



# LIONBRIDGE HELPS MAKE TRAVEL BROCHURE PRODUCTION SEAMLESS

INCREASED EFFICIENCY

CONSISTENT TERMINOLOGY

BUSINESS PROCESS OUTSOURCING



## Kuoni – Project Report

Kuoni, one of Switzerland's most successful travel companies, wished to produce its travel brochures more cheaply and efficiently. It sought a complete solution, from content management to print-ready brochures, from one single source. CLS Communication (now Lionbridge) has many years' experience in business process outsourcing (BPO) and managing complex client requirements. Together, the partners developed a customized solution.

### About Kuoni (DER Touristik Suisse)

Kuoni was founded by Alfred Kuoni in Zurich back in 1906. DER Touristik Suisse AG is a market-leading Swiss tourism company. Together with tour operators Kuoni and Helvetic Tours, as well as ten other specialist operators, it covers the whole range of tourism and travel offers. The company belongs to DER Touristik Group, one of the largest travel groups in Europe.

[www.dertouristik.ch](http://www.dertouristik.ch)  
[www.kuoni.ch](http://www.kuoni.ch)

“ I am very happy to be working with CLS [now Lionbridge]. I regard the way in which we cooperate as a genuine partnership. For me, partnership means that trust must always be present, along with respect for what the other party does. It is more than just a contractual relationship. We talk to each other in depth – after all, communication is the key to success! ”

Jörg Sindram, Head of Marketing Services, Kuoni

## The Challenge

Kuoni had for many years been working with internal language experts, without language technology. Their capacity utilization fluctuated according to the brochure production cycle, which ran as follows:

- Texts created by content manager
- Initial translations made directly in the brochure system by language experts
- Amendments made by product manager
- Amendments translated by language experts
- A further round of amendments
- Proofreading and final sign-off (in the Kuoni system and InDesign)

## The Project at a Glance

Lionbridge integrates former Kuoni translators under a BPO agreement. They continue to work on Kuoni projects and train additional technical translators.

Kuoni's content management system is linked to the Lionbridge systems, making file transfer as easy as 1, 2, 3.

Lionbridge writes, edits, translates, and proofreads numerous publications and signs them off for printing, whatever the volume, file format, or language combination.

Lionbridge enhances the quality of translated output through the use of translation databases.

## The Solution

Lionbridge developed various proposals in conjunction with Kuoni. To ensure a successful BPO and integration into the Lionbridge process, both parties worked together to develop a solution:

- The content manager and experienced translators from Lionbridge provided on-site support for the client throughout the current production run.
- Both parties established file transfer via a secure interface linking the Kuoni brochure software and the Lionbridge environment.
- Kuoni transferred two former translators to Lionbridge. These translators trained additional technical translators, with whom they now work on Kuoni projects.
- Lionbridge added a link to the Online Ordering platform to Kuoni's intranet, simplifying the process of order submission.

## The Benefits

- Kuoni is no longer responsible for language resources and can concentrate on its core business.
- Lionbridge handles the work reliably and cost-effectively, despite large fluctuations in volumes.
- Knowledge of Kuoni's terminology and business is preserved by Lionbridge taking on two former Kuoni translators.
- Kuoni benefits from consistent application of corporate terminology and efficiency gains from the use of translation databases.
- Kuoni can access the full array of Lionbridge services as needed, which can include further on-site assignments.