

Case Study: Translating Social Profiles

"Traditionally, translation has been reserved for the most valuable and targeted content since quality translation services can be a hassle to setup and have relatively long turn-around times. But myGengo introduces viable translation to a much broader set of applications by delivering a fast and scalable service that is available through its open API. myGengo's platform and service was uniquely positioned and essential for the enablement of Transfluent's."

-Jani Penttinen, CEO and founder

The Challenge

Transfluent (a service by Xiha) is a multilingual social media platform that aggregates companies' and brands' social media feeds into one fan page to empower them to speak to users in their own language. Through this Transfluent, fans would also be able to respond with comments and feedback in their native language, thus truly empowering marketers to engage with their communities from around the world. In addition, the service would automatically translate a company's Facebook fan pages to reach new geographies, instantly broadening the messaging and increasing the ROI of the marketing investments.

Transfluent already had the technology platform to realize this vision, but it was apparent that they also needed to create a close partnership with a reliable translation partner. The requirements on the ideal partner were many: An ability to provide services in a very broad range of language pairs, a technology interface to reduce manual interaction and allow scalability, and with a short turn-around time to keep up with the pace of Twitter and Facebook feeds. They needed a partner with both translation and development capabilities, and it was apparent that most traditional translation firms wouldn't meet those requirements.

The Solution

Exploring scalable solutions to the problem, Transfluent realized that myGengo's crowdsourced approach, API, and TranslateExtreme service in combination provided exactly what they were looking for. myGengo's thousands' of translators in more than 30 language pairs provided the required breadth of languages. But even more important, the huge pool would ensure productivity and fast turn-around 24/7, and hence match the demand from Transfluent's customers located in every time-zone around the world.

By integrating directly with myGengo's API, Transfluent can let their clients' aggregated social media feeds automatically flow through to myGengo's platform for translation. As soon as the translation completes, it's pushed back into Transfluent's system for publication on the foreign page. The API integration significantly improved the reliability of the process. In addition, it essentially eliminated all overhead and transaction costs for fulfillment of the translation. Transfluent and myGengo continues to innovate together on their services, creating even more value through their close partnership.

Case

Transfluent is the leading online service for customizable fan pages instantly translatable to nearly 60 languages. Powered by its partnership with myGengo, they enable businesses from all over the world to easily reach a global audience in the customer's native language.

myGengo Product

API

Languages

10+

Number of Words

Hundreds of Thousands

Client

Transfluent is a wholly owned subsidiary of Xiha (www.xihalife.com), the world's first truly multilingual social network with nearly one million users in 208 countries, speaking over 140 languages.

<http://www.transfluent.com/>

