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From Translation to Transformation Becoming a Content & Knowledge Company (CKC)

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About the Author

Diego Cresceri is a seasoned expert in the language services industry, currently serving as the Director of Language Services at the LangOps Institute.

In this role, he leads initiatives that blend multilingual communication with artificial intelligence to enhance global business operations.

Diego is also the Founder and CEO of Creative Words, a company specializing in innovative language solutions. His extensive experience and forward-thinking approach have positioned him as a thought leader in the field.

A passionate advocate for the evolution of language services, Diego emphasizes the importance of integrating technology and human expertise. He believes that embracing new models like LangOps is crucial for the industry's growth and relevance in today's global market.

Introduction: A Turning Point for the Language Services Industry

The language services industry is at an important moment. For many years, companies offering translation and localization services have followed a steady path. Their value came from language skills, fast delivery, and high-quality work in different languages. But now, things are changing quickly.

New technologies, especially **AI and tools like GPT-4**, are changing what clients expect. Many no longer see translation as a high-value service. They see it as something basic. Prices are dropping. Competition is growing. And many companies are building their own language tools in-house.

But this change brings a big chance. A new way of working is starting to grow—one where language providers become key partners to their clients. This model is called the **Content & Knowledge Company, or CKC**.

This book will guide you through that change. It will explain why this transformation matters, what it looks like, and how you can start your journey. The goal is to help you not only stay in business, but thrive in a fast-changing world.

The Forces of Change: Technology, Expectations, and Market Pressure

Over the years, the role of language service providers (LSPs) has changed.
But now, we face a bigger and faster shift than ever before.

Main reasons for the change:

- **Technology:** tools like GPT-4 are getting close to human-level translation for many uses. AI can handle large volumes of content faster than ever before.
- **Automation:** many tasks that once needed a person can now be done by machines. This includes organizing content, checking for errors, and even picking the right tone.
- **Client Needs:** companies no longer just want words translated. They want complete solutions that help them succeed in global markets.
- **Low Prices:** translation is often seen as a basic service. Clients expect it to be cheap and fast. This puts pressure on providers to do more with less.

In this new world, the old LSP model is in danger. But those who adapt can become very valuable to their clients. The companies that grow will be the ones that understand their clients' goals and help them reach those goals in many languages.

From LSP to CKC: The Path of Industry Evolution

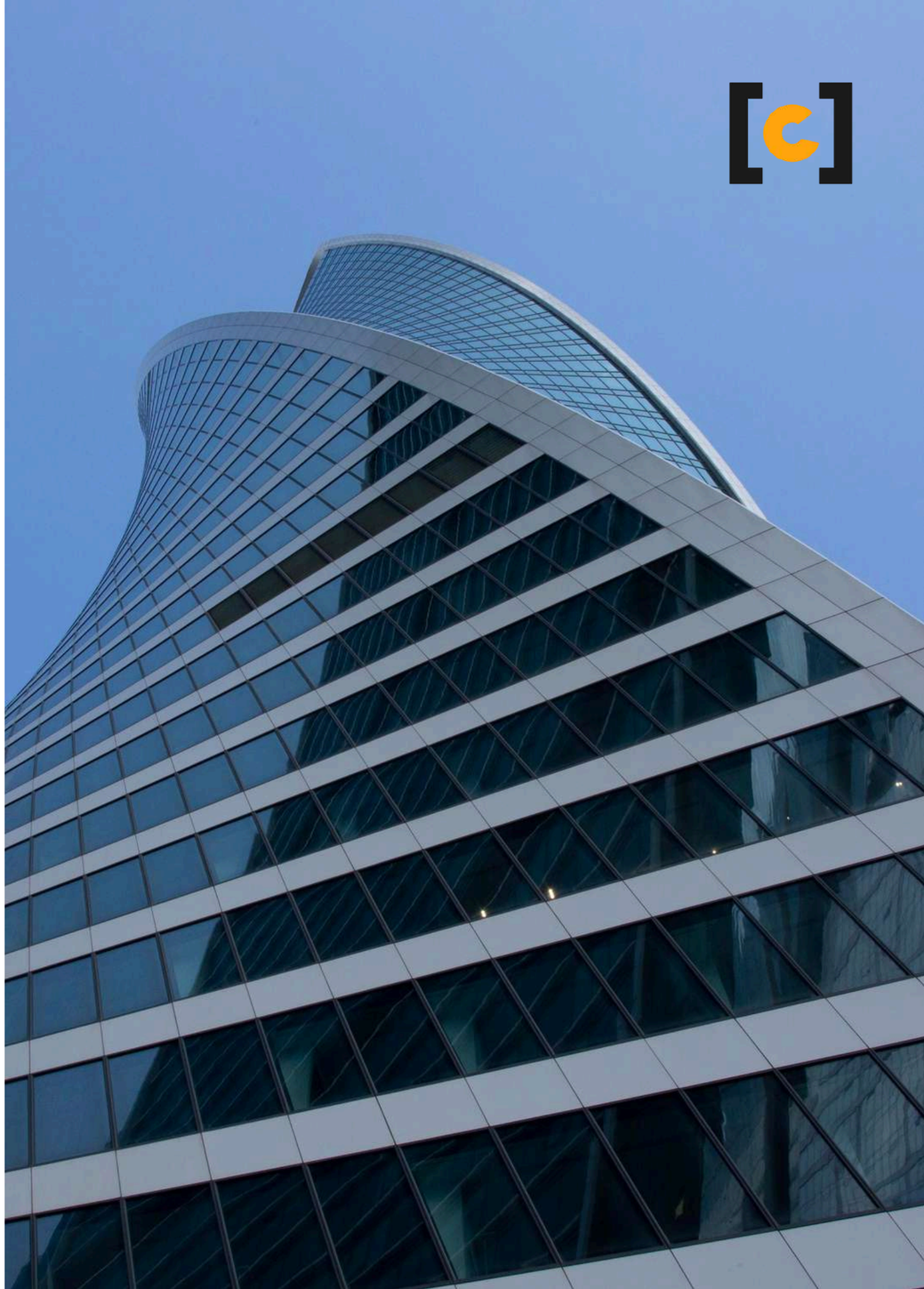
In the past, language services followed this path:

