



Be Global. Go Multilingual.

November 2023



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INTRODUCTION

Scalable multilingual localisation solutions since 2007

Avilinga is a boutique translation and localisation agency focused on quality, efficiency and scale. We have over 15 years of experience helping organisations like yours meet the demands of complex multilingual markets and reach audiences all over the world.

What we offer

1. **Bespoke solutions for your organisation**

All applications, integrations and processes can be customised to meet the needs of your localisation strategy and content workflows.

2. **Tech-assisted human localisation**

Output from human linguists assisted by our proprietary CAT tools, including translation memories and automated style manual compliance.

3. **CMS integration and multi-file support**

Our workflows integrate with your existing content management system with automatic text and image placements in all common file types.

4. **Multilingual quality control and testing**

Proofreading and technical reviews ensure consistent quality. New product, feature and function launches can be tested before launch in all languages.

5. **Multilingual content optimisation**

Optimisation for search engines (SEO), digital campaigns and email marketing supported in all languages.

6. **Multilingual website management**

End-to-end management of all your multilingual website and microsite content.

7. **Print media localisation**

Multilingual localisation for all your non-digital assets.

8. **24/7 one-on-one personalised support**

Speak to somebody you know and trust whenever you need support.

Our multilingual content process



Global internet users

76%

prefer products with information
in their own language

40%

will not buy from websites in other languages

75%

are more likely to purchase the same brand
again if customer care is in their language

Why go multilingual?

- ✓ **Reach a wider audience**
 - ✓ **Increase customer satisfaction**
 - ✓ **Improve search engine rankings**
 - ✓ **Increase conversions**
- 

Trusted by global brands



CASE STUDY



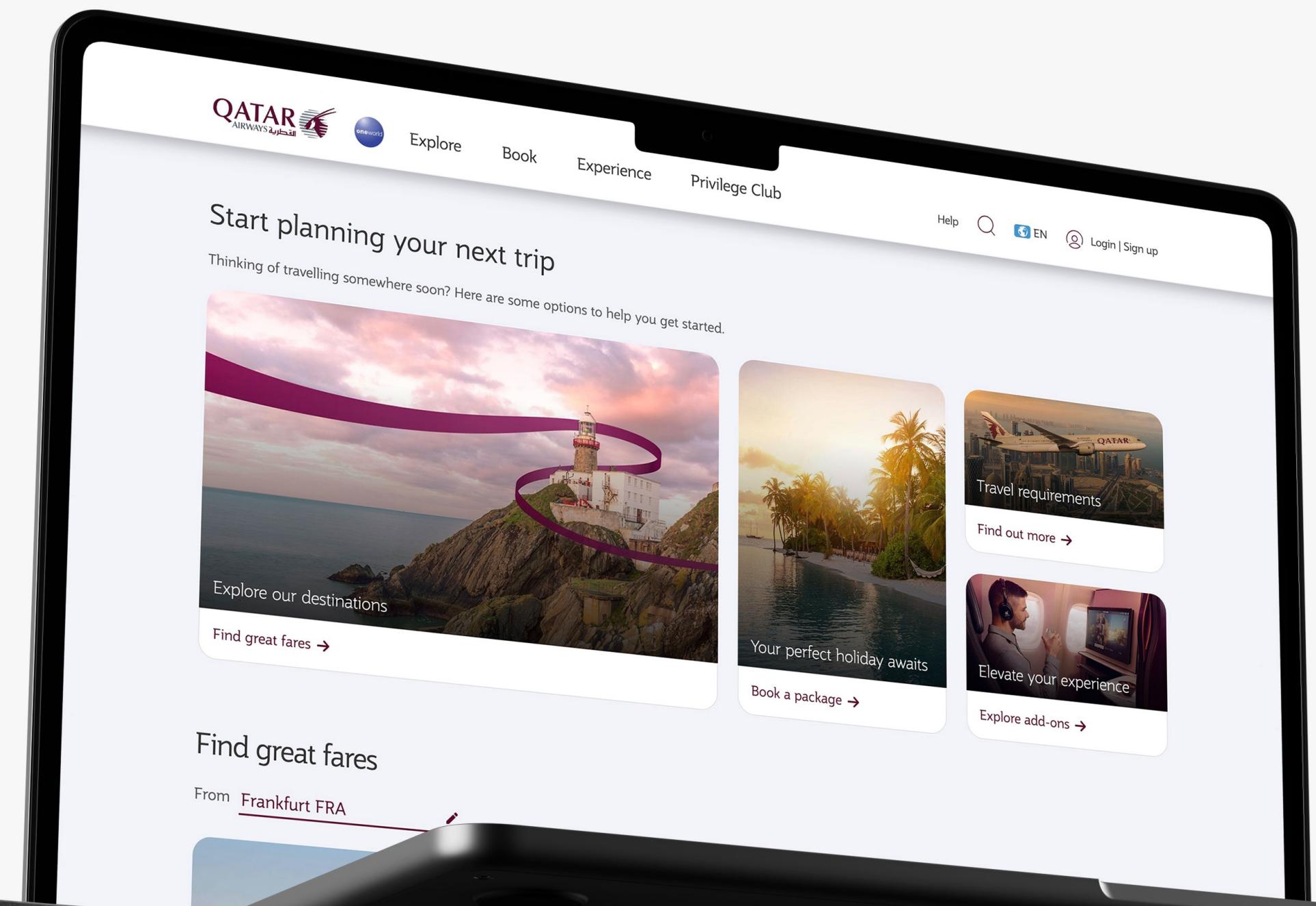
CASE STUDY

What Qatar Airways needed

Qatar Airways' rapid growth resulted in a need for daily content localisation into 26 priority languages - occasionally up to 46 in total.

