

Transline

Translation – key to understanding.

Case Study



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/ Stefan Schenkel,
Head of Webshop at
BAUHAUS

Streamlined translation process boosts BAUHAUS operations

The Challenge



For more than three years, the experts at Transline have been translating item descriptions for the online shops of BAUHAUS in Switzerland – from German into Swiss Italian and French. The challenge at the start was to translate a lot of texts en bloc. Jakob Fuchs, Senior Key Account Manager at Transline: **“BAUHAUS supplied us with several thousand item descriptions four to five times a year. These large volumes resulted in a processing time of six to ten weeks.”**

On a linguistic mission

globaleconomy

////////// If you want to reach people, you have to speak their language

Case Study

Streamlined translation process boosts BAUHAUS operations

Sales increased due to significantly reduced “time to market”

The result



BAUHAUS is one of the biggest players in the DIY store sector. The company is constantly expanding the product range in its online shop, much of which is seasonal. BAUHAUS, in collaboration with its translation service provider Transline, has now streamlined the translation process for its online shop in Italian- and French-speaking Switzerland, significantly shortening its time to market in the process. This increased speed is an essential factor for the success of the trilingual webshop.

The problem



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The procedure had one serious drawback: The time span between the purchase of new products and the start of distribution was too long. “For example, when project management bought products for the gardening season in January, the item descriptions had to be prepared and translated for the webshop,” continues Jakob Fuchs. Every day spent doing this is, of course, a day missed by BAUHAUS in downstream online sales. And especially with seasonal items, too much delay can have a significant negative impact on sales opportunities.

Declared goal: streamlining processes

Against this background, the experts from BAUHAUS and Transline jointly developed a new procedure for the translation work. The declared goal was to streamline processes and shorten the “time to market”.

The result is a highly automated routine process where the language experts at Transline translate smaller packages of around 200 item descriptions every week, using machine translation. The projects are handled without exception by the Transline Group, by Transline Deutschland and two sister companies in France and Italy.

In addition to their qualifications as specialised translators, the proofreaders employed there are particularly trained in the area of postprocessing machine-translated texts (full post-editing). Sophisticated tools, such as the MemoQ translation database and a neural translation engine, support them in their work.



The solution



Use of machine translation

High quality through full post-editing

Reduced "time to market"

"We were able to implement BAUHAUS' requirements quickly and effectively thanks to our new process approach."

/ Jakob Fuchs,
Senior Key Account
Manager at Transline

Machine translation: How good is the quality?

The first step in the project was to check the quality of the machine translations. To do this, the experts from Transline had some item descriptions pre-translated by the engine and scrutinised the results together with the clients from BAUHAUS. "It very quickly became apparent that machine translation is well suited to support the translation work for this text type," says Jakob Fuchs. "However, in order to achieve the desired result – a high-quality, correct translation into the target languages – so-called full post-editing was and is necessary, i.e. post-editing by a trained human translator."

As of March 2019, the new process has been running with Transline continuously translating smaller amounts of text. The incoming item descriptions are first imported into MemoQ. The system compares the texts with all texts translated for BAUHAUS in the past three years and provides results for all segments for which a translation is already available. The text segments that are not processed are then passed on to machine translation. This results in preliminary texts that have been completely translated by means of computer programs.

Decisive step: full post-editing

Now comes the decisive step for quality: full post-editing. Human translators check the clarity, correctness and quality of the translation, compare it with the source text and add the finishing touches to the texts. In this step, they also access the central terminology database and other reference material to ensure that translations of terms that repeatedly appear do not vary but are consistent.

In order to process the high volume as quickly as possible, several post editors are used in parallel in a project. Jakob Fuchs: "Our system is designed so that everyone involved in the project can see the complete context. In case of questions or ambiguities, a proof-reader can then find out how a colleague has solved an identical or similar problem. This provides additional security and increases efficiency and quality."

The last step is for quality assurance. Here, Transline uses a special checking program that checks all texts formally, for example for completeness, punctuation, correct numbers and decimal separations.

Goals fully accomplished

Jakob Fuchs answers the question about his experiences with the new translation process without hesitation with a clear: "Very good. We were able to implement BAUHAUS' requirements quickly and effectively thanks to our new process approach." And Stefan Schenkel, Head of Webshop at BAUHAUS, adds: "The goals we defined at the start were fully accomplished. We have significantly reduced the "time to market" – where it used to take up to ten weeks, we now usually get our webshop content back translated into both target languages after one week. As a result, we are now much more flexible, have significantly more sales time and achieve higher sales." And all this without any additional effort for the customer.