- **LSP (Language Service Provider):** focused on translating content from one language to another. Success was measured by word count and delivery speed.

- **CSP (Content Service Provider):** started to offer more than translation—like writing, editing, and SEO. These services supported broader content strategies.

- **CKC (Content & Knowledge Company):** goes even further. CKCs help businesses manage information and knowledge across all languages and departments. They become trusted advisors who support growth and innovation.

Each step adds more value and needs new skills. Becoming a CKC means going beyond words to help clients use knowledge and language to grow. It's about being part of the client's team, not just a supplier.



The Opportunity Beyond Translation: What Enterprises Really Need

Big companies have complex needs:

- They must manage content across teams, languages, and tools.
- They need language support that helps them reach business goals.
- They need insights from data in many languages.
- They want fast growth without losing quality.

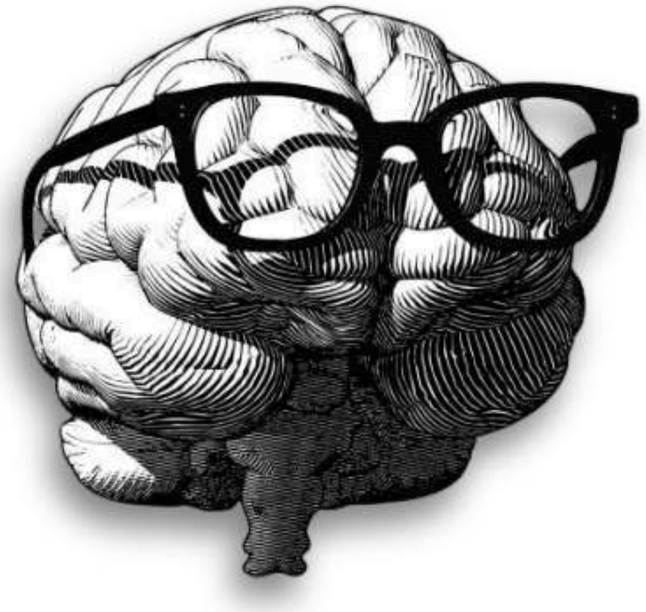
Today's companies face global competition, rapid change, and increasing expectations from customers. They are creating more content than ever, in more languages, across more channels. They don't just want translation.
They want clarity, speed, accuracy, and insight.

They want to:

- Understand what customers think in every market.
- Respond quickly to feedback and problems.
- Keep their brand voice clear and strong in all languages.
- Make smart decisions based on data from everywhere.

The CKC model changes how clients see you. You're no longer just a service provider—you become a true partner.
Someone who helps them grow, stay informed, and succeed globally.

