

Case study:

Website, Application and Document Localization

The client, a household name with a diversified portfolio of household appliances and farming equipment, wanted to reach out to audiences in every region and build a favorable, profitable connect. Client wanted to translate their website, product and marketing related collaterals from source language to multiple regional languages. They also wanted native language users to get more involved with their application by localizing the application, based on region and population's proximity to a specific language.

Client:

Diversified Consumer Durables Company.

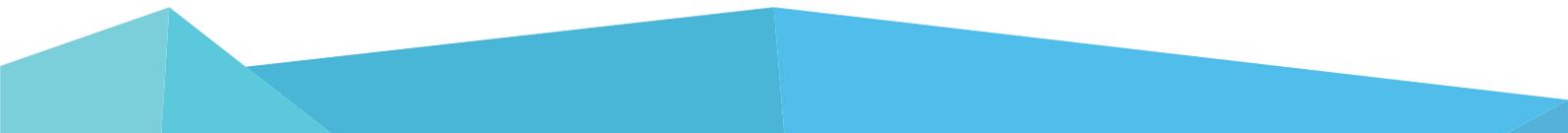
Challenge:

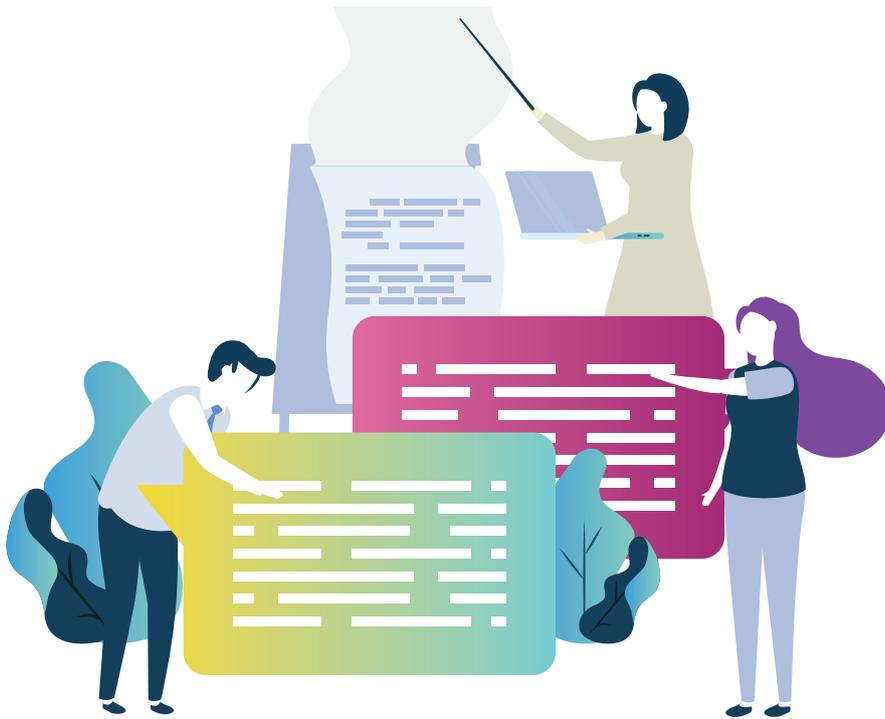
The manufacturers with a wide spread offering of new age home appliances and farm equipment's wanted to ensure that it establish profitable reach within the different regions in the country to make a beneficial recurring connect with the regional and or native audiences. The manufacturers wanted all their website, product and market related collaterals, created in the source language to get translated into the destination native language. They also wanted to localize their application to take advantage of the increasing smartphone users in second tier cities in India who prefer to use native languages on their smartphones. Translating marketing related content into contextually relevant communication can be a tough ask as it requires domain expert linguists.

Solution

Pool of Domain experts were identified for this requirement. We aligned localization efforts in line with their marketing processes which helped in meeting their quality and time deadlines. Special emphasis was laid on keeping all communication web and smartphone relevant. Due to the limited screen size on devices and the increase in length of strings after translation, we constantly interacted with client to discuss about string shortening which helped avoid overlap/truncation issues on mobile devices after integration.

Conclusion

- Increased target audience engagement with relevant line of products.
 - More control for users to learn at their own pace through native language powered application and content.
 - Increased Rate of Return, reduction in project cost by 30%
 - Personalized User Experience.
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About KeyPoint Technologies

KeyPoint Technologies through its proven expertise has pioneered native language messaging and communication with world's largest language base. Spearheading research in linguistics and AI, it has built the best suited next generation language and device solutions. We are trusted partners to OEMs, Operators, and App Developers for developing intelligent interfaces, engines & input experiences. Our product range includes world's first AI powered, user-initiated, multi-lingual, search and discovery platform, Xplore; A multilingual, multipurpose conversational chatbot called Xbot. We are also identified as a leader in the localization industry, providing end-to-end translation and localization solutions to help our clients attain their global communication, marketing and revenue goals.

