



## Translation of Travel Reviews

One of the world's largest online travel reservation companies has an active, engaged international customer base with localized sites in more than 30 countries. Millions of users visit these sites to research airlines, hotels, car rental companies, vacation packages, and attractions. During return visits, these users provide first-hand accounts of their experiences, which contain valuable insight for the company, its partners and other users. Yet, the company struggled with how to leverage these user reviews into other languages and properties, while still keeping the user feel and nuance. The company realized it had to find a way to tap into the enormous amount of user generated content, specifically the thousands of reviews it houses on its site, to improve the customer experience and drive more sales. It also knew it couldn't rely on conventional means to get there. The company chose Lionbridge's Business Process Crowdsourcing solution to harness the power of in-country bilingual workers to repurpose user generated reviews from one language into multiple languages.

### Not Lost In Translation

Deciding where to start is a common problem for any business dealing with massive amounts of user generated content. Lionbridge's client took a focused approach, targeting product reviews about the hotel properties offered on its website. By making reviews available to users in their native language, the company enabled its customers to make more informed purchasing decisions. For example, a user in Spain would be able to read – in Spanish – reviews about a hotel in Munich from users across the globe.

For the client, the translated content would help to uncover patterns, preferences, and trends to increase cross-selling opportunities, as well as offer specific deals to local audiences.

The company chose Lionbridge for its expertise in crowd translation of user generated content. Lionbridge helps clients ensure that all user generated content, whether blogs, messages, surveys or online reviews, maintain the same intent and emotion once translated. Lionbridge then demonstrated that this type of translation

LEADING ONLINE  
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AND ENTERS NEW  
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ENTERPRISE  
CROWDSOURCING  
SOLUTION

## Ideal Crowd Translation Content Types:

- + Consumer Reviews
- + Product Descriptions
- + Social Media Posts
- + Forums
- + Customer Surveys



was a routine business task well-suited to crowdsourcing. Lionbridge Business Process Crowdsourcing allows this client to tap into a private crowd – qualified and managed by Lionbridge – to translate its user generated content. Crowdsourcing gives the client immediate access to a global network of experts who can tackle the translation tasks more efficiently, while keeping the labor spend down. And because the selected crowd workers are bilingual and native speakers, they can ensure that a user’s original meaning and intent remain intact.

### A New Model Drives Efficiency, Reduces Labor Spend

Lionbridge Business Process Crowdsourcing is an innovative approach to performing routine business tasks, such as the translation of user generated content. It is a sourcing model that employs online workers with a broad range of skills from around the world, providing the necessary project management, risk mitigation, secure quality control, contracting and coordination. Enterprise crowdsourcing is ideal for any organization that needs to complete a task but doesn’t have the budget or inhouse staff to handle it.

With Lionbridge Business Process Crowdsourcing, this travel giant has been able to better capitalize on the global nature of its business by making its user content easily accessible in local languages. This added value for users has helped the company improve its brand reputation, increase the number and length of site visits and increase sales.

## At-A-Glance

### Client:

Leading provider of Internet-based travel services

### Challenge:

Translating user generated content to improve customer experience, increase sales

### Solution:

Lionbridge Business Process Crowdsourcing

### Result:

Enhanced user experience, increase in site visits, more sales

## About Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. Using our innovative cloud technology platforms and our global crowd of more than 100,000 professional cloud workers, we provide translation, online marketing, global content management and application testing solutions that ensure global brand consistency, local relevancy and technical usability across all touch points of the customer lifecycle. Based in Waltham, Mass., Lionbridge maintains solution centers in 26 countries. To learn more, visit <http://www.lionbridge.com>.