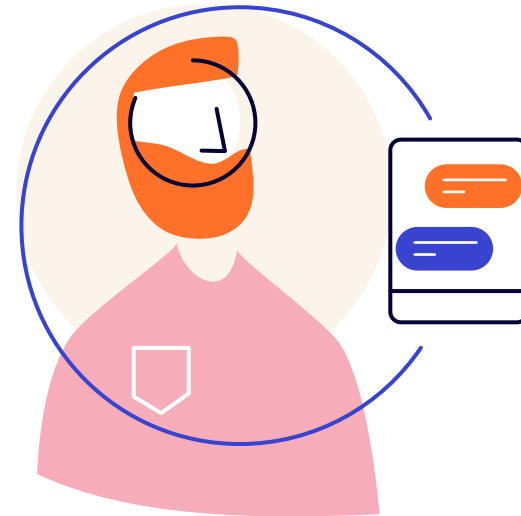
Interjections are another marker for the informal tone of voice and they should be avoided when writing to a French audience:

not advised

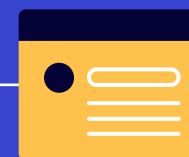
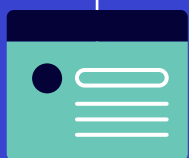
- Oh, I'm so sorry about that.
- Ah, that's alright.

advised

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



SPANISH (EU)



Best practices for communicating with Spanish (EU) customers

USE THE RIGHT SALUTATION

Address your Spanish customers with the right greeting, followed by their first name, their first surname, and finally, their second surname. It's also common to use “Señor” or “Señora” (Mr./Mrs.) or “Estimado Señor/a” (Dear Mr./Mrs.) with only the first surname or both surnames. If the person carries an academic title, use that instead with the right surname(s). Use “Usted” (the formal “you”) in your first conversation, unless the customer tells you they prefer something less formal.

PREPARE FOR SMALL TALK

Spanish customers like learning personal details about you as a person. This means they might ask you personal questions about yourself before they show an interest in learning more about the company. Be open to answering them authentically and politely, but avoid taboo topics such as politics or getting too personal. Humor is appreciated, but offensive language is not.

FOLLOW THROUGH ON VERBAL AGREEMENTS

The Spanish prefer to reach oral or informal understanding before drawing up a formal contract, so spoken language carries as much weight as written. When you make claims or promises, you're expected to keep your word.

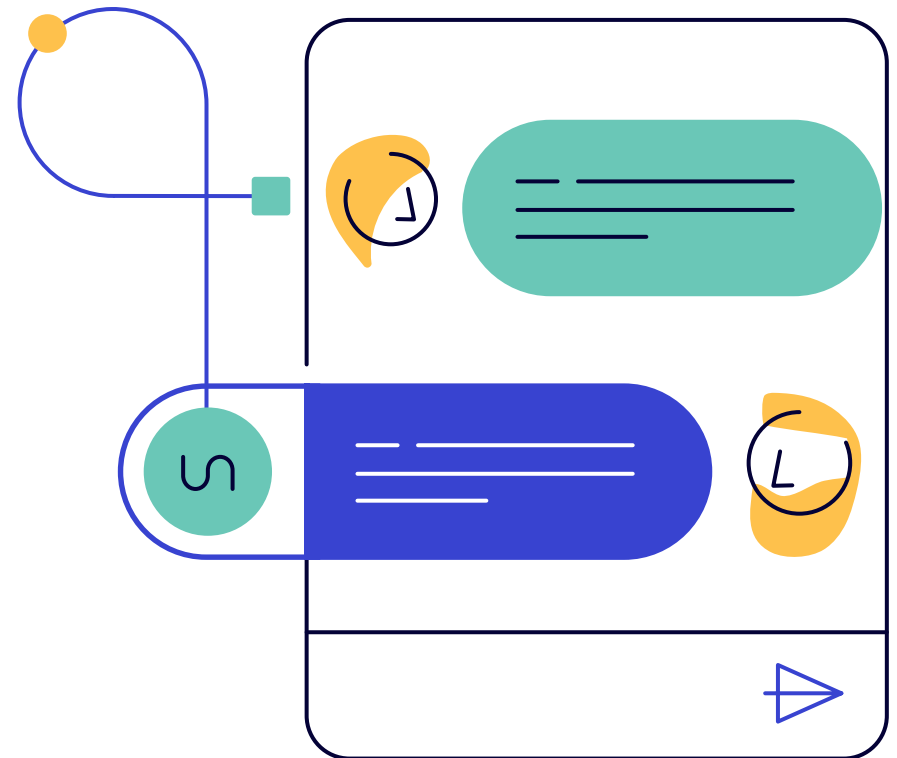


Best practices for communicating with Spanish (EU) customers

MAKE ALL AGREEMENTS AIRTIGHT AND DETAILED

The Spanish are very thorough and highly likely to review every detail that you provide. They'll also study all options from different angles to ensure they're making the right decisions. While this might seem like an intimidating level of attention to detail, they just want to make certain that they fully understand all implications and commitments.

To best communicate with your Spanish customers, greet them correctly, answer their personal questions politely, make sure that you follow through on your claims and promises, and prepare for a thorough inspection of all details you provide.

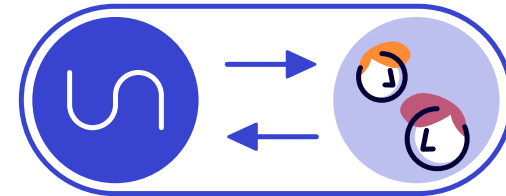


Best practices specific to English-Spanish (EU) machine translation

SPANISH (EU)

1 USE FORMAL GREETING AND CLOSINGS

In Spanish (EU), the register varies depending on the company and its customers. Here are some examples.



