

“What used to take weeks and weeks now takes a couple of days. Lionbridge has demonstrated many times the needed expertise, and the process has been very smooth.”

Ingrid Weber
Web Content and
Development Manager
Wizz Air

Client Values

- » Global reach with access to local translators with travel-industry experience
- » In-house engineering simplifies process of managing complex content files
- » Established quality procedures prevent errors and save time
- » Reducing addition of new languages or new content from weeks to days

Lionbridge Helps Wizz Air Spread Its Wings Across Europe

Wizz Air is the largest, low-cost airline in Central and Eastern Europe. Founded in 2004, the young airline already operates more than 150 routes to 60 destinations. In fact, it is one of the fastest growing businesses in Europe, with an average annual growth rate of 40%. Expanding routes means serving new populations with distinct languages and cultures. Prior to boarding, these travelers first pass through the Wizz Air website, maintained with the help of Lionbridge translation services.

Objective

Given the highly competitive nature of the travel industry, Wizz Air needs to move quickly to take off in established markets. As the central point for all customer interaction, the company's website has to keep pace. It currently offers information and services in 17 languages, and the company is adding an average of three new languages every year. While the booking engine is its most critical section, the website also includes route information, regulations, and even destination guides.

“My primary goal is to maintain consistency of terminology and accuracy throughout every section of the website,” says Ingrid Weber, Web Content and Development Manager at Wizz Air. “This is extremely important as our website is not only our main shopping window but also the main point of reference for our customers when they have questions.”

Uncompromising accuracy is even more important considering the many local regulations within the regions the airline serves.

Solution

That's why Wizz Air depends on Lionbridge. Lionbridge brings a global scope that encompasses all the airline's markets. In each market, its project managers have ready access to proven translation resources — experts with experience in the travel market and all its rules and regulations.

Producing translated content for the Wizz Air website is a multi-step process. Content for the booking engine, for example, is based in Pearl files. “Our booking engine is made of extremely complex files. The smallest errors can generate huge problems and affect our system's overall functionality,” says Weber. To manage this challenge, Lionbridge employs an internal engineering team with extensive Pearl experience. The team has established a process to rapidly retrieve content for translation from the Pearl files. Once translated, Lionbridge reassembles the Pearl files for loading back into the Wizz Air system. “Lionbridge has demonstrated many times now that it has the needed expertise to deal with such files in a timely manner.”

All along, Lionbridge maintains translation quality. The company helps Wizz Air to manage its terminology glossaries, translation memory, and quality assurance process to get translations right the first time.

Benefits

By relying on Lionbridge translators, engineers, project managers, and quality processes, Wizz Air saves a considerable number of man-hours and is turning around new languages far faster. “In the past we had to copy and paste all of our content into text files and manually reconstruct the booking engine and corporate website for each new language. This would take weeks and weeks. Nowadays, we need a couple of days to upload the files and do some tests,” says Weber.

As the company wings its way to its new headquarters in Geneva, Wizz Air knows it can continue to deliver a superior customer experience, in part through translation services from Lionbridge. Says Weber, “Knowing that Lionbridge has some very strict internal procedures gave me the confidence that it was the best provider to meet my translation needs.”

Contact Information

About Lionbridge

Lionbridge Technologies, Inc. (Nasdaq: LIOX) is a leading provider of translation, localization, and testing services. Lionbridge combines global language resources with proven program management methodologies to serve as an outsource partner throughout a client’s product and content lifecycle. Organizations in all industries rely on Lionbridge language and testing services to increase international market share, speed adoption of products and content, and ensure the integrity of their global brands. Based in Waltham, Mass., Lionbridge operates across 26 countries, and provides services under the Lionbridge and VeriTest® brands.

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