The Multilingual Brain Framework



CKCs use something we call the multilingual brain.

This is a simple way to understand how to organize your services. Think of a brain with four key parts:

The Ears: Listening Across Languages

CKCs collect feedback and news from many sources and languages.

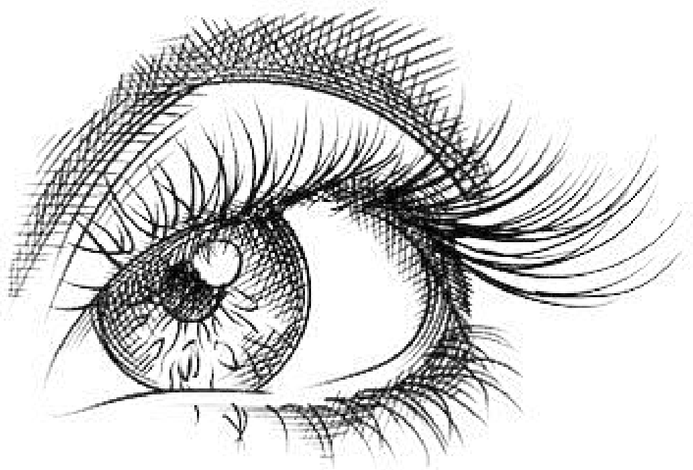
This includes social media, reviews, reports, and customer surveys. They help companies understand what people are saying and why it matters.

With good listening tools, a company can:

- Spot problems early
- Learn what customers like or don't like
- Understand trends in different markets

This is a big upgrade from waiting for problems to happen. It helps companies stay ahead.

The Eyes: Understanding and Analyzing



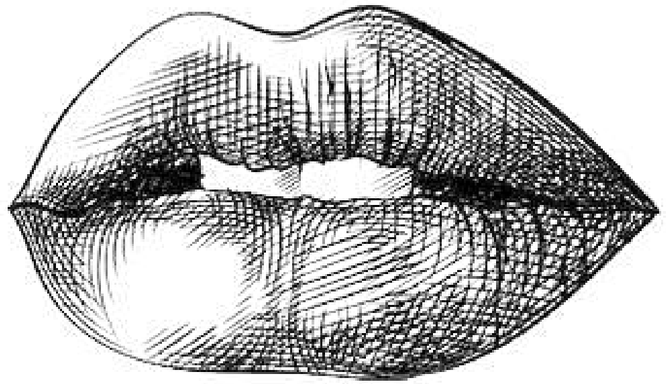
CKCs read and study documents, reports, and online content in different languages.

They find useful patterns and help companies act on them. This might mean reading legal papers, studying product reviews, or scanning industry news.

AI tools can read faster than people, but human experts are still needed to understand context and meaning.

Together, they make a powerful team.

The Mouth: Communicating Effectively



CKCs help companies speak clearly in every market.

They make sure the message fits the culture and the audience while keeping the brand's voice consistent. This includes websites, emails, ads, social posts, and more.

Good communication builds trust.

It helps companies sell more, support customers better, and create loyal fans.

The Brain: Thinking Strategically

The brain links all the parts together. It helps companies use what they hear, see, and say to make better choices. This means building systems to connect teams, share information, and learn from data.

When a company has a strong multilingual brain, it can:

- Act faster in every market
- Share knowledge across teams and borders
- Make smarter, faster decisions

This is the heart of the CKC model.

Capabilities of a CKC

CKCs need to build new skills to support the multilingual brain:

- **LangOps and AI Automation**
  Use smart systems to handle tasks quickly and easily. This allows teams to focus on more important work. Automation can speed up delivery, lower costs, and improve consistency.

- **Knowledge Curation and Taxonomy Development**
  Organize information so clients can find and use it. This means creating categories, tags, and connections across languages. It turns messy data into useful knowledge.

- **Real-Time Content Adaptation**
  Adjust content based on how it's doing. Make it better over time using real feedback. This can mean changing tone, layout, or even message depending on the audience.

- **Content Intelligence and Analytics**
  Measure how content performs. Help clients improve their results by understanding what works and what doesn't. Use data to guide content decisions.

- **Enterprise-Level Language Strategy**
  Give advice on how to manage language across the company. Connect language work to big-picture goals. Help clients work better across departments and borders.