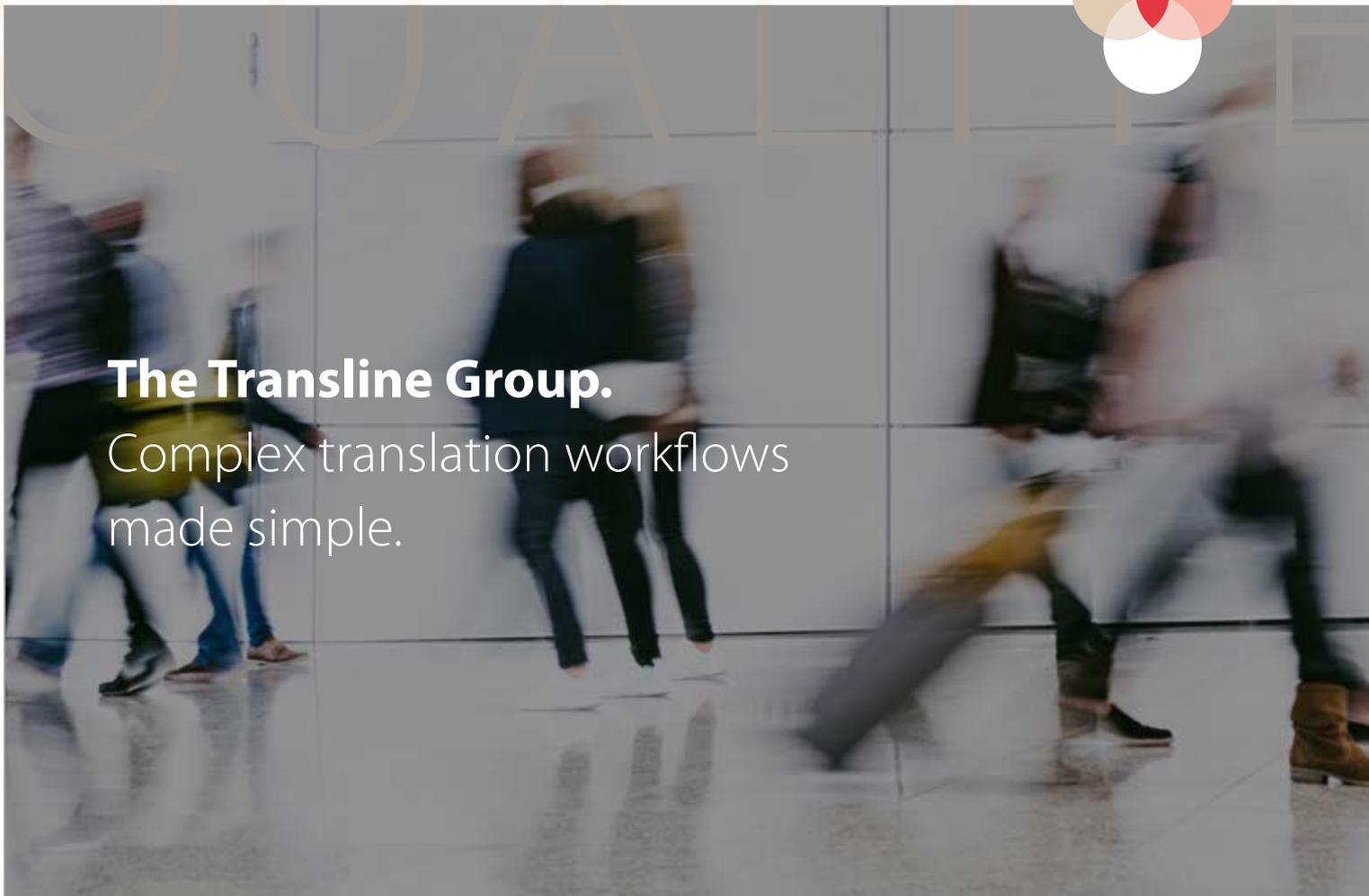
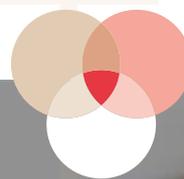
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If you have questions regarding the Bauhaus case study, don't hesitate to get in touch. We look forward to it.

On a linguistic mission

www.transline-ecommerce.de



The Transline Group.
Complex translation workflows made simple.

Which are the most widely spoken languages in the world? Chinese, Spanish, English, Hindi, Arabic, Portuguese, Bengali, Russian, Japanese, German, Marathi, Korean, French, Turkish, Tamil, Vietnamese, Urdu, ...? **e-commerce**

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Comprehensive language services for demanding multilingual projects

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