

# CASESTUDY: WIZZ AIR

## Culturally Adapting Web Content to Reach 38 Markets + Enhance User Experience



### THE CLIENT

Founded in 2003, Wizz Air is the largest low-cost airline in Central and Eastern Europe. The company has been always focusing on delivering outstanding customer experience at affordable prices. The new website features the Express Booking function that allows customers to purchase a ticket in just three clicks within 30 seconds. The company was recently named 2016 Value Airline of the Year by the editors of Air Transport World, one of the leading airline trade magazines, as well as 2016 Low Cost Airline of the Year by the Center for Aviation (CAPA), leading provider of independent aviation market intelligence.

### CLIENT CHALLENGE

Wizz Air offers more than 450 routes from 26 bases, connecting 130 destinations across 38 countries. One of Wizz Air's overall global business objectives was to enhance user experience, making it easier and simpler to book Wizz Air travel. The online travel and hospitality industry is a fiercely competitive market and it is crucial to create a great online journey to reach local customers and gain competitive advantage. The company wanted to re-launch its new website on all platforms in 23 languages across 38 markets.

#### 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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### WE LOCALIZE SOLUTION

Welocalize worked with Wizz Air to develop a scalable localization strategy, developing source materials in English and delivering translated and fully tested web content into 23 languages for all platforms, including mobile. The re-launch of the website included a new language, Georgian, to reflect Wizz Air's newest operational base established at Kutaisi Airport in Georgia in September 2016. Localization work included in-depth market analysis and research by dedicated Welocalize experts to identify key words for multilingual SEO purposes in target locales.

Welocalize deployed GlobalSight, their proprietary open-source translation management system (TMS), to streamline and automate Wizz Air's translation workflow and built connectors to interface with Wizz Air's content management system (CMS).

*"Welocalize brings all the latest localization techniques and innovation needed to help WIZZ grow and succeed internationally. We're delighted with the partnership and look forward to more cooperation in the future."*

*Tamara Vallois, Head of Communications, Wizz Air*

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### CASE STUDY HIGHLIGHTS

- ✓ Enhanced online user experience
- ✓ Develop EN source materials
- ✓ Translation and testing into 23 languages
- ✓ New language, Georgian
- ✓ Operational on all platforms including mobile
- ✓ GlobalSight TMS
- ✓ Streamline and automate translation workflow
- ✓ In-depth market analysis and research
- ✓ Multilingual SEO
- ✓ 23 languages to reach 38 markets
- ✓ Flexible, scalable solution
- ✓ PM Support 24/7
- ✓ Full cultural adaptation of content
- ✓ Global teamwork
- ✓ Significant international growth

*"We are delighted to see our new website fully implemented in 23 languages on all platforms as it reflects the innovation that WIZZ has delivered since its first flight in 2004. WIZZ constantly strives to stay ahead of the game when it comes to products and services we offer our customers. Today we operate flights to 38 countries in Europe and beyond, with base operations in 14. Offering localized web content for our customers is one of the crucial steps and we are satisfied with our fruitful cooperation with Welocalize that helps us to ensure that our global customers interact with the WIZZ brand in a linguistically and culturally appropriate way."*

*Tamara Vallois, Head of Communications, Wizz Air*

# GLOBAL TEAM WORK

#### 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)

