

Case Study:

Product Description Translation

“Thanks to myGengo, we’ve expanded our target audience. The fact that we can use ‘friendly descriptions’ for various products fits well with our concept and has connected us to people around the world, which has helped our platform grow.”

-Takehiro Kakiyama, CEO and Co-Founder, FlutterScape

The Challenge

As a service that relies on its users in Japan to keep it running by uploading new products, the FlutterScape team experienced firsthand the necessity of bridging language gaps. With a rapidly increasing user base that included Japanese sellers, they knew it would not be enough to hire a few translators, and machine translation failed to convey the warm, personal language that drives customers to purchase a product. FlutterScape needed a service that worked quickly without dehumanizing the translation process or the text itself.

The Solution

FlutterScape integrated myGengo’s API into their platform in order to allow their Japanese sellers to expertly translate their Japanese content into English, and vice versa, via a simple online form. The API was simple to install within FlutterScape itself, and made human translation accessible at the click of a button. After the FlutterScape team added the API to the site, users found that the translations they ordered through myGengo’s Translate.Embed service were completed quickly, affordably and professionally.

The translators employed by myGengo also alleviated customers’ worries that the detail of their painstakingly written and highly personalized product descriptions would not carry across into English. myGengo’s pre-qualified team also took the guesswork out of finding the most agreeable, context-appropriate word in a foreign tongue.

Case

FlutterScape, a crowd-sourced social commerce platform, uses myGengo to allow users to translate product descriptions after uploading new items.

myGengo Product

API, Translate.Embed

Languages

Japanese to English
English to Japanese

Client

FlutterScape is a Tokyo-based company that encourages people to discover, purchase and upload unique Japanese products to sell to customers worldwide.

