



AN EFFICIENT, AGILE PROCESS IMPROVES THE GLOBAL CUSTOMER EXPERIENCE

Lionbridge + Sitecore for Multilingual SEO and Web Localization

140 COUNTRIES

OVER 30 LANGUAGES

2,200 EMPLOYEES

Background

Providing content to consumers in their native language in real time is a key pillar of Thule's global customer experience strategy. This makes translation and localization central to achieving the company's goals and Lionbridge is their partner of choice. By enlisting Lionbridge's expertise on global customer experience, Thule aimed to centralize their global website operations, execute more marketing campaigns, scale their reach globally and optimize campaign performance across languages. These elements build the foundation of a truly global customer experience.

Thule's goal was to:

- Localize marketing and product content in a flexible and timely manner with minimal process change and manual work
- Scale globally, reaching new markets with a unified brand experience
- Leverage localization content, as well as strategic search engine optimization (SEO), to increase web traffic and sales



About the Customer

Based in Malmö, Sweden, the Thule Group is a global market leader in outdoor and transportation products for active lifestyles. Being a truly global brand, they have a presence in 140 countries and translate their product and online content in over 30 languages. The group has more than 2,200 employees at over 40 production and sales locations all over the world.

The Challenge

Previously, Thule maintained several global web and software platforms and a variety of internal and external digital communications. Inefficiencies in navigating this plethora of channels and tools led to:

- A fragmented digital presence, with local execution
- Duplicative internal processes
- Delays in implementing SEO

Thule needed a localization partner with true local knowledge of target markets, languages, and consumers—one that could help manage Thule's digital assets to enable high volumes of marketing campaigns across multiple markets, acting with speed while delivering quality.

The Solution

Close collaboration and the Lionbridge Sitecore connector enables Lionbridge and Thule to achieve:

- **Customer Experience:** From sales collateral to user publications, Lionbridge provides consistent and efficient translations to the needs of Thule's global markets
- **Product Launches:** Thule brings new products to market in a lean operation across many markets and in many languages. Lionbridge supports these activities with fast, integrated workflows and centralized translation assets
- **Digital Experience:** Lionbridge works with Thule on all SEO, global marketing, web localization and software localization efforts. Once an afterthought, SEO is now implemented from the start

The Results

The close collaboration between Lionbridge and Thule paired with the Sitecore connector enables seamless translation of global content, ensuring a consistent and quality customer experience. Through this partnership, Thule can:

- Facilitate the translation process and effectively translate large volumes of content on a global scale with speed
- Create a central platform to manage digital content for all markets and languages
- Gain visibility into consumer buying behavior and web traffic
- Increase traction for the Thule brand as a key player in the growing active lifestyle space

“Having Lionbridge as a partner is fantastic. They know what the Thule brand stands for and how we want our internal voice to sound. They are on the cutting trends in translation and they have the knowledge to support us.”

Alexandra Obradovic, Global Online Content Director,
Thule Group

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