FORMAL GREETINGS

not advised

- Hi/Hey!
- How are you?
How was your day today?

advised

- Dear Mr. Jones,
- Good morning, Peter,

INFORMAL GREETINGS

not advised

- Hey,

advised

- Hi,
- Hello,

FORMAL CLOSINGS

not advised

- Goodbye!
- See you!
- Have a great day!
- It was nice working with you.

advised

- With kind regards,
- Your sincerely,

INFORMAL CLOSINGS

not advised

- Bye.

advised

- See you later.
- See you soon.



Best practices specific to English-Spanish (EU) machine translation

SPANISH (EU)

2 AVOID EMOJIS

not advised

- Good morning, Stefannie :)

advised

- Good morning, Stefannie.

3 AVOID INTERJECTIONS

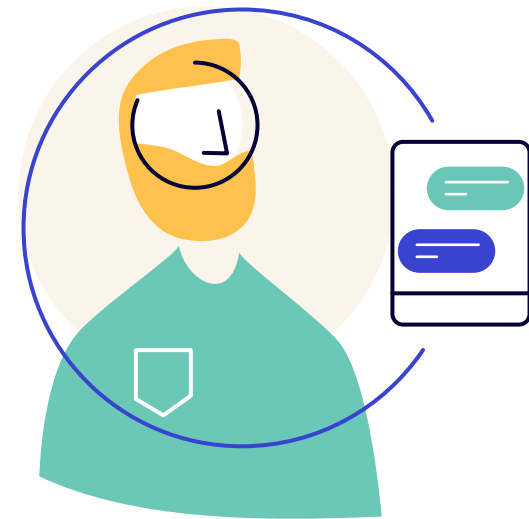
Interjections are another marker for the informal tone of voice and they should be avoided when writing to a Spanish (EU) audience:

not advised

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

advised

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





SPANISH (LATIN AMERICA)



A 大



Best practices for communicating with Spanish (Latin America) customers

SPANISH (LATIN AMERICA)

DO YOUR RESEARCH

Latin America is not one homogeneous country. While most of the Latin American cultures are characterized by the attributes listed in this guide, they also have their own expectations, traditions, and customs. What works for a customer from one country might be inappropriate for another.

KNOW THE ENVIRONMENT

It's important to discover what kind of background your customer is coming from. If you're talking to someone in a formal, status-conscious environment, address them by the right professional title. Respect their position and authority by being formal in your approach. Times are changing, however; for a customer from a more modern, dynamic environment, formality might not help them connect with you, so you might have to switch up your tone to business casual.

COMMUNICATE CLEARLY

In every interaction with your customer, make sure to provide detailed information about every aspect of the product or service. Support all your claims with evidence. Even though they might be informal and put their personal relationship with you above all else, Latin American customers expect their business deals to be waterproof – and preferably done on paper.



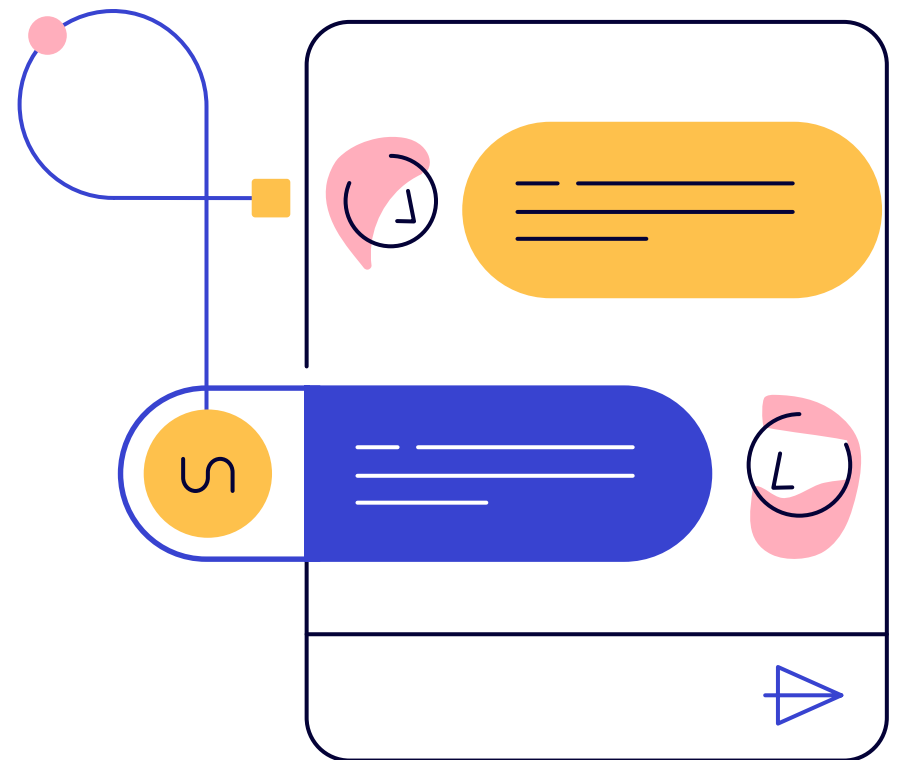
Best practices for communicating with Spanish (Latin America) customers

SPANISH (LATIN AMERICA)

EXPECT RELATIONSHIP-BUILDING AND CONFRONTATIONS

If your customer has had years of experience using your product or service, expect them to feel like they've developed a relationship with your company. Do your research, and feel free to share details about yourself when they inquire about your family or interests. Personal boundaries are not as rigid – but don't assume they're nonexistent. Your newer customers, on the other hand, might be defensive and confrontational when they approach customer service. It's your responsibility to earn their trust and win them over with your warmth and reliability.

