

# CASESTUDY: TRIPADVISOR

## Localizing TripAdvisor



### WELOCALIZE DELIVERS OPERATIONAL EXCELLENCE

TripAdvisor is the world's largest travel site enabling travelers to plan and have the perfect trip. TripAdvisor branded sites make up the largest travel community in the world with more than 260 million unique monthly visitors and over 100 million reviews and opinions (60+ contributions per minute).

The sites operate in 34 countries worldwide in 21 languages. 49% of TripAdvisor revenue is from international points-of-sale. TripAdvisor turned to global translation leader, Welocalize, to develop and deliver a next generation localization strategy.

### CLIENTPROFILE

- World's Largest Travel Site
- 260MM Unique Monthly Visitors
- 100MM+ Reviews & Opinions
- 60+ Contributions Per Minute
- 34 Markets, 21 Languages

#### FACTS

175 LANGUAGES  
1000+ EMPLOYEES  
21 GLOBAL OFFICES  
4TH LARGEST US LSP\*  
7TH LARGEST LSP WORLDWIDE\*  
\*SOURCE: COMMON SENSE ADVISORY, 2016

#### OFFICES

USA  
UK  
IRELAND  
ITALY  
GERMANY  
CHINA  
JAPAN  
ROMANIA  
SPAIN  
HUNGARY

#### HEADQUARTERS

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### THE RESULTS

#### TRIPADVISOR

- ✓ 70% Time Savings for Program Management (PM)
- ✓ 1300 Engineering Hours/Year
- ✓ 80% of Translation Volumes Through Solution

#### WELOCALIZE

- ✓ Save 35% of PM Time, Providing More Time for Value-Added Tasks

#### TRANSLATORS

- ✓ Reduced Admin Time by 50%
- ✓ Productivity + Revenue Increased

#### HIGHLIGHTS

- ✓ 21 New Markets + 15 New Languages Within 3 Years
- ✓ 300k Words/Month
- ✓ 423% Increase Words for Translation, 2011-2012

### CLIENTCHALLENGE

It is critical for all TripAdvisor travel sites to be available, real-time, 24 hours a day. New content is posted all the time so there is no room for waste or error. Reviews are posted and read by people all over the world – TripAdvisor has to ensure the best user experience. TripAdvisor needed an innovative, localization strategy to streamline the translation workflow with no waste.

### WELOCALIZESOLUTION

Welocalize developed an innovative localization strategy for TripAdvisor, based on the principles of Operational Excellence (OPEX) and using the Localization Maturity Model (LMM), developed by independent research firm, Common Sense Advisory (CSA).

Welocalize is committed to OPEX – to remove waste and unnecessary workflows, create convenience and value-added tasks. We define waste as those tasks that cost money but have no value and can be automated.

Welocalize also introduced the LMM methodology to TripAdvisor, working closely to develop an optimized model. Developed by the CSA, the LMM moves and “matures” the client up through a series of localization and quality management practices; identifying and eliminating unproductive and costly practices and introducing sophisticated levels of process, organization and translation automation. The result is optimized and transparent levels of localization improving productivity and time-to-market.

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"TripAdvisor is still a young company but over the past 3 years, we've made incredible progress at implementing a solid localization strategy. By using the CSA's maturity model and Welocalize's approach of Operational Excellence, we're meeting and exceeding TripAdvisor's international objectives."

Lorna Whelan, Senior Localization Manager, TripAdvisor

### THEFEATURES

- ✓ Workflow Management
- ✓ Automation
- ✓ Translation
- ✓ GlobalSight Technology
- ✓ Localization Strategy Consulting
- ✓ Content Types Include UGC, Marketing, Web

### THEBENEFITS

- ✓ Streamline translation to reduce workflow from 23 to 5 steps
- ✓ Increase in productivity
- ✓ Increase speed of translation
- ✓ Easy open-source translation management
- ✓ Improve management
- ✓ Improve processes related to translation of content

"Working with TripAdvisor has been an important experience for welocalize – the partnership is a great match. The combination of welocalize's OPEX strategy and Common Sense Advisory's Localization Maturity Model has resulted in a very sophisticated localization strategy which delivers excellent results."

Antoine Rey, Welocalize Senior Director, Europe & Asia Sales

### ABOUT US

WELOCALIZE, INC., FOUNDED IN 1997, OFFERS INNOVATIVE TRANSLATION AND LOCALIZATION SOLUTIONS HELPING GLOBAL BRANDS TO GROW AND REACH AUDIENCES AROUND THE WORLD IN MORE THAN 175 LANGUAGES. OUR SOLUTIONS INCLUDE GLOBAL LOCALIZATION MANAGEMENT, TRANSLATION, SUPPLY CHAIN MANAGEMENT, PEOPLE SOURCING, LANGUAGE SERVICES AND AUTOMATION TOOLS INCLUDING MT, TESTING AND STAFFING SOLUTIONS AND ENTERPRISE TRANSLATION MANAGEMENT TECHNOLOGIES. [WELOCALIZE.COM](http://WELOCALIZE.COM)

