

## SDL SHEFFIELD LTD

The growth of the internet has encouraged more companies to extend their supply and value chains abroad, and SDL Sheffield Ltd has established itself as a leading translation agency through its web-based translation service, Click2Translate.

### OBJECTIVES

The growth of the internet encourages more and more companies to extend their supply and value chains abroad and, with research suggesting customers are four times more likely to buy in their own language, this growth in overseas trade, combined with the general processes of globalisation has created a huge demand for translation services.

The growth of the internet has led to an exponential growth in demand for translation services, with an increasing number of businesses seeking to trade across national borders and in different language areas. SDL Sheffield Ltd already runs one of the largest translation and product localisation services in the world, translating around 150 languages, and specialises in delivering a high quality, fast turnaround service.

Recognising the growth in overseas trade, the company wanted to be able to offer increasingly fast translation services and to broaden its market to include individuals, small businesses and smaller divisions of large companies. But it needed to lower costs sufficiently to make translation an attractive option for this growing sector.

Traditionally, someone needing a translation would find a service through recommendation or Yellow Pages. They would then call the translator, describe the job, wait for a quote, negotiate and finally send off their text or recording for translation.

SDL Sheffield's vision was to develop a system that would enable a client to obtain an instant quote and submit their text online. This would save the client time and make translation a viable option for smaller companies and private individuals.

### SOLUTION

To achieve its objectives, SDL Sheffield developed Click2Translate.com, a website which offers instant online ordering and pricing of translation services with file upload and storage.

The Click2Translate service offers three quality levels: instant machine translation; edited machine translation and premium-

**Best practice in:**  
E-business

**Sector:**  
Services/Other

**Size of firm:**  
146 employees

**Location:**  
Sheffield

**Website:**  
[www.click2translate.com](http://www.click2translate.com)



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PHILLIP PERKS – E-BUSINESS MANAGER,

priced professional services. Customers can upload their documents or files in electronic format, select the relevant languages, pick their desired quality level, and get an immediate price and delivery date.

The quotation can be issued quickly as it uses custom software to automatically word-count any text documents that are submitted to the site. Machine translations can be completed almost instantly or, where the customer requires one of the high quality translation services, the files are sent directly to the large team of native speaking in-house translators or specialist freelance translators.

A dedicated team of Project Managers oversees all projects and provides the human face to the online service. Customers receive an e-mail confirming receipt of their order and then, when the job is complete a few days later, they are e-mailed a web-address from which the completed work can be downloaded. “The translations remain available online for six months after being downloaded, which allows customers to keep a history of their most recent projects,” explains Phillip Perks, e-Business Manager at SDL Sheffield.

Click2Translate also benefits from traffic passing over from its sister site, FreeTranslation.com, which offers a cut-down version of the full service. This free site translates more than 48 million words per day, and has six million unique users each month, all of whom are offered the opportunity to upgrade their free, machine-translated results to a full professionally translated version from Click2Translate.


The company has noted particular industry trends including demand for property-related translations from people looking to invest in property overseas. “We also have a large number of personal users who use the service for translating correspondence and legal documents,” Phillip says.

## **RESULTS**

SDL Sheffield’s key customers include some of the world’s leading brands such as PepsiCo, Adobe and various UK and US Government bodies. The success of the website is evident with growth of over 100%, each year, for the past two years and expansion into new areas such as translating websites, employee manuals and even mobile phone games.

By creating a purely online system with streamlined back-end management tools, the company has been able to cut out a number of the costs traditionally involved in translation





services. This means that customers are not charged for the project management of online orders and rates are kept low.

Since Click2Translate's market is global, its US customers have a strong demand for Latin American Spanish translations. The site ensures that they can deal with the company around the clock, even though it is based in the UK. A recent survey of existing customers confirmed that 80% selected Click2Translate because of its commitment to quality and that as long as it delivered on this and within the promised delivery date, location was not an issue.

"The turnover from the website makes a significant contribution to the overall organisation, and is a key strategic tool when engaging new clients," says Phillip Perks, e-Business Manager at SDL Sheffield. "By using online databases and document servers, we have been able to build a system that is much more than just a method of ordering translation – it has become a true translation portal. We identified a key global market and are already receiving the benefits of the considerable time and money we have invested into the site."

Because of its innovative and highly successful approach, the company was a regional winner of the E-business category in the DTI and InterForum E-commerce Awards 2004.

## **CHALLENGES**

A careful study of how people used the site persuaded the company to slash the number of steps required to place an order, which led initially to a 15% increase in conversion rates, and then to a 40% increase. Regular customers particularly noted that this improved the speed and ease of ordering.

Different file formats have produced challenges and, until recently, the service was limited to .doc, .rtf, .txt and .htm formats. However recent developments have allowed SDL Sheffield to produce online estimates for other document formats within one working day and it now has the ability to provide instant prices for pdf files.

Having moved online, and created both a paid-for and free translation service online, SDL Sheffield is now focusing even more intently on its web presence. Recent developments include automatic volume discounts and the introduction of a non-proofread service aimed at capturing budget conscious users.



### Top tips:

- Going online can cut costs while expanding your business.
- Study how people use your website if that is your principal business outlet, and where and why a purchase fails.
- Offering a free service can pull in customers who would not initially use a paid-for service.

### THE LAST WORD

“We are constantly updating the site to make it easier to use and offer even better value and faster turnaround times,” Phillip says. “We have introduced online guides to help customers through the translation process. This helps keep support costs low and allows us to concentrate our customer service team on ensuring complete customer satisfaction which is vital to any growing company.”

Phillip adds: “We envisage that the dramatic growth in revenue generated from the site will continue as more and more people find out how easy it is to go online and order and manage the translation process themselves.”

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