For a successful interaction with your Latin American Spanish-speaking customer, it's crucial to know which Latin American country your customer is from, use the right greetings and titles, ensure that you build a solid relationship, and communicate in a direct and detailed manner.

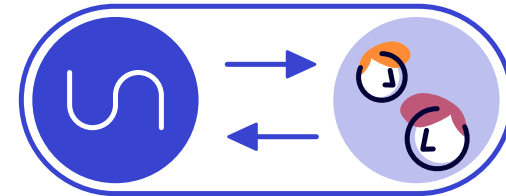


Best practices specific to English-Spanish (Latin America) machine translation

SPANISH (LATIN AMERICA)

1 USE FORMAL GREETING AND CLOSINGS

In Spanish (Latin America), the register varies depending on the company and its customers. Here are some examples.



FORMAL GREETINGS

not advised

- Hi/Hey!
- How are you?
How was your day today?
- Hello,

advised

- Dear Mr. Jones,
- Good morning, Peter,

INFORMAL GREETINGS

not advised

- Hey,

advised

- Hi,
- Hello,

FORMAL CLOSINGS

not advised

- Goodbye!
- See you!
- Have a great day!
- It was nice working with you.

advised

- With kind regards,
- Your sincerely,

INFORMAL CLOSINGS

not advised

- Bye!

advised

- See you later.
- See you soon.



Best practices specific to English-Spanish (Latin America) machine translation

SPANISH (LATIN AMERICA)

2 AVOID EMOJIS

not advised

- Good morning, Stefannie :)

advised

- Good morning, Stefannie.

3 AVOID INTERJECTIONS

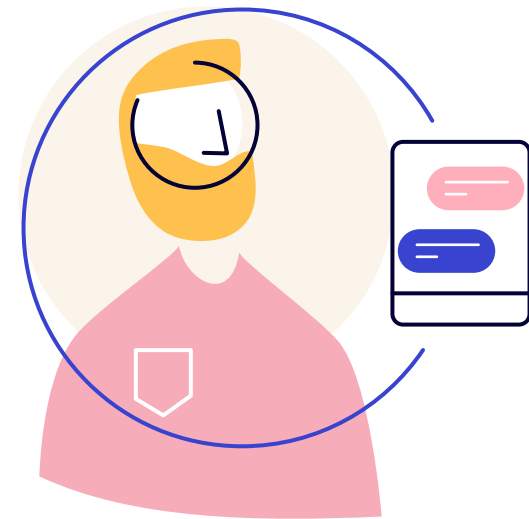
Interjections are another marker for the informal tone of voice and they should be avoided when writing to a Spanish (Latin America) audience:

not advised

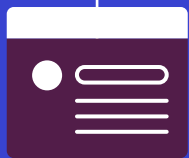
- Oh, I'm so sorry about that.
- Ah, that's alright.

advised

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



PORTUGUESE (EU)



Best practices for communicating with Portuguese (EU) customers

USE THE RIGHT TITLES

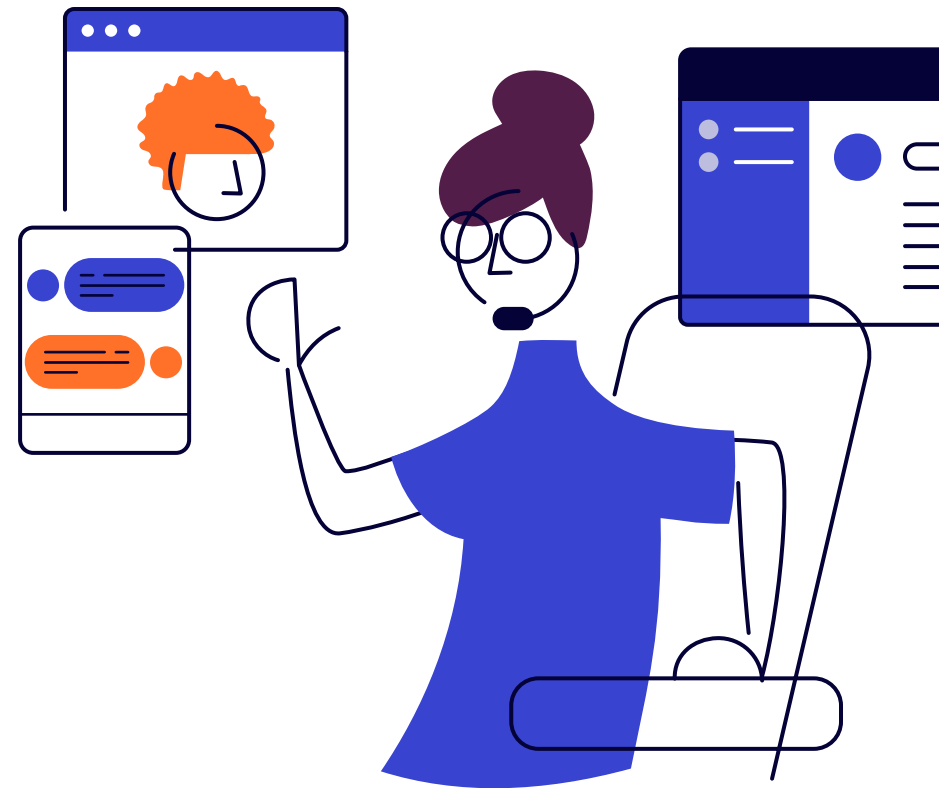
Especially in the initial stages of your conversation, titles can be significant. In Portugal, university graduates are addressed with "doutor" (Dr.) or "Dra" or "doutora" (for women graduates) followed by their surname. If they haven't graduated, they will correct you with "Senhor" (Mr.) or "Senhora" (Mrs.).

