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Streamlining Multilingual E-commerce at Tennis-Point GmbH

TENNIS-POINT GMBH

A German online giant

Tennis-Point is a German online retailer specializing in tennis equipment and accessories and offering over 50,000 products. The company sells their products all across Europe, with France and Spain representing the largest tennis apparel markets in the EU.

THE CHALLENGE

12 languages, 70,000 text changes

Buyers in different regions expect to be able to search for products in their own language, therefore Tennis-Point operates in 12 languages. With 6,000-7,000 products being added to the e-shop each year, the company's content managers faced more than 70,000 changes annually.

To carry out such a challenging task, Tennis-Point had to take a smart approach and automate their translation and localization process. That's why they chose Memsourse.

TENNIS-POINT IN NUMBERS



350,000
customers



4,000
shipments per day



100%
YOY growth

“ Now, we can
translate product
descriptions in an easy,
automated way. ”



Fabian Lauer
Software Developer
Tennis-Point GmbH

Find out how Memsourse can help you save time and money!



www.memsourse.com



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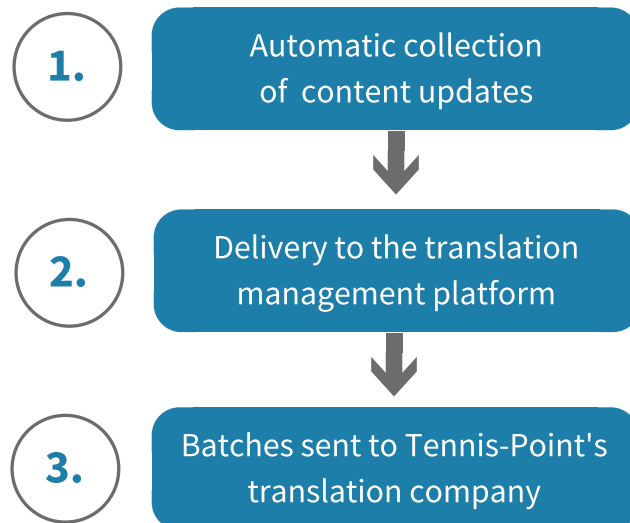


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THE MEMSOURCE INTEGRATION

In 3 easy steps

Fabian Lauer, the Tennis-Point Software Developer in charge of localization, was the man responsible for selecting Memsourse and integrating it with Oxid, the Tennis-Point e-commerce system. The integration process was quick and simple.



REAPING THE BENEFITS

Faster localization

With all updates now running through an automated localization process, content managers at Tennis-Point no longer have to email every text update to their translation office. This reduces content work by around 130 days a year, allowing for a much faster localization cycle.

Budget savings

Memsourse pre-translates content from translation memory, so the same phrase never gets translated twice. This is particularly significant for the e-commerce sector, where large portions of the content are repetitive. Translation memory can reduce human translation work by up to 90%, which is reflected in the budget.

Enhanced marketing

The marketing team submits their html drafts to the translation providers through Memsourse's simple drag and drop Automation Widget. The vendor uses Tennis-Point's translation memory and terminology base. This enables the marketing team to send out their e-news twice a week in 12 languages at a lower cost and achieve a significant boost in open and conversion rates.

PLUS...



DATA OWNERSHIP

By owning a Memsourse account, Tennis-Point owns and controls their translation memory, and does not depend on a translation company for language data.



SEO LOCALIZATION

With the current streamlined setup, Tennis-Point is ready for SEO-optimized localization of their product descriptions.

Find out how Memsourse can help you save time and money!



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