



A GLOBAL WEB PUBLISHING SOLUTION

How Lionbridge Helps a Retailer Publish Content Globally

10 YEARS OF PARTNERSHIP

14,000 REQUESTS

FAST TURNAROUND



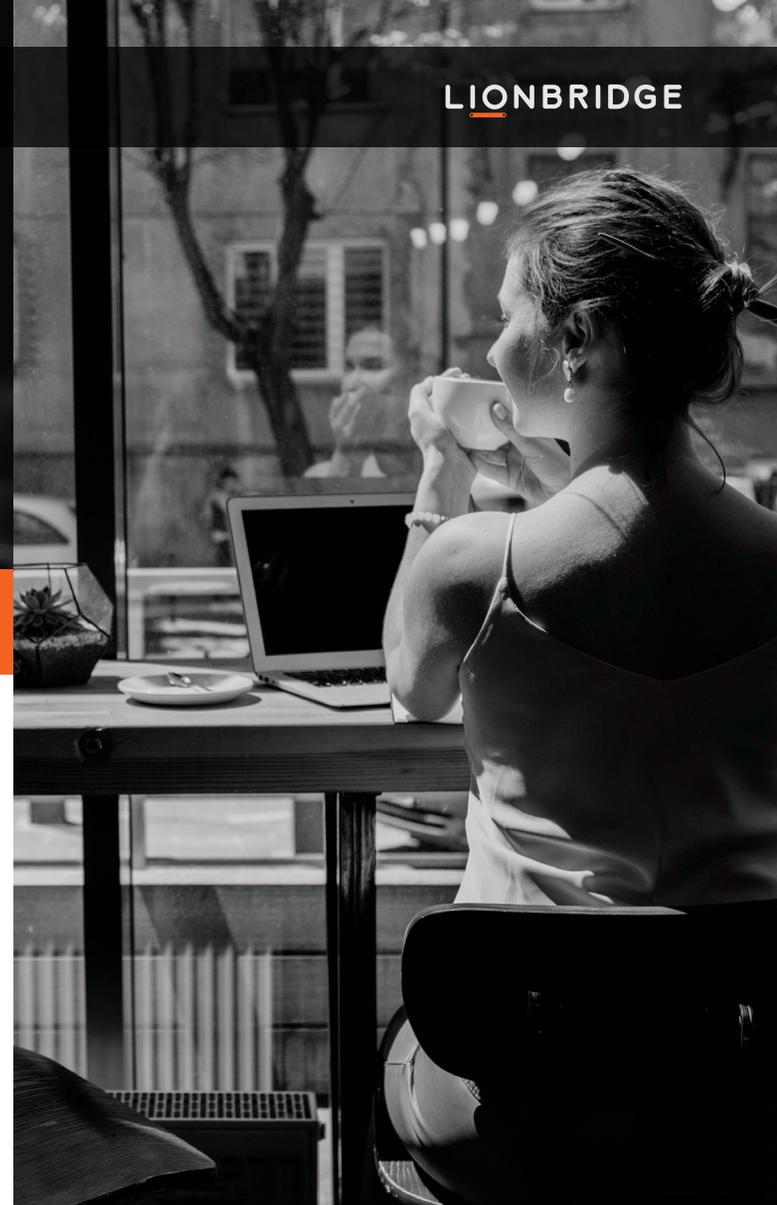
The customer publishes content in a variety of languages on a daily basis — both on its public facing website and its internal channels. These communications need to be available quickly to keep customers and internal partners informed about the company’s latest offerings. The customer trusts Lionbridge to deliver timely publishing on its internal and external websites and provide SEO consultancy services to optimize their web presence. The customer and Lionbridge have been partners in publishing for almost 10 years.



As the spread of COVID-19 caused workplace disruptions around the world, the customer needed to quickly distribute internal documents in English and French. Thanks to Lionbridge’s global team of translators and content specialists, Lionbridge was able to translate and publish these documents overnight, enabling the customer’s employees and partners to remain up to date during a tumultuous time.

About the Customer

The customer is a global retailer that serves millions of customers every day with exceptional products and thousands of retail stores.



The Challenge

The customer required a global partner to manage their publishing on their homepage and internal channels, staying in line with local market requirements and delivering quick turnaround times. The customer needed content publishing services for its United States, Canada, Hong Kong, Netherlands, Switzerland, Austria, and United Kingdom markets.

The Solution

Lionbridge designed a custom web publishing solution to manage and support the customer's publishing and translation needs. Lionbridge publishes content for the customer's public-facing website, menus, and mobile apps. Lionbridge also publishes and translates content from the customer's internal channels into French for Canadian channels.

Lionbridge's 22-hour, 5 day a week model allows the team to handle any request from the customer at a moment's notice. With specialists in Mumbai, Jinan, Costa Rica, and Dublin, Lionbridge's global presence ensures all requests can be addressed in a timely manner.

Lionbridge also provides SEO consultancy services for the customer, assisting with the creation of metadata and keyword research and driving web traffic to the customer's homepage. By working to optimize the customer's web presence, Lionbridge is able to ensure customers have a positive experience on the customer's website and are able to find the information they need.

The Results

To date, Lionbridge has completed over 14,000 requests for publishing on the customer's homepage.

These requests have included:

- Translation
- App updates
- New country site launches
- Web updates
- New page creation
- Migration of content from one leading CMS to another
- Redirecting URLs from old to new content
- Removal of outdated content
- Requests to update the Drive Thru digital boards in U.S. and Canadian markets

For the customer's internal channels, Lionbridge has provided:

- Content design, management, and editing
- Translation of content into French Canadian
- Detailed reporting capabilities and key performance indicators
- Extensive intranet quality assurance
- The launch of several new sites, including a page on staff training resources

The customer chooses to continue to partner with Lionbridge due to Lionbridge's successful handling of many quick turnaround time requests.

Due to the strength of the partnership with Lionbridge, the customer is able to trust Lionbridge to make smart content and publishing decisions on their behalf.