BE CAREFUL AND CONSIDERATE

While the Portuguese value relationships just like the other cultures in this guide, their business interactions are quite formal. They appreciate polite directness and expect communication to follow protocol, attention to detail, and answers to their deep-diving questions. Be open to exploring all possibilities, influences, and developments, short- and long-term.

GATHER SIGNS FROM THEIR COMMUNICATION STYLE

While the Portuguese are direct communicators, it's important to know that they'll tell you exactly what they're thinking only when they're keen on investing in the relationship. If they feel like the conversation is not fruitful, all they're willing to give you is radio silence. Offer them irresistible value to ensure they don't go into the latter mode.



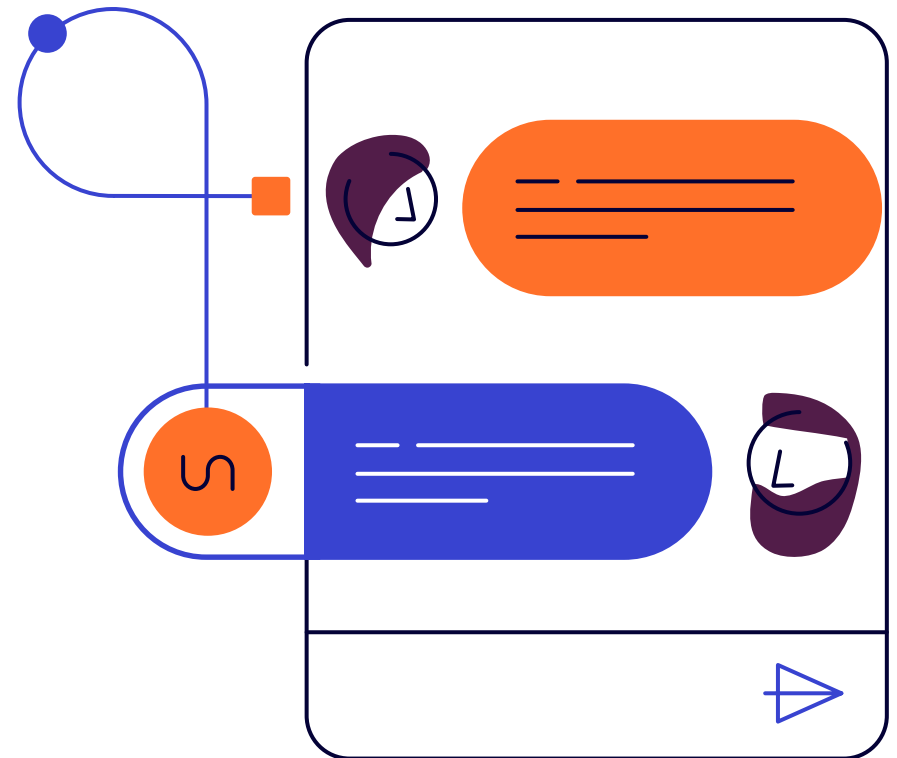
Best practices for communicating with Portuguese (EU) customers

PORTUGUESE (EU)

STEER CLEAR OF CULTURAL TABOOS

It's important to do your research before communicating with the Portuguese. While they will let you know if you've entered taboo territory, it's much simpler to avoid topics that might offend. These include comparisons between Portugal and their neighbor Spain, colonialism, and religion. Make sure to also avoid deeply personal questions about them.

It's critical to do your research before you correspond with your Portuguese customer: Find out and use the right titles, thoroughly plan your communication with them, be straightforward but polite, and make sure not to bring up off-limit topics.



Best practices specific to English-Portuguese (EU) machine translation

PORTUGUESE (EU)

1 USE FORMAL GREETING AND CLOSINGS

In Portuguese (PT), a formal tone is widely used in customer support. An informal tone is adopted only when there is a degree of familiarity between the speakers. Stick to a more formal English by following the examples below:

FORMAL GREETINGS

not advised

- Hi/Hey!
- How are you?
How was your day today?

advised

- Dear Mr. Jones,
- Dear Mrs. Johnson,
- Dear Sir/Madam,
- Dear John,

FORMAL CLOSINGS

not advised

- Goodbye!*
- See you!*
- Have a great day!*
- It was nice working with you.

advised

- With kind regards,
- Your sincerely,

2 AVOID EMOJIS

not advised

- Good morning, Stefannie :)

advised

- Good morning, Stefannie.

3 AVOID INTERJECTIONS

Interjections are another marker for the informal tone of voice and they should be avoided when writing to a Portuguese (EU) audience:

not advised

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

advised

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

*Do not use exclamation marks.



PORTUGUESE (BR)



Best practices for communicating with Portuguese (BR) customers

PORTUGUESE (BR)

EXPECT DIVERSITY IN COMMUNICATION

Communication styles and business culture in Brazil are as diverse as they come. In an international business environment like Sao Paolo, the mentality is more "western," while in the northern regions, the business mindset might be much more conservative. A one-size-fits-all communication approach might not help, but being formal and using the right titles definitely go a long way.

BE CONFIDENT AND ELOQUENT

For Brazilians, your performance when communicating with them is more important than the content. Like the other cultures in this guide, Brazilians also prioritize their relationship with you, so be prepared for small talk. They expect you to be thorough and well-versed in your subject knowledge, and they might test it with questions.

KEEP IT CONCISE

Your Brazilian customer might seem patient, but they prefer a short correspondence over a long one. Ensure that the text is direct and to the point, and clearly list the next steps. However, this doesn't mean you can't be personable – even in a business context, you want to include a few pleasantries and keep the tone soft and courteous.