The Transformation Roadmap - Part 1

Becoming a CKC takes time and planning:

Assessment and Strategy

Check where you are today. What do you do well? What needs work? Look at your people, tools, clients, and services.

Capability Development

Start building new services and skills. Run pilot projects to test them. Start small, learn fast, and grow.

Client Education and Engagement

Teach clients how these new services help. Share stories and results to show the value. Help them see you in a new way.

The Transformation Roadmap - Part 2

Technology Integration

Connect your tools with your clients' systems. Make your services part of their everyday work. This saves time and builds stronger partnerships.

Revenue Model Redesign

Charge based on results, not just words.
Use packages, subscriptions, or success-based pricing. This helps you grow with your clients.

Avoiding the Trap of Inaction: The Time to Act is NOW

Waiting is risky.

AI is getting better fast.

Clients may soon find other ways to get **what they need**.
Companies that don't change may be left behind.

Those who act now can stand out and grow.

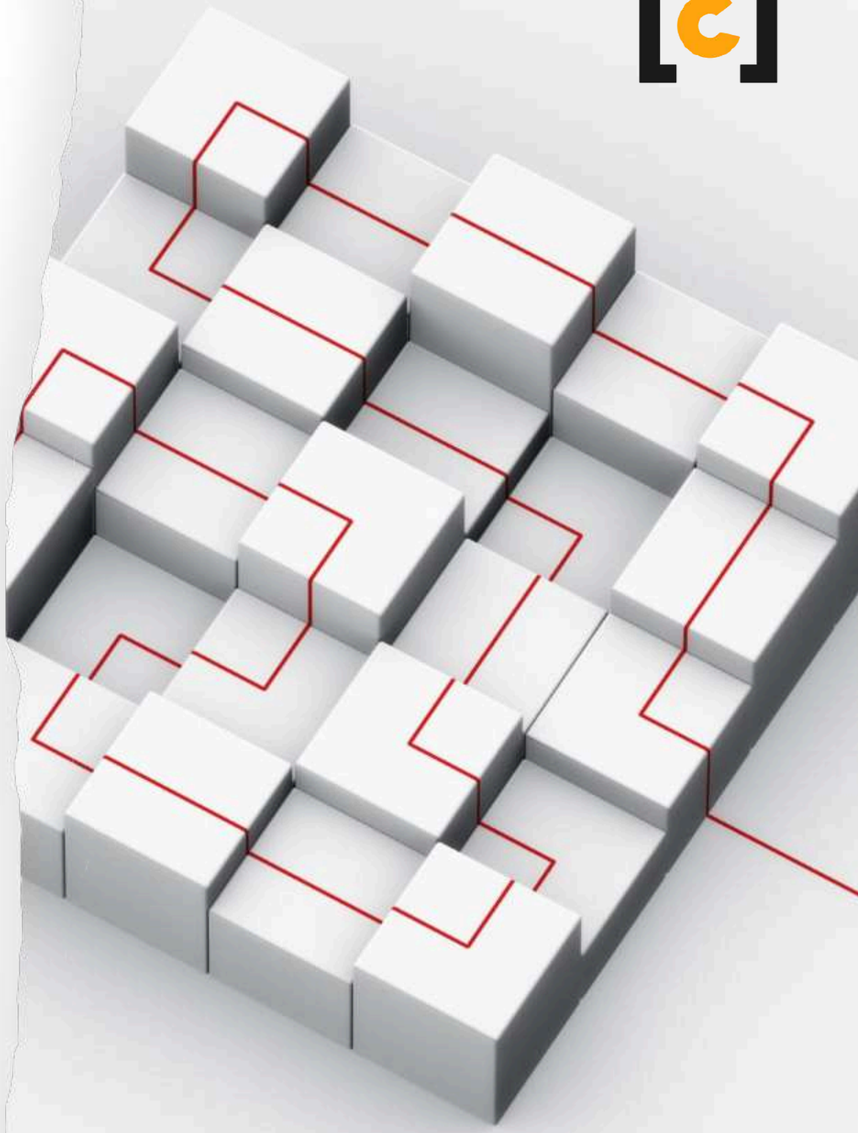
The earlier you begin, the easier it is to lead, not follow.

Your First Steps: From Insight to Implementation

Start small:

- Look at where you can use AI and automation.
- Try new ideas with clients you trust.
- Get your team involved and excited.
- Measure your progress and celebrate wins.

Big change comes one step at a time. Each project is a chance to learn, improve, and grow.



