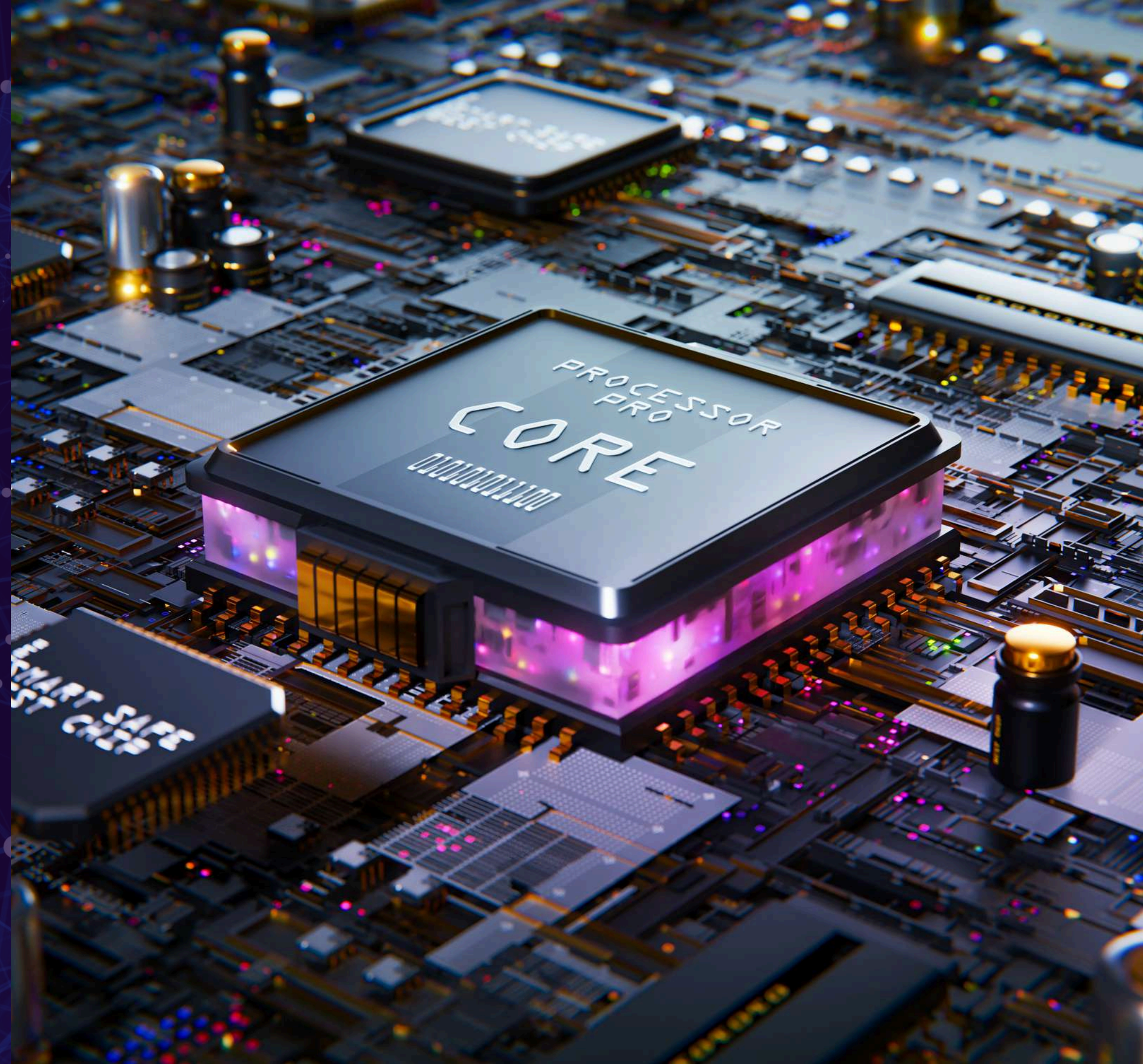




The Business Case for Global Expansion Guide: Key Metrics and Market Trends

Technology



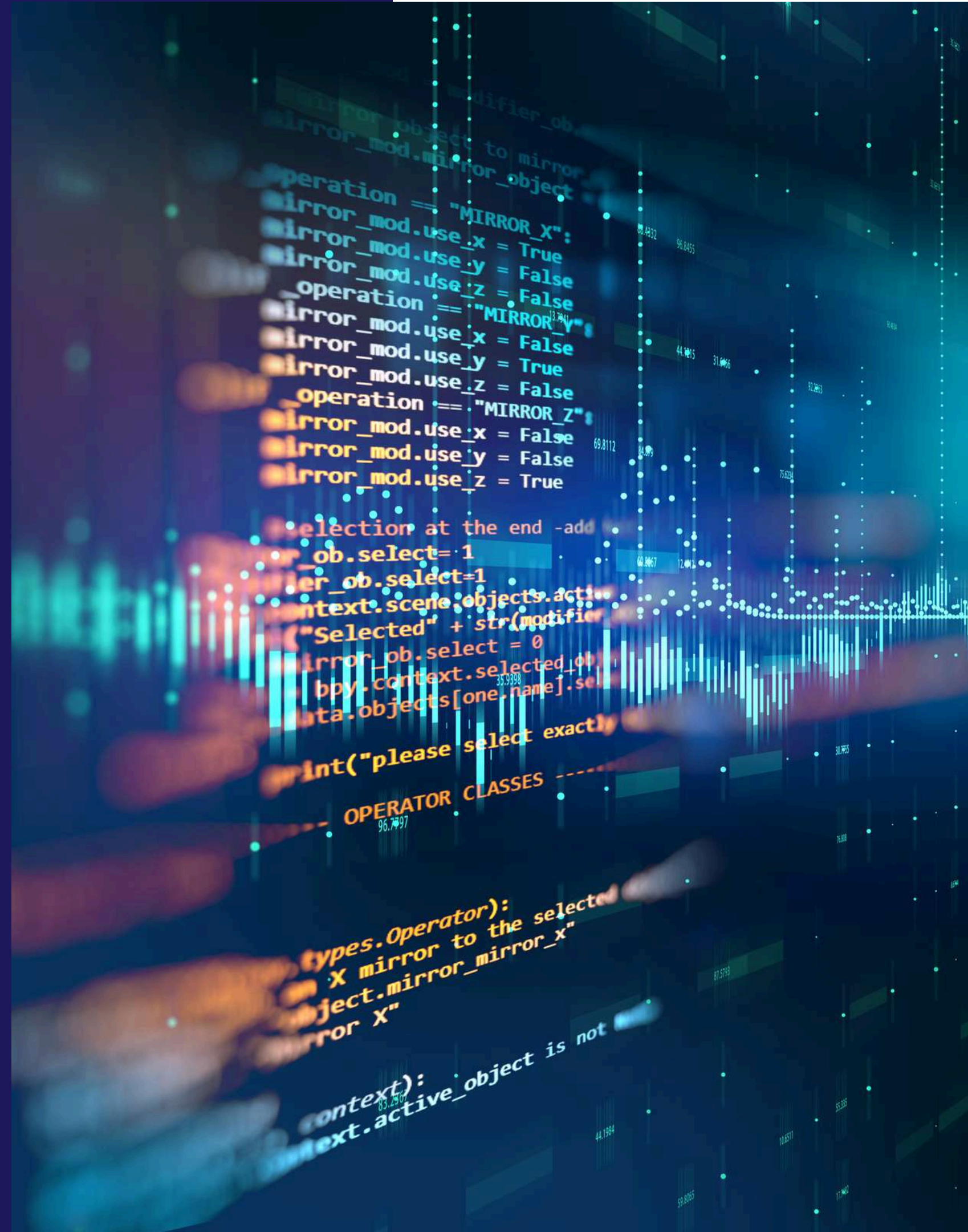
Almost three-quarters (73%) of business leaders globally believe in the potential of AI and LLMs and are excited by the prospect of AI to drive business expansion



96% of businesses globally are (or are considering) translating/localizing their software and user interfaces

98%

of US businesses are (or are considering) translating/localizing their software and user interfaces



| Technology

Over half (61%) of businesses globally are not currently using AI to deliver a personalized approach through every customer touchpoint

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

All areas of businesses globally have seen an increase in translation/localization demand, specifically: Software (40%), Website (39%) and Ecommerce (36%)



Key areas of focus when selecting a localization/translation partner include:

- **Data security (40%)**
- **Quality (39%)**
- **Technical accuracy (38%)**



57%

Of businesses globally are **not currently harnessing the power of AI and large language models to unlock new opportunities**, improve operational efficiencies, and enhance customer experiences

| Technology

52%

of businesses globally are not currently streamlining and enhancing the efficiency, security, and transparency of customer processes throughout the business

Source: The Phrase Business Case for Global Expansion Guide/Censuswide, 2025