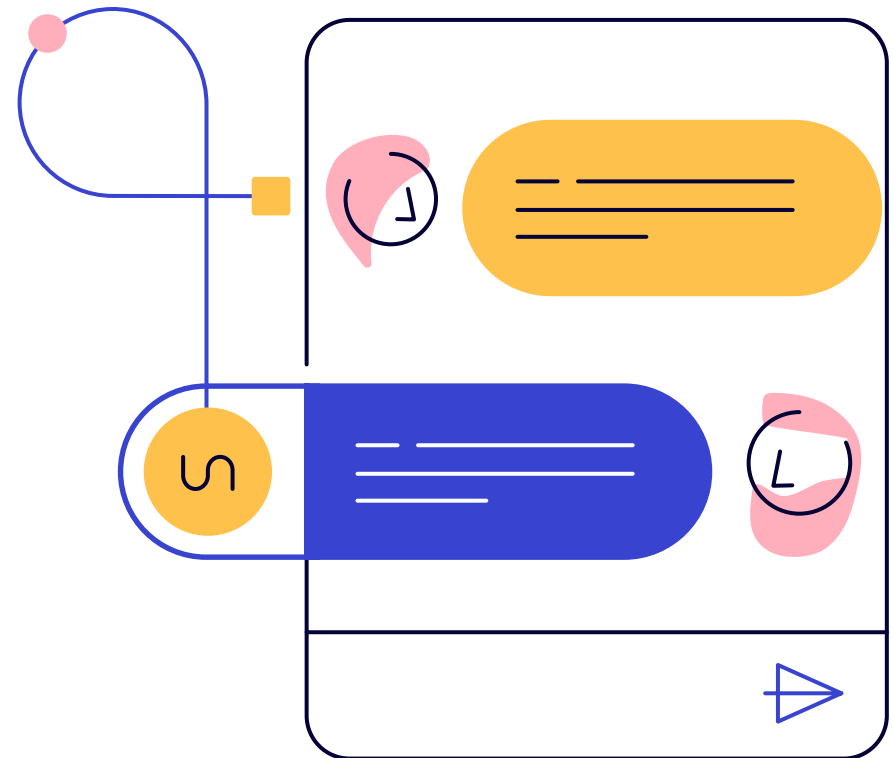
Best practices for communicating with Portuguese (BR) customers

PORTUGUESE (BR)

DON'T RUSH YOUR CUSTOMER

Patience is key in your communication with Brazilians. They like you to keep your communication short, but that does not mean you can expect answers from them immediately. Do not make them feel cornered or pressured into responding. If possible, let your customer set the pace of your interaction with them. The flip side to this: If your customer ends up taking too long to get back to you, remind your customer you're still there. Don't be pushy, but definitely use professional ways to not let the conversation die.

In short, do your research on the different communication styles among Brazilians, be confident and articulate, keep it short and simple, and don't push your customer too much (but also don't let the conversation end without resolution).



Best practices specific to English-Portuguese (BR) machine translation

PORTUGUESE (BR)

1 USE FORMAL GREETING AND CLOSINGS

In Portuguese (BR), it's better to stick to a formal tone when there is a clear sign of distance and great respect for the person you're addressing. An informal tone is used only when there is familiarity between the

speakers or in casual conversations. If the informal tone is required by the client, you can use it, but try not to be too casual.

FORMAL REGISTER GREETINGS

not advised

- Hi/Hey!
- How are you?
How was your day today?

advised

- Hello,
- Dear Mr. Jones,
- Good morning, Peter,

FORMAL REGISTER CLOSINGS

Note: Many companies in Brazil use a "friendly" formal tone where it is acceptable to use expressions such as: "Have a great day!" and "Thank you for your time!"

not advised

- Goodbye!
- See you!

advised

- With kind regards,
- Your sincerely,

INFORMAL GREETINGS

not advised

- How are you?
- How was your day today?

advised

- Hi,
- Hello,

INFORMAL CLOSINGS

not advised

- Bye!
- See you!

advised

- See you soon!
- Goodbye!



Best practices specific to English-Portuguese (BR) machine translation

PORTUGUESE (BR)

2 AVOID EMOJIS

not advised

- Good morning, Stefannie :)

advised

- Good morning, Stefannie.

3 AVOID INTERJECTIONS

Interjections are another marker for the informal tone of voice and they should be avoided when writing to a Portuguese (BR) audience:

