

Retail Business Growth Strategies Supported by Language Learning



In such a digital age, many retail businesses may be finding it challenging to remain competitive in this ever-changing landscape. In order to stand out from the competition, it's essential to remain creative and to think of new and improved ideas to keep you one step ahead. One way to do this is to implement language learning strategies into your business growth plan.

This can offer invaluable insights into how customers communicate and how they understand certain concepts. Applying retail growth strategies not only helps to reach a wider audience, improve customer service and increase engagement, but it will also open up new markets and create a more diverse consumer base.



Understanding Your Target Audience's Language Needs

The initial step in any marketing strategy should be understanding your target audience's needs. Ask questions such as, do they speak English? Do they prefer Spanish? How do they prefer to communicate? Knowing the language needs of your customers is essential for creating materials that are tailored to them, such as product descriptions and websites that allow for multiple languages. For example, if most of your customers prefer Spanish-language materials, then create visuals that include Spanish translations or have bilingual customer service representatives available for phone calls and emails.



Ease of Accessibility

Having multilingual material available can help improve customer experience and make it easier for them to understand what it is that's on offer and why they should purchase from you, as opposed to your competitors.

If your website is accessible and caters for multiple languages, customers who don't speak English, or who are still learning, are still able to access the information they need, without having any difficulties with understanding a foreign language. This not only offers an improved customer experience but also expands your potential for increasing sales.

Becoming accessible to a global audience is essential for gaining and maintaining international success.



Improving Efficiencies and Productivity

When considering the customer experience within a retail business where people are purchasing your products or interacting with your staff, make sure you don't forget that their journey should be simple and enjoyable. Their satisfaction will determine whether or not they will purchase from you again and if they will recommend your services to others.

Having a team that can communicate with as many of your customers as possible will help you make the customer journey seamless and simple. This not only stands for answering any customer queries but also for asking your consumer base for their feedback on your services via online forums or surveys.

Upskilling Teams

Ensuring your employees are offered the best chances for selfimprovement will not only improve their career opportunities but will also upskill your team to better perform and become an integral part of your business. When looking at offering language learning opportunities, consider the benefits this will have on your strategies for growth within your international strategy. Employees able to fluently communicate with customers are an essential asset for multilingual problem-solving, customer and client communications and for having a clearer understanding of how different cultures will appreciate your business campaigns.

An article from the [European Commission](#) highlights this stance and states that “with 35% of Europeans aged 25-64 being bilingual, speaking two languages is no longer that unique, and jobseekers should aim to learn a second foreign language to stand out.”

As second languages become the standard, learning a third language may prove to be even more beneficial.



Global Reach

Utilising language learning strategies within retail helps to open up new global markets. By offering multilingual content variations throughout your website and retail campaigns, you can reach an international customer base who may never have considered buying from you previously. Marketing in different languages allows for more potential sales, and it will also help you build trust with your customers as you will be offering them a new alternative; one that they can easily access, without any trouble.

How Language Learning Can Help Retail Businesses Grow

As language learning can offer companies the opportunity to discover and understand different cultures and consumer behaviour within markets, tailored messaging can be implemented. In turn, knowing the local language will enable your team to create more meaningful relationships with your customer base as you can ask questions that are culturally relevant and identify customer trends or behaviours that could be unique to a particular market. The information gathered from this can then help to inform marketing campaigns or new product offerings for different global markets. This will help to maintain brand loyalty among those who have bought from you previously, as well as opening up the doors for new customers who may have previously been unable to buy from you due to cultural or linguistic barriers.

The strategic implementation of language learning opportunities within your retail business growth plan will maximise your international potential, whilst also increasing customer satisfaction in different markets.





Ready to start seeing the benefits language learning can have on your retail business? See how Busuu can help you.

At Busuu for Business, we have expertly designed our language learning programme to help your team flourish. We believe language learning should be flexible, adaptable and beneficial for both companies and employees alike.

[Contact us](#) to learn more about our programmes and how they can help measure, track and boost employee engagement.

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