Reimagining the Future of Language Services

CKCs do more than translate. They help companies listen, understand, and act in every language.

They turn words into knowledge.

Translation into transformation.

This is the future of our industry. If you embrace this path, you'll build deeper relationships, stronger value, and long-term growth.

The next step is yours to take.

Will you lead the way?

A Partner for the Journey: Support, Consulting, and Training

You don't have to do this alone. There are experts who can help you plan and grow.

- Get help with strategy and tools.
- Train your team in new skills.
- Learn from others who have done it before.

A good partner can help you move faster and avoid mistakes.

They can bring outside knowledge, fresh ideas, and proven methods.

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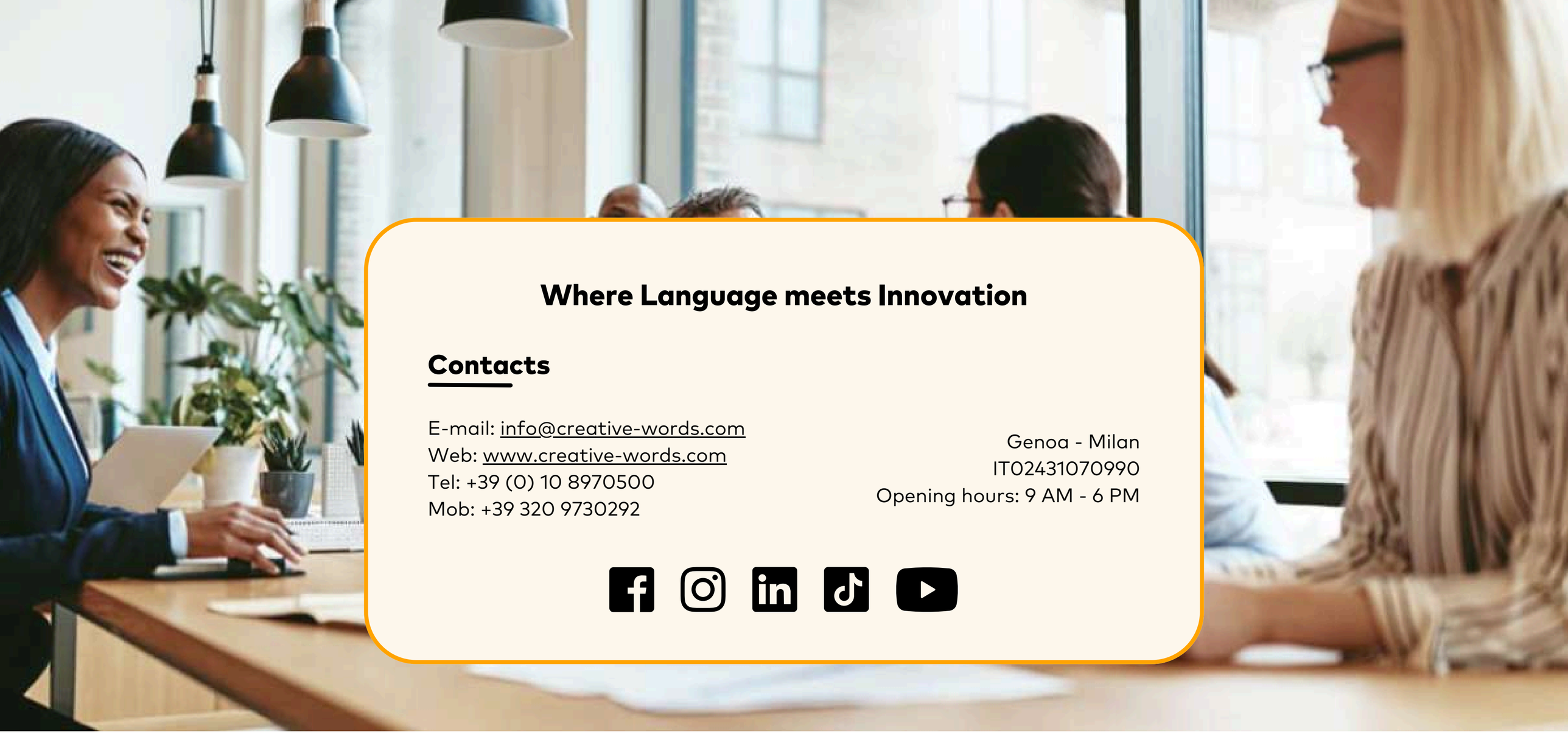
We can support you!



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