not advised

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

advised

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



ITALIAN



Best practices for communicating with Italian customers

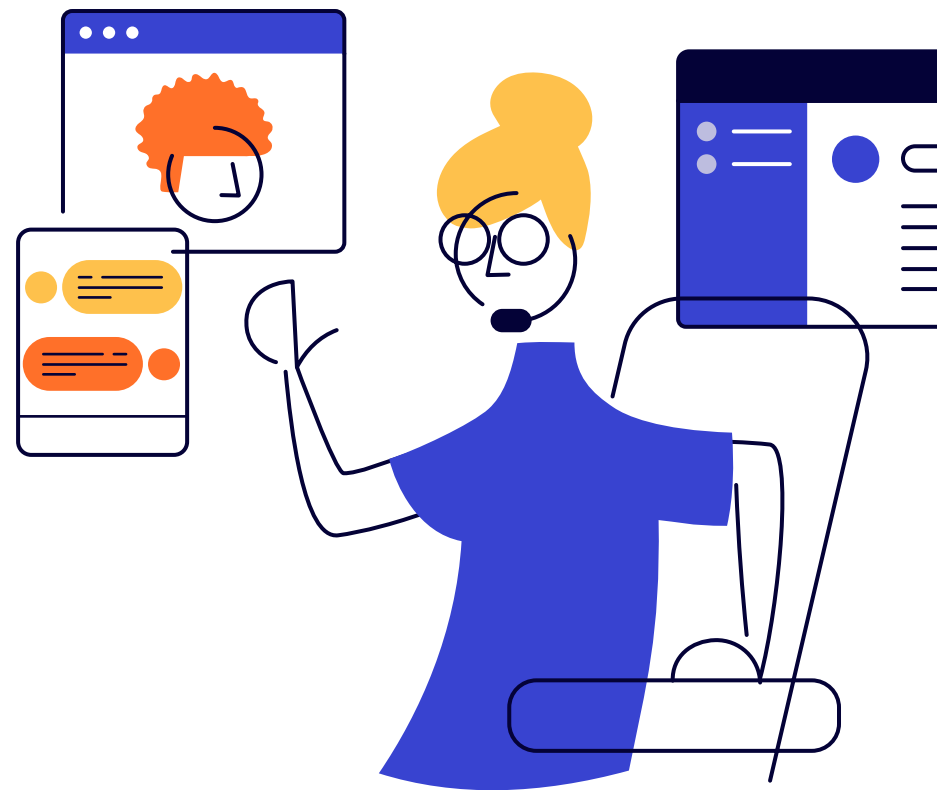
ITALIAN

PLAN FOR THE LONG TERM

For Italians, a warm, personal relationship is key to establishing a long-lasting business connection. While your products or services are still the primary focus of your conversations, it's crucial to strike a personal chord with your customers. However, you also need to be mindful of sub-cultural differences: While transparency and honesty are key, there's a significant contrast between the north and the south. The safest is to remain in professional territory no matter which part of Italy your customer is from.

DON'T MAKE THEM SELF-CONSCIOUS

The popular Italian stereotype is mostly true: They often come across as passionate or emotional. But that's not on the individual; the culture, as a whole, is immensely expressive. It's common for conversations to get into personal territory. Their rejections might seem direct, their comments critical, and their inquiries intrusive, but it's all part of the no-nonsense and honest culture. Remember not to point this trait out if you want a smooth relationship with them. Apart from being honestly emotional, Italians are proud as well – making them self-conscious of their emotional nature will only lead them to shut down.



Best practices for communicating with Italian customers

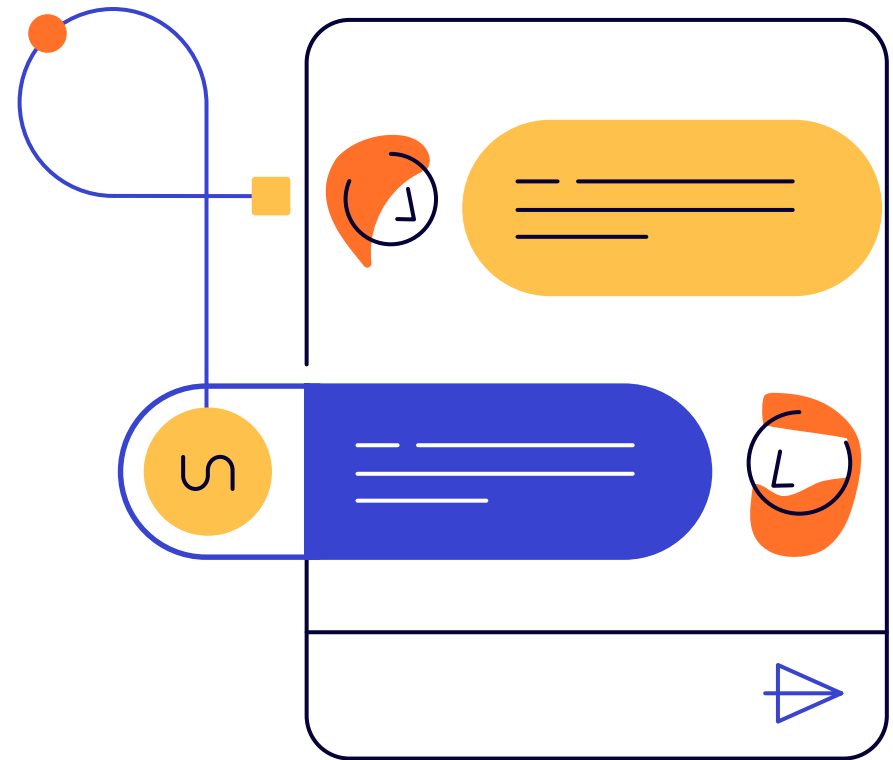
MEAN WHAT YOU SAY

Your Italian customers take your verbal and informal commitments and agreements as seriously as they would your contract. Since their conversation with you is guided by trust, failing to keep your word might break their trust in you.

BRING IN EVIDENCE

Most Italians are inquisitive, and they express disagreement and constructive criticism without hesitation. It's highly recommended to step into a conversation with data, statistics, legislation, and other documents as appropriate, because that would show them that you're transparent and you could be trusted. That said, younger customers might be more readily willing to trust you and your statements without data and statistics. Once the expectations and performance levels are clearly set, most customers would likely be satisfied with that and develop trust in your product or service.

In short, make sure you work toward building an authentic relationship with your Italian customers, keep your promises, adjust to the differences between cultures, and support your claims with proof for effective communication.



Best practices specific to English-Italian machine translation

1 USE FORMAL GREETING AND CLOSINGS

In Italian, there are distinctions between the “formal” and the “informal” registers. In the context of customer support communication, agents need to stick to the “business formal” or “business informal,” depending on the tone that a specific company wants to use in their communication with clients. Here are some examples:

BUSINESS FORMAL REGISTER GREETINGS

not advised

- Hi/Hey!*
- How are you?
How was your day today?
- Good day!*

advised

- Dear Mr. Jones,
- Dear, Peter,

BUSINESS FORMAL REGISTER CLOSINGS

not advised

- Goodbye!*
- See you!*
- Have a great day!*

advised

- With kind regards,
- Your sincerely,

*Avoid exclamation marks in greetings and closings. It’s rarely used in a business context because it might look rude.