With such ambitious goals, an inability to scale made their localisation output the bottleneck in their global marketing strategy.

So they turned to Avilinga.



CASE STUDY

What Avilinga provided

Qatar Airways hired Avilinga as their localisation partner on a full-service contract in 2012.

1.

Connected our proprietary Avi5 TMS with Qatar Airways' CMS (originally HP Teamsite, later Adobe Experience Manager).

2.

Created a custom Excel plug-in to streamline management of copy for all digital marketing assets (social media, emails, newsletters, etc).

3.

Dedicated teams of 4-5 linguists to each priority language, many of whom have remained on the Qatar Airways contract since the start.

4.

Improved linguist working efficiency with CAT tools that automatically update translation memories and ensure brand voice consistency.

5.

Generated quality control statistics from client reviews to continuously optimise output, until 97% of localisations required no further edits.

CASE STUDY

Qatar Airways now

- ✓ Reliably localises content in 26 priority languages within 24 hours
- ✓ Approves 97% of localisations without further edits
- ✓ Has reduced review responsibilities of regional outstations
- ✓ Rapidly tailors and communicates offers to a global audience
- ✓ Became the largest airline on the planet in 2020

Languages

● QATARAIRWAYS.COM ● AD-HOC PROJECT LANGUAGES

Amharic, Arabic, Armenian, Azerbaijani, Bengali, Bulgarian, Catalan, Chinese (Mandarin), Chinese (Cantonese), Croatian, Czech, Danish, Dutch, Finnish, French, Georgian, German, Greek, Hindi, Hungarian, Indonesian, Italian, Japanese, Kazakh, Korean, Malay, Malayalam, Nepali, Norwegian, Farsi, Polish, Portuguese (Brazilian), Portuguese (European), Romanian, Russian, Serbian, Sinhala, Somali, Spanish, Swedish, Tagalog, Tamil, Thai, Turkish, Ukranian, Urdu, Vietnamese

CASE STUDY

الإتجاه
ETIHAD
AIRWAYS



What Etihad Airways needed

Etihad Airways outstations were responsible for manually localising large amounts of content into their respective languages from English. As their online presence and the volume of communications grew, it became increasingly difficult to keep track of what content was supposed to be integrated where.

They approached Avilinga about centralising, optimising and scaling up their localisation efforts in 14 languages.



CASE STUDY

What Avilinga provided

Etihad Airways hired Avilinga as their localisation partner on a full-service contract in 2007.

1.

Automated Etihad airways' previously manual localisation workflows, greatly improving speed-to-market delivery.

2.

Localised all marketing content – digital and print – for Etihad Airways, their subsidiaries, and Etihad Partners.

3.

Integrated with Etihad Airways' online booking engines (originally Amadeus, later Sabre).

4.

Worked closely with Etihad Airways' creative teams and agencies – including M&C Saatchi – to localise campaigns, including 2017's "Flying Reimagined" TV spot.

CASE STUDY

Etihad Airways now

- ✓ Regularly wins Global Aviation and World Travel Awards, including in customer experience categories
- ✓ Creates more indexable pages to improve SEO ranking of etihad.com to maximise online visibility
- ✓ Significantly increased customer retention and revenue





Over 350 language professionals globally

One team helping you to reach the world

Singapore

Avilinga Pte. Ltd.
Peninsula Plaza #08-18
111 North Bridge Road

United Arab Emirates

Avilinga FZ LLC
Compass Building
Al Jazeerah al Hamra
Ras al Khaimah



Why Avilinga?

1. Bespoke

We customise solutions to your localisation needs.

2. Intuitive

We integrate our technology into your existing workflows.

3. Consistent

We assign dedicated teams of linguists to your account.

4. Fast

We work to your timelines, delivering in as little as 12 hours.

5. Helpful

We provide 24/7 support throughout the entire contract period.

6. Diligent

We continually optimise our solutions and workflows.

7. Scalable

We become more effective the more languages you need.

8. Experienced

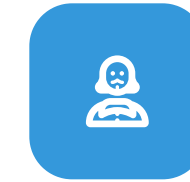
We are experts in what we do.

Avilinga in numbers



65+

languages



350+

linguists



≤ 12h

minimum turnaround



98.5%

no-edit approvals



20+

file types supported



10+

CMS integrations



15+

years of experience

SELECTED CLIENTS



Thank you.

Avilinga

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