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E-Commerce Localization Solution Brief

Key benefits

➡ Cost-effective , scalable solution

➡ Greater productivity, while maintaining strict quality standards

➡ Advanced technology and automated workflows

➡ Keyword research and localization to boost visibility

Consumers want to be able to shop online in their native language, and the improved customer experience here makes them much more likely to make a purchase. For many E-Commerce websites looking to expand into foreign markets, cost-efficiency and the ease of implementing a localization solution is crucial. This solution is often managed internally and can be lacking in key areas, such as long-term efficiency and scalability – hidden costs that are difficult to assess are also not uncommon. Furthermore, webshops need the assurance that translation quality will not be compromised, as a poorly localized store can even scare potential buyers off. A properly implemented localization solution will target all of these aspects and improve efficiency across the board, leaving more room for return on investment from your expansion activities.

Streamlined processes

➜ Avoid the common hidden costs and productivity bottlenecks often associated with in-house solutions

➜ Enjoy greater localization efficiency while not compromising on translation quality

➜ Benefit from dedicated translator teams for your content

LanguageDesk

➜ Free-to-use, web-based platform for centralized management of all translation projects

➜ Direct integration with your CMS or PIM via API

➜ Ideal tool for processing frequent translation requests for product catalog updates
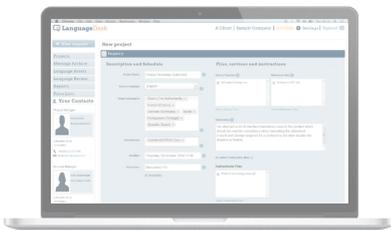
Selected clients

➜ Brandsdal Group

➜ Schuh

➜ Conrad

➜ EMP

➜ Pitney Bowes

Cost efficiency

Milengo delivers full transparency on the costs involved in localizing your webshop and the ongoing localization of individual product pages. E-Commerce companies employing internal solutions can encounter three common problem areas:

➜ Recruitment and training

Recruiting and training staff members to take on localization responsibilities can be an expensive and time-consuming task. Ultimately, a number of team members need to be involved in this effort.

➜ Staff turnover

Costs can be compounded when dedicated staff are reassigned or leave the company. Staff turnover will be both a drain on overall productivity and a source of added costs when new individuals need to be trained.

➜ Limited capacity during peak periods

Translation capacity can hit a bottleneck during busy peak periods. Implementing backup solutions during this time or suffering critical productivity losses could be extremely harmful when products aren't available online when they need to be.

By eliminating the hidden costs of recruiting, training or reassigning staff members for localization roles, significantly greater value can be found in the money spent on translation efforts.

Increased productivity

Milengo provides experienced project managers and localization engineers to develop the most suitable localization workflow for your store content. All scheduling, language team assembly and file processing is handled by this dedicated team. This process offers much greater efficiency for E-Commerce companies, as key staff members are not drawn away from their core roles and responsibilities – crucially, companies can avoid significant bottlenecks or drops in capacity at critical points in time, such as peak periods where translation efforts need to be scaled up.

Translation management platform

The LanguageDesk translation management platform, built by Milengo, is offered to all customers free of charge. This tool enables purchasers to save time when product pages are constantly being updated, leading to translation requests being made on a regular basis. Customers can maintain a centralized overview of all projects, associated files, translation spend and communication history, all from one secure online location.
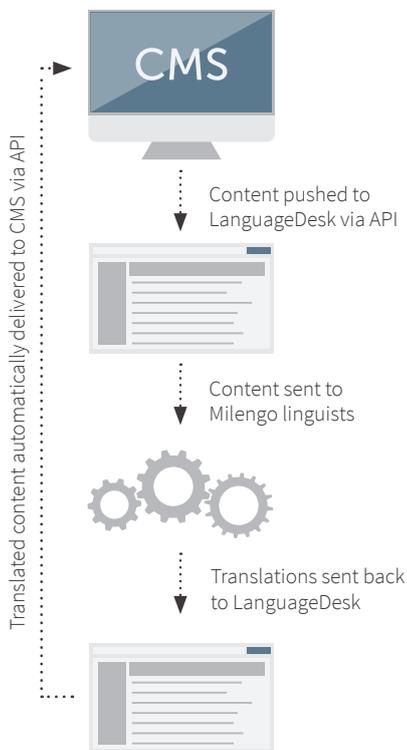
Professional quality

Translation quality is a fundamentally important factor in determining return visits and purchases from your global customer base. Milengo creates dedicated teams of professional linguists and language-specific style guides in order to ensure that the style, terminology and tone of voice of the source webshop content is maintained across all target languages.

> "
> *We are absolutely dependent on an automated process for continuous translation of new products and a translation partner that delivers quickly and with a high quality. Running our business in several countries in their local language would simply not be possible without it. Milengo has done, and are doing, a wonderful job in meeting our requirements.*

Daniel Srebro
Brandsdal Group

Automated workflow

Translated content automatically delivered to CMS via API

CMS

Content pushed to LanguageDesk via API

Content sent to Milengo linguists

Translations sent back to LanguageDesk

Tools and technology

Milengo always selects the most suitable tool depending on clients' needs. This means customers can be assured that their content is being processed through the most effective localization technology available. There are a number of areas where key benefits can be seen:

→ Translation productivity: Translation technology offers complete environments in which translators can work faster and more efficiently.

→ Reuse of existing translations: Translation memories store previously translated content to reduce both cost and turnaround time.

→ Translation consistency: Access to translation memories and glossaries ensure translation consistency across all product pages.

→ File formats: Work directly with content management system (CMS) exports, such as CSV, XML or XLIFF, to avoid time-consuming and error-prone copying and pasting of content.

Fully automated workflows can be developed to facilitate an even greater level of efficiency. Milengo works with its customers to connect its free-to-use LanguageDesk platform to their CMS to make the process of requesting and receiving translations as seamless and simple as possible.

Keyword research and localization

Milengo works with in-country, native-speaking linguists specializing in the tools and techniques used to research and identify optimal target keywords for E-Commerce sites. This helps increase store visibility in the online searches that customers in target regions are performing. Glossaries containing these keywords are also built to ensure consistent application throughout localized content.

Benefit today

Milengo's E-Commerce localization solutions help companies drive success when expanding into foreign markets. With a modern, centralized approach to localizing webshop content, E-Commerce companies can set themselves at the forefront of target markets, while enjoying the cost and productivity benefits that a dedicated localization service provider can offer.

→ To learn more about Milengo's localization solutions for e-commerce, please contact sales@milengo.com

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