BUSINESS INFORMAL REGISTER GREETINGS

not advised

- Hi/Hey!*
- How are you?
How was your day today?
- Hi there!*

advised

- Hi,
- Hello Peter,
- How can I help you today?

BUSINESS INFORMAL REGISTER CLOSINGS

not advised

- Goodbye!*
- See you!*
- Have a great day!*
- It was nice working with you.

advised

- Kind regards,



Best practices specific to English-Italian machine translation

2 AVOID EMOJIS

not advised

- Good morning, Stefannie :)

advised

- Good morning, Stefannie.

3 AVOID INTERJECTIONS

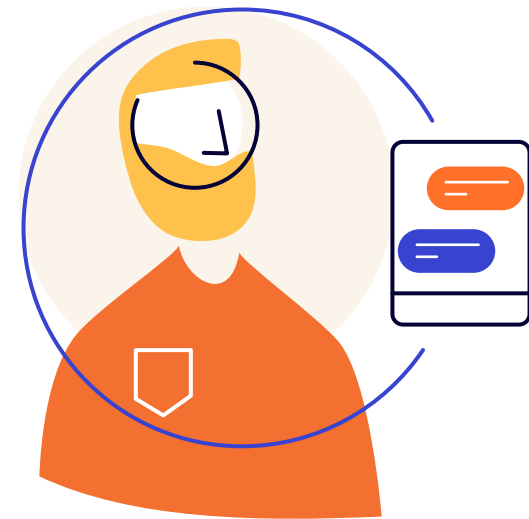
Interjections are another marker for the informal tone of voice and they should be avoided when writing to an Italian audience:

not advised

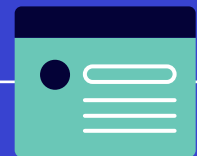
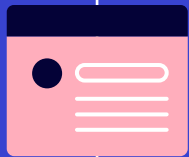
- Oh, I'm so sorry about that.
- Ah, that's alright.

advised

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



ROMANIAN



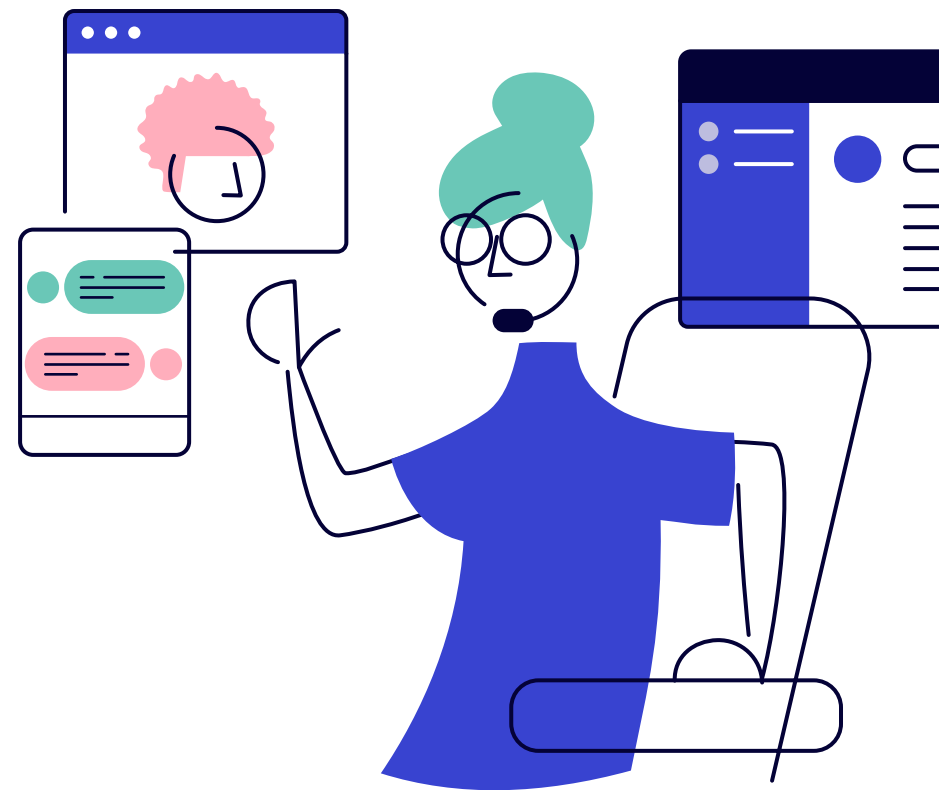
Best practices for communicating with Romanian customers

BE HONEST WITH YOUR CUSTOMER

Romanians are outspoken and matter-of-fact in their communication style. They're quite comfortable with honesty and "telling it like it is." This means they might seem abrupt and frank, but this is not personal. In support situations, where you might meet upset customers every now and then, Romanian customers might come across as especially emotional and passionate. It's crucial to take their nature in stride and focus on returning their honesty. However, steer clear of being overly direct or using high-pressure tactics.

BUILD AUTHENTIC RELATIONSHIPS

A healthy personal relationship is the foundation for engaging and retaining your Romanian customer. Romanians are normally reserved and serious in their initial interactions, but it's still encouraged to begin your conversations with small talk before diving into the issues at hand. It's important to establish yourself as an honest, trustworthy person to start building connections. For Romanians, personal relationships are a big motivator. Your customers will remain polite throughout and make sure to hear your perspective closely before making decisions, so it's critical to return that courtesy in your conversation with them.



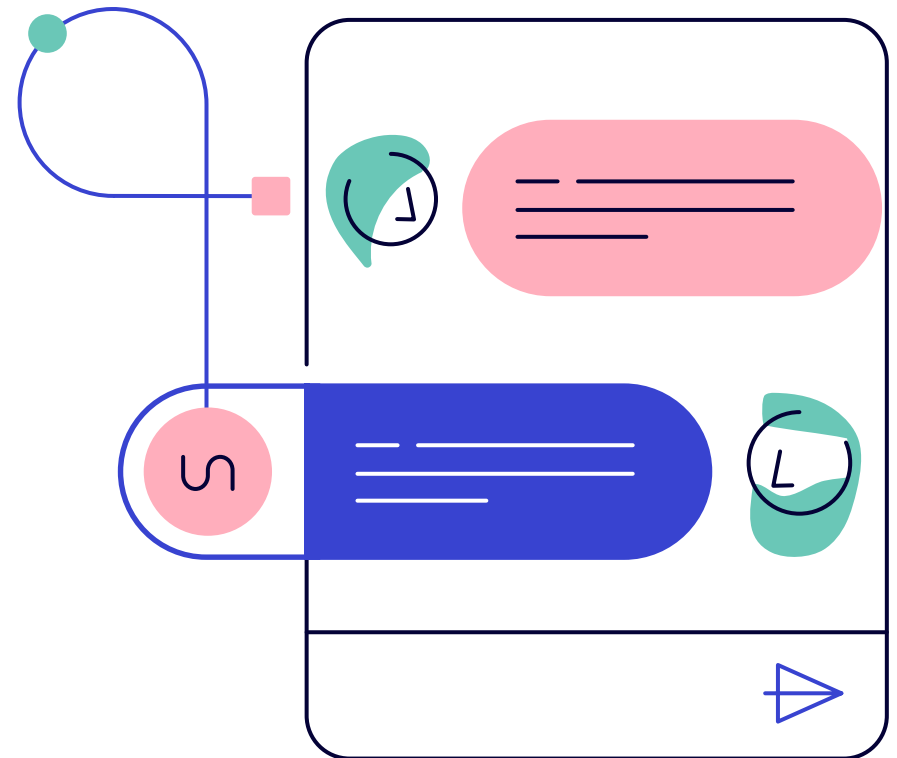
Best practices for communicating with Romanian customers

REMAIN FORMAL AT ALL TIMES

Maintaining a relationship with your Romanian customer does not mean you can be informal or excessively personal. Always address people formally, with the right titles, unless the customer initiates less formal communication. In some cases, you'll never get to use their first names, and that's okay – that doesn't mean you haven't struck a chord with them. Also, in creating a relationship with your customers, make sure that you don't overstep your boundaries. Romanians can be private initially, so it's better to let them guide the tone of the conversation and not pry into their affairs.



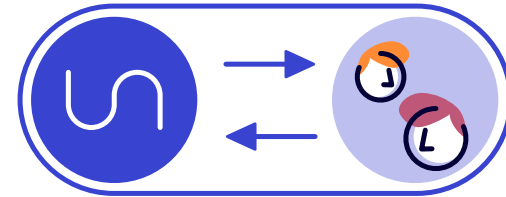
Research is key to winning over your Romanian customer. Exaggerations and overly complicated jargon are usually met with disapproval. Make sure to support your claims with thorough research and phrase things in simple, straightforward terms.



Best practices specific to English-Romanian machine translation

1 USE THE RIGHT TONE

In Romanian, both formal and informal tones can be used in customer support. However, they require different rules.



FORMAL GREETINGS

When writing in the formal register, be polite and mindful of your audience.

not advised

- Hi!

advised

- Dear Sir/Madam,
- Distinguished Sir/Madam,
- Hello,

FORMAL CLOSINGS

When writing in the formal register, be polite and mindful of your audience.

not advised

- See you!
- Have a great day!

advised

- Sincerely,
- Respectfully,

INFORMAL GREETINGS

advised

- Hello!
- Hi!

INFORMAL CLOSINGS

not advised

- See you!

advised

- Best regards,



Best practices specific to English-Romanian machine translation

2 AVOID EMOJIS

not advised

- Good morning, Stefannie :)

advised

- Good morning, Stefannie.

3 AVOID INTERJECTIONS

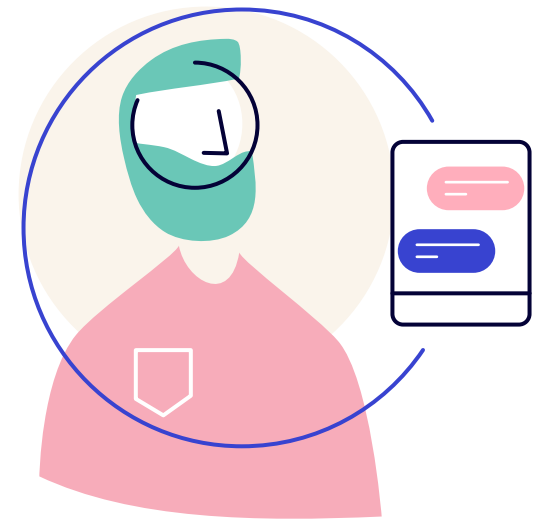
Interjections are a marker for an informal tone and should be avoided.

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

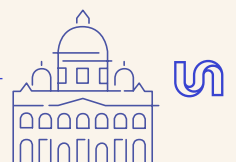


Of course, some best practices do not vary by language and should be applied to every customer service interaction. Here are the nine best practices we recommend.

- 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.



A 天



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.



Your business, translated.

